

**COMPETITION TRIBUNAL  
TRIBUNAL DE LA CONCURRENCE**

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CT-2025-006  
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Court File No. CT-2025-006

**COMPETITION TRIBUNAL**

**IN THE MATTER OF** the *Competition Act*, R.S.C. 1985, c. C-34;

**AND IN THE MATTER OF** an application by 8X Labs Inc. for one or more orders pursuant to section 75 of the *Competition Act*;

**AND IN THE MATTER OF** an application by 8X Labs Inc. for one or more orders pursuant to section 76 of the *Competition Act*;

**AND IN THE MATTER OF** an application by 8X Labs Inc. for one or more orders pursuant to section 77 of the *Competition Act*.

**AND IN THE MATTER OF** an application by 8X Labs Inc. for one or more orders pursuant to section 79 of the *Competition Act*.

**B E T W E E N:**

8X LABS INC.

Applicant

- and -

VISTAR MEDIA INC.

Respondent

**AFFIDAVIT OF SCOTT MITCHELL  
(Sworn March 6, 2026)**

I, Scott Mitchell, of the City of Toronto, in the Province of Ontario, MAKE OATH AND  
SAY:

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1. I am the Managing Director, Canada at Vistar Media Inc. ("Vistar"), the Respondent in this proceeding. As such, I have knowledge of the matters contained in this affidavit. Where I do not have personal knowledge of such matters, I have stated the source of my information and believe that information to be true.

2. Unless otherwise stated, the information I provide in this affidavit concerns Vistar's business in Canada and the Canadian out-of-home advertising industry.

## **BACKGROUND**

3. I joined Vistar in 2017 as the managing director of its Canadian office. Since then, I helped to launch and develop Vistar's Canadian business. Before joining Vistar, I worked in marketing/advertising roles at companies including Yahoo, Tube Mogul, and Microsoft.

### **i. Digital Out-of-Home Advertising**

4. Vistar provides technology solutions for advertisers, advertising agencies, publishers, and other buyers (together, "Buyers") in the digital out-of-home advertising (or "DOOH") industry. DOOH is a subsegment of out-of-home advertising, which generally covers advertising on billboards, posters, public displays, bus shelters, etc. The out-of-home advertising industry has traditionally relied on static advertising: static billboards, posters and vinyl, among other traditional media. In contrast, DOOH uses digital screens, including, among other things, digital billboards, urban panels, transit screens, bus shelters, and outdoor digital walls.

5. Depending on the type of customer being targeted through a given DOOH campaign, digital screens can be placed anywhere including on outdoor billboards, inside shopping centres,

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office buildings, gas stations, gyms, restaurants, bars, and universities, among other customer-specific locations.

6. One benefit of DOOH over other forms of out-of-home advertising is its flexibility. DOOH competes for advertising dollars with other forms of advertising, including traditional out-of-home advertising, but offers additional flexibility relative to traditional out-of-home advertising options. Unlike, for example, a print billboard, digital screen contents can be adjusted in a given DOOH campaign based on time of day, geographical location or area, and weather triggers, among other relevant factors, in order to align with the applicable brand, product and/or target consumer.

7. DOOH media owners include large Canadian media companies such as Pattison Outdoor Advertising ("Pattison") and Astral-Bell Media ("Bell"). These companies own large, national out-of-home advertising networks that contain both traditional and digital out-of-home media. The Canadian DOOH space also includes much smaller media owners, some of whom might own screens in a small number of private venues.

8. There is much greater supply of DOOH advertising inventory in Canada than there is demand for it. Many locations can be readily outfitted with digital screens and begin offering advertising inventory. As a result, Buyers have flexibility in choosing the inventory that they select and the tactics that they choose to deploy for their advertising efforts. As I describe below, Buyer demand impacts Vistar's partnership decisions with Canadian media owners.

9. DOOH media owners have two primary ways of selling their advertising inventory. First, they can sell the inventory directly to Buyers. For example, Pattison and Bell have large sales teams who sell advertising space directly to Buyers for national, regional and local advertising

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campaigns. Smaller media owners will similarly sell advertising inventory directly to Buyers. Such sales can be highly local (*e.g.*, a local restaurant or real estate agent advertising on a screen at the community hockey rink) or larger (*e.g.*, Tim Hortons advertising on bus shelters across the GTA). Generally speaking, successful media owners—both large and small—have dedicated direct sales teams that sell directly to Buyers across national, regional and local areas.

