
Hughes Hubbard & Reed

Firm Advises Roku on Strategic Alliance With Nielsen

News & Events | Deals & Matters

Hughes Hubbard & Reed LLP • A New York Limited Liability Partnership
One Battery Park Plaza • New York, New York 10004-1482 • +1 (212) 837-6000

Attorney advertising. Readers are advised that prior results do not guarantee a similar outcome. No aspect of this advertisement has been approved by the Supreme Court of New Jersey. For information regarding the selection process of awards, please visit <https://www.hugheshubbard.com/legal-notices-methodologies>.

March 1, 2021 – Hughes Hubbard is advising Roku, Inc. in its deal to acquire Nielsen’s advanced video advertising (AVA) business.

On March 1, the companies announced the strategic alliance, which will help shape the future of media measurement and TV advertising in a streaming-first market.

Roku’s acquisition of Nielsen’s AVA business includes automatic content recognition (ACR) and dynamic ad insertion (DAI) technologies, used for delivering targeted advertising solutions, as well as an extensive portfolio of foundational ACR and DAI patents.

The companies also entered into a strategic partnership to integrate Nielsen ad and content measurement products into the Roku platform. Terms of the deal, which is expected to close in the second quarter of 2021, were not disclosed.

“Combining Nielsen’s AVA technology with Roku’s innovative ad tech and scale will enable us to deliver the benefits of TV streaming advertising to traditional TV,” said Louqman Paramapath, vice president of product management at Roku.

He added that Roku will bring the promise of dynamic ad insertion technology “to the market for the first time ever at scale – providing better targeting and measurement for advertisers, creating easy integration and additional revenue opportunities for programmers’ ad sales teams, and improving the TV experience for viewers.”

Headquartered in San Jose, Calif., Roku launched in 2008 as a pioneer of streaming to TV. It is now America’s largest and fastest-growing TV streaming distribution platform. Roku connects users to streaming content, enables content publishers to build and monetize large audiences and provides advertisers with unique capabilities to engage customers.

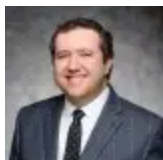
The deal made headlines in [Bloomberg](#), [Variety](#), [Hollywood Reporter](#), [Deadline](#) and other news sources.

Matthew Syrkin leads the HHR team, with key assistance from Michael Traube and David Adler, and specialist support from Alan Kravitz, Rita Haeusler, Erin DeCecchis, Justin Cohen, Patrick Hagerty, Richard Koehl, Benjamin Britz, Robby Naoufal and Andrew Herman.

Related People



Matthew Syrkin



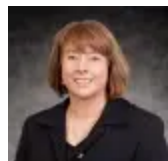
Michael Traube



David Adler



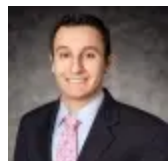
Alan Kravitz



Rita M. Haeusler



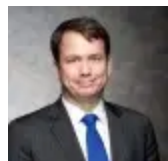
Erin E. DeCecchis



Justin S. Cohen



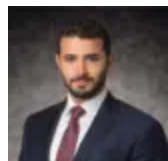
Patrick Hagerty



Richard M. Koehl



Benjamin Britz



Robby Naoufal



Andrew S. Herman

Related Areas of Focus

[Media, Technology & Commercial Transactions](#)

[Corporate](#)

[Mergers & Acquisitions](#)

[Tax](#)

Patent, Trademark & Copyright Litigation

Anti-Corruption & Internal Investigations