

Welcome to Move AD

Unlocking Precision Targeting
in A Privacy .First World

Real-Time Video Analysis

Frame, audio, and metadata
understanding at scale.

Contextual Intelligence

Turn content signals into
actionable ad decisions.

Seamless Integrations

Built for programmatic
workflows and platforms.

SWIPE DOWN



About Us

What Move AD Is ?

Move AD is a contextual intelligence engine built for video and CTV. It analyzes video content in real time frames, audio, and metadata to understand what's happening in the content before an ad is served. This enables privacy-compliant targeting, brand safety controls, and automated compliance checks designed for MENA markets.

learn more >

What Makes Us Different

It is important to identify the skills you need to develop or improve so that you can succeed in your day-to-day business operations.



MENA-First Design

Built specifically for the region, with attention to Arabic nuance, cultural suitability, and local compliance needs.



Regulatory Awareness

Designed to support compliance expectations that matter in markets like the UAE and Saudi Arabia.



Video/CTV Focus

Purpose-built for video content understanding, activation, and measurement—rather than adapting display-first contextual tools.



MoveAD is building

The next layer of infrastructure for video advertising in a privacy-first world—where context, compliance, and brand safety matter as much as reach and performance.

How It Works



Analyze Video Content

We process visual frames, audio, and available metadata to detect context, sentiment, and potential safety risks.



Score & Classify

Content is classified into contextual and safety categories that advertisers and platforms can use for targeting and protection.



Activate in Real Time

Scores and classifications can be used before ad delivery, and integrated into programmatic workflows for automated decisions and reporting.



We invite you to join us in building the infrastructure for the next generation of privacy-first advertising.

Get Started