10. The second way that media owners sell their advertising inventory is programmatic selling. This is the segment of the DOOH space in which Vistar provides technology services (although as explained below some of Vistar's software products can be used by customers to operate their digital screens even when they sell advertising inventory directly and not via programmatic selling).

11. Programmatic advertising uses technology and algorithms to buy and sell digital advertising space in real-time. This assists Buyers in the DOOH space. Buyers rely on programmatic platforms, known as demand-side platforms ("DSPs"), to access audiences and activate targeted ads across channels. Media owners (*i.e.*, the owners of the digital screens and signage) rely on programmatic platforms, known as supply-side platforms ("SSPs"), to make the ad space across their inventory available to Buyers.

12. Programmatic advertising platforms maximize the relevance and efficiency of digital advertising through an integrated auction-based marketplace or ad exchange. Media owners make their media inventory discoverable at the individual impression or "spot" level via an SSP. Buyers use a DSP to evaluate and bid on media in real-time. Bids are placed based on applicable business rules such as audience, location, and price, among other relevant criteria.

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13. Vistar provides both programmatic and software solutions for DOOH. This includes providing a DSP for Buyers. For media owners, as I describe in greater detail below, Vistar services these clients in the DOOH space in two main ways: (1) programmatic SSP partnerships; and (2) "Software as a Service" (or "SaaS") products.

**ii. Vistar's Supply-Side Platform (SSP)**

14. Vistar connects media owners to Buyers. When a media owner's digital signage becomes programmatically available on Vistar's SSP, Buyers on Vistar's DSP can bid on the digital space for their ads, thereby opening up new revenue streams for the media owners. Vistar's SSP enables media owners to maximize the demand and revenue on their inventory not sold via direct sales.

15. Vistar's SSP partnerships with media owners are made via arrangements to share revenue generated from the Buyers' purchases of the media. The revenue share varies by customer and will depend on factors such as the likely value of the media assets to Buyers and the media owner's ability to increase demand for its inventory through an in-house sales staff. While Vistar has its own 6-person Canadian sales staff to promote the advertising inventory of its media-owning customers to Buyers, it also relies on and expects media owners to promote their inventory to Buyers through their own sales efforts. In Vistar's experience, media owners who do not promote their inventory are unlikely to make valuable partners. Strong effort to actively promote and sell inventory to Buyers is critical to a media owner's success. Accordingly, media owners' willingness and ability to invest in these efforts is a key factor that Vistar considers when evaluating an SSP partnership.

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16. Another way that media owners can connect to Vistar's SSP is through a secondary deal with a company that aggregates the media of smaller owners who have relatively fewer screens. Vistar generally works with media owners as opposed to aggregators. This is because aggregators (which are typically technology companies), unlike media owners, generally:

- (a) Do not own and operate the media inventory, which may undermine the quality of the media and assurances to Buyers that the media are properly functioning and providing the anticipated number of impressions; and/or
- (b) Do not have comprehensive sales teams to help drive the sales and demand with Buyers on Vistar's SSP.<sup>1</sup>

17. Vistar will, however, partner with aggregators when these concerns are sufficiently addressed. As well, Vistar must typically consent if an aggregator wishes to add clients to its network to ensure that the new assets are appropriate for Vistar's SSP.

18. These criteria are applied neutrally and are intended to ensure effective promotion and reliability of inventory for Buyers; they are not designed to, and do not, prevent technology providers or media owners from competing in the DOOH industry. Having invested heavily in developing its team and SSP, Vistar carefully chooses media owner partners to maximize Buyer experience and drive future sales growth for Vistar and the media owner.

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<sup>1</sup> There are also added complexities to partnering with technology companies and aggregators on Vistar's SSP from a contractual perspective, where those companies do not own the media inventory, they often will not take responsibility for screen availability.

