

Technology Development Board (TDB) has entered into an agreement on 15th September, 2018 with M/s SureWaves MediaTech Pvt. Ltd., Bangalore for “Development and Commercialization of SkyNet Programmatic TV Platform”.

About the Project and Product

Skynet, developed indigenously by SureWaves through In-house R&D, is a first-of-its-kind Programmatic Television Advertising Marketplace that enables marketers to intelligently plan and efficiently buy audiences on broadcast TV channels akin to digital media advertising today. Skynet technology has scope for wider applications in areas of public health, education and skills development at scale through its advanced capabilities in targeted content delivery on a variety of media including television, internet appliances and mobile devices. It automates the entire process for the mainstream television advertising by providing a unified platform for both, the advertisers/agencies and the broadcasters, to find each other and execute campaigns on broadcast channels in a simple, systematic and accountable manner.

SureWaves’ new offering represents a paradigm shift in the world of television advertising. Programmatic advertising has been prominent in digital media and has proved to be highly efficient and accountable, but it is yet to be implemented successfully, end-to-end on television before. Skynet for the first time, enables a data driven, technology-based empowerment for the planning, buying, measurement and optimization disciplines of traditional television advertising.

Traditionally, television advertising planning has been a complex, time consuming process. Moreover, it has been difficult for planners to get instant data on their campaigns, thus prolonging the time for course correction. Skynet seeks to change that with robust technology using sophisticated planning algorithms that guarantee absolute and measurable implementation of a brands’ television campaign.

Skynet with its new-age technology and far-reaching impact, has already seen widespread interest from leading broadcasters and media agencies in India and the Company has already begun pilot engagements with select customers and partners to pave the way for full-scale commercialisation of the platform.



Dr. Bindu Dey, Secretary, TDB exchanging the Loan Agreement with Rajendra kumar Khare MD of SureWaves MediaTech Pvt. Ltd., Bangalore.

TDB financially supports SureWaves MediaTech Pvt. Ltd., Bangalore for “Development and Commercialization of SkyNet Programmatic TV Platform”.