

# Wavenet Technology (Private)

Scaling Digital Advertising Through YouTube and SME Solutions

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## COMPANY OVERVIEW

Founded in 2010, Wavenet Technology is a leading AdTech and MarTech company in Taiwan, specializing in data-driven marketing solutions for small and medium-sized enterprises (SMEs). Its proprietary marketing platform provides a one-stop solution to streamline digital advertising and customer engagement. Since 2020, Wavenet has expanded into Malaysia and Japan, fueling sustained international growth. With a client base of over 800, the company has recorded consistent double-digit revenue growth over the past three years. In terms of revenue scale, Wavenet is among Taiwan's leading AdTech and MarTech players, reinforcing its position in the digital marketing industry.

## KEY POINTS

**Exclusive "YouTube Partner Sales" Business Launching in 2025:** In 2024, Wavenet secured an exclusive global license from YouTube, enabling the launch of its pioneering "YouTube Partner Sales" business model in 2025. This initiative helps publishers and content creators boost their ad revenue by offering reserved advertising inventory across Wavenet's YouTube channel network. The model ensures higher auction prices, improved ad fill rates, and increased monetization for affiliated channels. Taiwan's television channel operators are the initial target customers, as they seek digital advertising solutions to offset the decline in traditional TV ad revenue. The first client under this model will begin generating revenue in 1Q25.

**Expanding Partnerships in CTV Advertising:** Beyond YouTube, Wavenet is actively expanding its Connected TV (CTV) partnerships, developing an ecosystem centered around the living room as a core engagement space. By integrating YouTube and CTV advertising, the company is strategically positioned at the forefront of Asia's digital video advertising evolution. With its first-mover advantage and the development of a "YouTube+N" ecosystem, Wavenet is unlocking new revenue opportunities, strengthening its role as a key enabler of digital transformation in advertising. These strategic initiatives position the company to lead Asia's digital video advertising market.

**Sustained Growth in AdTech and MarTech Business:** Founded in 2010, Wavenet began as an advertising placement business before expanding into integrated marketing, MarTech solutions, and e-commerce services. By combining AdTech and MarTech, the company provides a one-stop marketing platform tailored to SMEs across diverse industries, ensuring high customer retention. Over the past three years, Wavenet has consistently achieved double-digit growth in revenue and customer numbers, further increasing its market share. As one of Taiwan's leading AdTech/MarTech players, the company expects continued strong growth and is actively exploring M&A opportunities to accelerate business expansion.

## MANGEMENT PROFILE

Company	Name	Title
Wavenet Technology	Tim Shyu	Founder & Chairman

**Background:** Tim Shyu is a seasoned serial entrepreneur with extensive experience in media and technology startups. He has founded several influential platforms and companies in the fields of digital culture, technology news, and digital marketing industries, including the Taiwan Digital Culture Association, PunNode Tech Startup News, PanSci Knowledge, and Wavenet Technology. In addition to his entrepreneurial ventures, he has also served as an editor for a major newspaper, gaining deep expertise in the media industry. Recognized for his contributions to digital content and innovation, Tim Shyu was named one of Taiwan's Top 100 Managers in 2009.



**Education:** Tim received a Bachelor's degree in Business Administration from Chung Hua University.

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