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19. Vistar invests significant resources to onboard a partner onto its SSP, including by using Vistar's own in-house sales team (of approximately 6 employees in Canada) to generate the demand and sales for media assets directly to Buyers. Vistar's SSP partners benefit substantially from Vistar's SSP, including by connecting with Buyers (sometimes entirely new customers), either via direct relationships, or through *passive* revenue streams, often with little-to-no direct involvement needed.

20. Vistar accordingly prioritizes high-value SSP partners based on a range of factors, including, but not limited to, the scale and characteristics of the partner's media inventory, the extent to which that inventory will meet the needs of Buyers, and the partner's willingness to invest in initiatives that will increase demand for their inventory.

**iii. Vistar's SaaS Products**

21. Vistar also offers SaaS products to its media-owner DOOH clients for a monthly fee. Vistar's two main SaaS products are:

- (a) Vistar Media Ad Server, which is an ad server that assists clients with executing advertising campaigns, including through impression planning, targeting (geographic, time-based, individual units, etc.), delivery and reporting. Among other functions, an ad server connects the media owner's assets to an SSP. Ad Serving can also be integrated with a customer's content management system ("CMS"), or accessed with Vistar's CMS, Cortex (described below); and

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- (b) Cortex, which is a CMS that provides content and device management, monitoring, remote deployment, troubleshooting, performance alerts, and application development.
22. Although there are exceptions, most of Vistar's SaaS agreements are made with media owners, or partners of media owners.
23. The use of Vistar's ad server software in any of its SaaS deals is completely unrelated – and *not* tied – to access to or use of Vistar's SSP. Vistar's clients are *not required* to use its SaaS products to access its SSP (or vice versa). In fact, Vistar only started selling its SaaS products to Canadian media owner clients within the past year, and the overwhelming majority (*i.e.*, more than 90%) of Vistar's Canadian media owner clients on its SSP do not use Vistar's SaaS products, and instead use *other* providers' ad servers and CMS's, including those of Vistar's largest competitors (such as Broadsign and Hivestack).
24. Vistar's SSP is fully integrated and compatible with multiple different ad server software platforms, and Vistar's SaaS products are integrated and compatible with non-Vistar SSPs. This means, for example, that a media owner can use Vistar's ad server but still connect to the Hivestack and Broadsign SSPs. Similarly, an owner can use an ad server supplied by Hivestack, Broadsign or another competitor and connect to Vistar's SSP.
25. At no time did Vistar require media owners or partners to use Vistar's ad server, CMS, or any other SaaS product as a condition of accessing Vistar's SSP. Subject to rare circumstances of interoperability, Vistar does not have any contractual or technological restrictions preventing media owners from accessing Vistar's SSP using a third-party technology of their choosing,

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including those offered by Vistar's competitors. This has always been Vistar's consistent and uniform practice in Canada.

**iv. Vistar Faces Significant Competition in Canada**

26. Based on my experience in the industry and Vistar's internal records, I estimate the following metrics for the Canadian DOOH industry.

27. In Canada, out-of-home advertising (overall) is currently an approximately \$800 million industry, of which about 60-70% is attributable to traditional advertising and 30-40% is attributable to DOOH advertising. Of this 30-40%, the majority of spending occurs via direct deals between media owners and Buyers. Approximately \$100 million of the yearly DOOH advertising spend in Canada occurs through programmatic advertising solutions.

28. Vistar is not the only provider of programmatic advertising solutions in Canada, and it is not the largest.<sup>2</sup> Hivestack (recently acquired by Perion) is Canada's largest SSP by advertising revenues. Broadsign (which recently acquired another player called Place Exchange) is the most prominent and widely adopted digital signage CMS platform in Canada. Hivestack and Navori also offer CMS platforms, and several media owners have developed their own CMS platforms internally.

29. Like Vistar, Hivestack and Broadsign provide technological solutions across the DOOH advertising ecosystem in Canada and in other countries. In particular, all three provide DSP and

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<sup>2</sup> In fact, including me, Vistar has only 10 employees in Canada (other than a handful of employees who work remotely from Canada as part of Vistar's global technology team). Reflective of the high supply and relatively low demand for DOOH advertising inventory, only one of these employees is responsible for managing relationships with media owners. The others are responsible for increasing demand by engaging with Buyers.

