

Poly-Gamma, Huawei Announce Partnership



Ridgewood, New Jersey Aug 21, 2023 ([Issuewire.com](https://www.issuewire.com)) - Poly-Gamma, the only global open source advertising company, formalized a Memorandum of Understanding (MoU) with Huawei, one of the world's largest telecommunications companies. The ceremony was held during Huawei's annual "HDC. Together" flagship developer conference in Dongguan, China on August 4th 2023.

Poly-Gamma's advertisers across the finance, luxury, tourism, business, and investment segments will now gain access through Poly-Gamma's Origin platform to Huawei's premium inventory globally, including China, as well as tier-1 support for novel attributions and first party data. This signifies Poly-Gamma and Huawei's mutual commitment to establishing a safe and transparent advertising ecosystem throughout China and beyond.

Key figures from both organizations — such as Poly-Gamma's Interim CEO Travis Dahm and board member Salvatore Buccellato, as well as Huawei's President of Ad Business Chen Mao and Director of Ecosystem Development Alessandro Schintu — were present at the ceremony to show their support for this fruitful partnership.

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