

eMediaTrade, LLC, an AdCore Local Company, Acquires SpotData Business from Imagine Communications

Atlanta, GA – April 3, 2025 – eMediaTrade, LLC, a leading provider of electronic invoicing solutions for the media industry, today announced the acquisition of the SpotData business from Imagine Communications. This strategic move aims to enhance eMediaTrade's service offerings and expand its customer base within the broadcasting and cable sectors.

SpotData has been a trusted platform for electronic invoicing, enabling broadcasting and cable companies to deliver electronic invoices to local and national advertising agencies. Its commitment to open-protocol systems has facilitated seamless integration with various computerized media systems, promoting industry-wide participation.

Joe Fabiano, CEO of eMediaTrade, expressed enthusiasm about the acquisition:

"Integrating SpotData's robust electronic invoicing capabilities with eMediaTrade's updated platform aligns perfectly with our mission to streamline and enhance the invoicing process for media sellers and buyers. We are committed to ensuring a seamless transition for SpotData's customers, who will experience no disruption as they merge into eMediaTrade's network."

Steve Reynolds, CEO of Imagine Communications, commented on the transaction:

"We believe that eMediaTrade is well-positioned to advance the SpotData business and continue providing exceptional service to its clients. This divestiture allows Imagine Communications to focus more intently on our core areas of innovation and growth within the media and entertainment technology sector."

Invoicing operations will continue as normal for SpotData customers until the integration between SpotData and eMediaTrade systems completes. Then, we will work directly with customers on a simple and intuitive transition to the new platform. At all stages of this process, customers will enjoy uninterrupted service and the high standards of reliability and efficiency that both SpotData and eMediaTrade clients have come to expect.

About eMediaTrade, LLC

eMediaTrade, LLC is a premier provider of electronic invoicing solutions tailored for the media industry. By facilitating efficient and eco-friendly transactions between media sellers and buyers, eMediaTrade streamlines the invoicing process, saving time and resources. The company's platform supports a wide range of media transactions, promoting seamless and paperless operations.

About Imagine Communications

Imagine Communications empowers the media and entertainment industry through transformative innovation. Broadcasters, networks, video service providers and enterprises around the world rely on our optimized, futureproof, multiscreen video and revenue enablement solutions every day to support their mission-critical operations. Today, nearly half of the world's video channels traverse our products, and our software solutions drive close to a third of global ad revenue. Through continuous innovation, we are delivering the most advanced IP, cloud-enabled, software-defined network and workflow solutions in the industry. Visit <https://www.imaginecommunications.com> for more information.

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