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SSP services to Canadian Buyers and media owners. Of these three, Hivestack is the largest in Canada by advertising revenue. I estimate Vistar is the second largest, although Broadsign's recent acquisition of PlaceExchange may have pushed it ahead of Vistar. Advertising dollars spent on DOOH programmatic advertising through Vistar's DSP and SSP in Canada did not exceed [REDACTED] in 2024 or 2025. This spend is not static and has recently fallen because, in 2025 Vistar exited a key partnership with a Canadian advertiser who then signed with one of its competitors. Overall, these revenues account for a small fraction of aggregate advertising spend across the broader out-of-home and digital advertising ecosystem in Canada, which includes substantial non-programmatic and direct-sale activity. The commercial reality of this industry is that advertisers have numerous ways to place digital advertising and media owners have multiple channels through which to sell inventory.

30. Along with competition from Hivestack and Broadsign, Vistar's SaaS business faces competition from other technology providers and in-house solutions developed by its media owner clients. For example, some businesses will sell digital screens to media owners, install them, service them, and supply a CMS to manage the screens' content. Vistar's Cortex product competes with these CMS products as well. Vistar's share of any SaaS sales for DOOH in Canada is even smaller than its share of DSP/SSP advertising revenues.

31. Owing to this competition, Vistar prices its services competitively. I am not specifically aware of prices charged by Vistar's competitors in Canada, but prospective customers have not told me that our prices are substantially different than our major competitors' prices.

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32. I am familiar with media owners, aggregators and technology providers in the DOOH space who grow their businesses without doing any business with Vistar. A few examples include:

- (a) OUTFRONT Media (one of the largest media owners in the Canadian DOOH space) was for a number of years exclusively on Hivestack's SSP;
- (b) Branded Cities posts some of its digital media assets through Vistar's SSP but chooses to sell some of its inventory directly, including its large screens overlooking Yonge-Dundas Square in Toronto.<sup>3</sup> In November 2025, Broadsign announced a partnership with StackAdapt (a marketing technology provider) and Branded Cities. Attached as **Exhibit "A"** is a media report concerning this partnership;
- (c) AdTrack Media has digital screens on Vancouver's transit system that are not posted on Vistar's SSP even though AdTrack is a Vistar partner in other cities, such as Amsterdam; and
- (d) Companies operate digital screens in or on top of Canadian taxis and ride sharing vehicles but do not post their inventory on Vistar's SSP.

33. I cannot comment on the prices that 8X Labs Inc. ("8X") may have charged for its ad server solutions, but I dispute Mr. Dionne's characterization of Vistar's prices as "significantly higher" than 8X's prices because 8X's ad server was "free", as referenced in his affidavit sworn November 27, 2025. Mr. Dionne says that 8X monetized its ad server by sharing its clients' programmatic ad

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<sup>3</sup> By selling directly in this way, many media owners compete with Vistar for advertiser dollars.

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serving revenues. Depending on the amount of revenue generated and the share split, 8X's ad server may have been more expensive for its clients than a SaaS model in which the client pays a fixed monthly fee regardless of the ad serving revenue generated.

34. Beginning at paragraph 209 of his affidavit, Mr. Dionne provides certain information concerning Vistar's business. In large part, this information does not relate to Vistar's business in Canada and appears to relate to Vistar's business internationally. With respect to Vistar's business and market position in Canada, Mr. Dionne's information is incorrect for the reasons described above, as is his comparison of Vistar to Google.

35. Mr. Dionne describes certain partnerships that Vistar has formed with Canadian Buyers and media owners. Vistar continues to form partnerships with Buyers and media owners in the Canadian DOOH space, just as its competitors do. Hivestack and Broadsign benefit from similar partnerships with major Canadian players. Just as Vistar forms new partnerships, it sometimes loses partnerships, as I noted it did in 2025. Vistar's new partnerships have not meaningfully altered its Canadian market position in the last year.

36. Vistar does not exclude technology providers, aggregators, or media owners from the Canadian DOOH business. Decisions regarding SSP partnerships are made on a case-by-case basis and reflect business fit, inventory quality, and commercial readiness, not any strategy to foreclose competition.

37. T-Mobile's acquisition of Vistar in January 2025 has not had and will not have a material impact on the size of Vistar's business, operations or market share in Canada. T-Mobile is a U.S.-based telecommunications company. It has limited operations in Canada (other than an unrelated,

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ride-share media asset acquired in 2022), and neither had nor has any business, operations or assets in the Canadian DOOH industry to consolidate with Vistar or leverage for Vistar's benefit.

38. The acquisition price T-Mobile paid for Vistar, as compared to the acquisition price of Vistar's Canadian competitor (Hivestack), is not reflective of Vistar's position in the Canadian DOOH industry. Vistar is a global company. It has business, operations and assets in the United States and elsewhere. These global operations, which may differ from Hivestack's, would have influenced T-Mobile's purchase price.

#### **THE PROPOSED SSP DEAL WITH 8X IN SUMMER 2024**

##### **i. 8X Seeks Access to Vistar's SSP in Summer 2024**

39. As explained in the affidavit of Jordan Fraser, the Senior Director, Enterprise and Publisher Solutions at Vistar in the United States, 8X had a prior SSP agreement with Vistar that was terminated in early 2022.

40. Until the events I describe below, despite having been the Managing Director for Canada since 2017, I was not aware of 8X at all until becoming involved in 8X's efforts to negotiate an SSP agreement with Vistar for certain Canadian media assets.

41. In preparing for the discussions with 8X, I learned that 8X's media assets had previously been posted on Vistar's SSP as part of a larger network of media assets operated by Ads Alfresco, which apparently functioned as an aggregator for several media owners including 8X. Consistent with Vistar's policy of not requiring media owners to use its SaaS products to access its SSP, Ads

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Alfresco's media assets were posted on Vistar's SSP but did not use Vistar's ad server or other SaaS products.

42. In 2024, Ads Alfresco appears to have ceased operating as an aggregator including for 8X. Following this decision, in the late Spring of 2024, 8X approached Vistar's Canadian office about negotiating an SSP agreement that would enable it to offer its media assets on Vistar's SSP in Canada directly since it could no longer do so through Ads Alfresco. 8X initially contacted Jessica Witt, Vistar's then manager of supply side contracts in Canada. Ms. Witt left Vistar in December 2025 to work at Pattison.

43. On June 7, 2024, as we were considering whether to execute an agreement with 8X, Ms. Witt and I became aware that Vistar had terminated an earlier SSP agreement with 8X in 2022. Specifically, and consistent with the evidence in his affidavit, Mr. Fraser explained to us that:

- (a) Vistar and 8X had entered into an SSP partnership agreement in 2020 based on the expectation that 8X would bring its media inventory onto Vistar's SSP within 8X's account;
- (b) 8X had not used its SSP agreement to place its inventory on Vistar's SSP because that inventory was under the Ads Alfresco SSP account;
- (c) Instead, 8X had used its SSP agreement with Vistar to develop and promote its own technology, causing one of Vistar's existing SaaS clients to breach its agreement with Vistar;
- (d) Vistar had lawfully terminated its SSP agreement with 8X; and

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- (e) Once Vistar lawfully terminated the SSP agreement with 8X, 8X threatened legal action against Vistar.

**ii. Vistar Declines to Renew its SSP Relationship with 8X**

44. On June 25, 2024, I advised 8X in a phone call that Vistar would not be partnering with 8X, including because of the above-discussed context from Mr. Fraser. In particular, I had concerns about partnering with a business that had previously threatened legal action against Vistar.

45. I also explained to 8X representatives that, separate from those issues, 8X was not the right fit for Vistar as an SSP partner, including because 8X did not own and operate an extensive or valuable media inventory (in contrast to Ads Alfresco which had operated a larger network of media assets of which 8X's were one component). The limited media assets that 8X had were generally not desirable or in high demand to Buyers on Vistar's SSP (we knew this because Vistar's SSP offers Buyers the ability to review and select media owners based on their respective media inventory to suit the specific needs of the Buyers' DOOH campaign needs). As well, it did not appear that 8X had an in-house sales team that would work to increase demand for its inventory. It would instead depend entirely on Vistar to encourage Buyers to buy 8X's inventory. For these reasons, 8X was not an attractive partner for Vistar.

46. Nevertheless, because 8X was adamant on the call about gaining access to Vistar's SSP, in an effort to reach a reasonable compromise that would compensate Vistar for the additional sales efforts it would need to make to drive demand for 8X's inventory, I proposed to 8X a deal on certain bespoke terms where it would use Vistar's SaaS products in addition to having access to

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Vistar's SSP. This was not an offer that I would typically make to a media owner and reflected a good faith effort to try to reach a compromise with 8X in view of its unique circumstances and history with Vistar.

47. 8X rejected that proposal and, accordingly, no deal could be reached on the call. 8X's representatives were hostile, including by threatening legal action against Vistar. The call concluded immediately after that.

48. I am aware of no further communications between Vistar and 8X since my June 25, 2024 phone call with 8X, described above, until Vistar received 8X's Notice of Application for Leave underlying this matter.

49. I did not decide to decline an agreement with 8X because of its competition from its ad server or CMS technology or the alleged low pricing of that technology. As noted, before these discussions in 2024, I was not aware of 8X at all and certainly was not aware that it offered ad server and CMS solutions.

50. In or around early November 2024, I recall speaking with representatives of a company called FutureSign Multimedia Displays Inc. ("FutureSign") about the 8X advertising inventory. I explained that Vistar was not willing to partner with 8X who had now twice threatened to sue it.

**iii. Vistar's 2025 SSP Deal with NetCom and FutureSign**

51. As explained in Mr. Fraser's affidavit, shortly after the above-described events in Summer 2024, Network Communications of NorthWest Florida, Inc. ("NetCom") reached out to Vistar about bringing its media inventory onto Vistar's SSP. NetCom had significant media inventory

throughout the United States and advised that it had recently (in about October 2024) acquired 8X's limited media assets in Canada. Vistar signed an SSP agreement with NetCom in the United States, on February 24, 2025.

52. Beginning in around November-December 2024, representatives of FutureSign, contacted Ms. Witt and me about bringing 8X's former media assets onto Vistar's SSP in Canada (as I understood it at the time, FutureSign was responsible for operating the media assets in Quebec now formerly owned by 8X in Quebec). FutureSign advised that 8X's media inventory had been acquired by NetCom. After confirming the existence of the NetCom agreement with Mr. Fraser, 8X's former media assets became available to Buyers through Vistar's SSP in early 2025. I understand that as these assets relate to Vistar's SSP they are still managed by FutureSign (perhaps as an agent for NetCom) but remain owned by NetCom.

**SWORN** by Scott Mitchell of the City of Toronto, in the Province of Ontario, before me at the City of Toronto, in the Province of Ontario, on March 6, 2026, in accordance with O. Reg. 431/20, Administering Oath or Declaration Remotely.

Signed by:  
*Ethan Schiff*  
A453419D0AF74DE...

Commissioner for Taking Affidavits  
(or as may be)

**ETHAN SCHIFF**

DocuSigned by:  
*Scott Mitchell*  
729F330C629B4F3...

**SCOTT MITCHELL**

This is Exhibit "A" referred to in the Affidavit of Scott Mitchell,  
sworn on March 6, 2026

Signed by:

*Ethan Schiff*

A453419D0AF74DE...

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*Commissioner for Taking Affidavits (or as may be)*

**ETHAN SCHIFF**

# Broadsign, StackAdapt, and Branded Cities Unlock Automated In-Advance DOOH Transactions in North America

[dpaaglobal.com/broadsign-stackadapt-and-branded-cities-unlock-automated-in-advance-doooh-transactions-in-north-america/](https://dpaaglobal.com/broadsign-stackadapt-and-branded-cities-unlock-automated-in-advance-doooh-transactions-in-north-america/)

By [Blake Kelley](#)

November 13, 2025



Ledger Bennett executes first campaign to leverage the capability in the US and Canada for their client, reserving premium screens weeks ahead of activation

MONTREAL, November 13, 2025 – Out-of-home (OOH) adtech provider [Broadsign](#) announced a collaboration with marketing technology provider [StackAdapt](#) and OOH media owner [Branded Cities](#) that brings automated, in-advance digital OOH (DOOH) ad transactions to North American advertisers. The strategic alliance will enable StackAdapt buyers to reserve DOOH inventory on the StackAdapt platform for omnichannel campaigns months in advance, starting with Branded Cities' most popular large format, high-impact displays. Global Marketing B2B Agency [Ledger Bennett](#) is StackAdapt's first customer to leverage the deal type, having executed an automated, guaranteed campaign for one of its signature clients in July.

Through this collaboration, StackAdapt buyers can now easily reserve and book guaranteed Branded Cities inventory via programmatic pipes, eliminating the prolonged dialogue and

manual setup typical of direct DOOH buys. Because the transactions happen within StackAdapt, buyers can apply the same advanced targeting tools and real-time triggers they use across other digital channels, and view unified DOOH analytics alongside the rest of their campaign reporting. The development builds on the [European rollout of Broadsign In-Advance](#) earlier this summer, expanding the Broadsign Supply-Side Platform's (SSP) network of In-Advance demand and media owner partners.

"Booking our latest campaign in advance through StackAdapt made us realize how much more efficient we could be by cutting out the minutia we typically spend sourcing DOOH inventory directly," explained Jenija Manandhar, Head of Media at Ledger Bennett. "We were able to easily find the Branded Cities inventory slots we wanted and secure them 4 weeks out in minutes versus days. At the end of the campaign, it was also easier to compare results across ad channels because all the reporting and analytics were available in one central platform; it's the OOH technology we've been waiting for."

"Broadsign In-Advance gives StackAdapt buyers the best of both direct and programmatic buying," said Nick Ortega, Director, DOOH & Emerging Channels at StackAdapt. "They can secure premium inventory around global or local events and reach audiences when it matters most. Our integration ensures guaranteed access to high-impact screens with the streamlined workflows, transparency, and real-time reporting today's advertisers expect."

"We are delighted to be the first North American media owner to offer our DOOH inventory via Broadsign's in-advance transactions," said Roger Wood, Director of Digital Growth/Programmatic, Branded Cities. "Internally, we've already been able to improve operational efficiency, attract new buyers, and optimize yield. Looking outward, our accomplishments represent a massive leap forward for the industry, illustrating how we can leverage automation to ensure a more level playing field for OOH in the omnichannel world." "There are few ad channels today that can command an audience's attention and drive real-world engagement like OOH. Yet accessing this powerhouse isn't always easy for omnichannel buyers, because direct OOH and programmatic omnichannel have been largely siloed until now," shared Drew Thachuk, Head of Channel Partnerships, Broadsign. "Broadsign In-Advance is bringing the capabilities of direct OOH booking to the programmatic platforms omnichannel buyers live and breathe, but without a drawn-out, manual negotiation process. Our collaboration with StackAdapt and Branded Cities represents huge progress on this front, and is one of many more to come, as we work with the industry to make OOH more accessible."

Broadsign's in-advance DOOH transaction capabilities are available to Broadsign SSP customers and demand partners for early adoption today. Connect with a Broadsign representative to learn more. Media buyers who want to try or leverage automated, in-advance DOOH transactions powered by Broadsign should consult with demand partners to confirm support.

## **About Broadsign**

Broadsign empowers media owners, agencies, and brands to harness the power and reach of out-of-home to connect with audiences in ways unlike any other advertising channel. More than 1.5 million static and digital signs along roadways and in airports, shopping malls, retailers, health clinics, transit systems, electric vehicle charging stations, and more run on Broadsign, reaching audiences at multiple touchpoints throughout the consumer journey. The Broadsign Platform helps media owners such as Outfront, Pattison Outdoor, Global, and Intersection streamline business operations and maximize revenue opportunities while enabling marketers and agencies to more easily plan and execute dynamic OOH campaigns that resonate with audiences. Brands spanning AB InBev, Disney, FanDuel, H&M, Honda, HP, Johnson & Johnson, KLM, Uber Eats, Sea-Doo, Samsonite, and many more have run successful programmatic DOOH campaigns enabled by Broadsign technology.

<https://broadsign.com>

## **Editors' Picks Archives – Digital Signage Pulse**

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