

Dialog Television and Emerging Media Introduce a One-Stop Advertising Solution



L-R: Yamith Anuradha, Product Manager – Advertising Business, Dialog Axiata; Jeffrey Baldsing, Head of Channel Advertising – DTV, Dialog Axiata; Pubudu Aluthgedara, Head of Business – Media and Content, Dialog Axiata; Harsha Samaranayake, Vice President – Brand and Media, Dialog Axiata; Lim Li San, Group COO, Dialog Axiata; Sanjeewa Rajapakshe, Founder/MD, Emerging Media; Tyner Fernando, Co-Founder/Director, Emerging Media; N. Hearath, CEO, Emerging Media; and Rohantha Weerasekera, Cooperate Sales Manager – Local Channels, Dialog Axiata.

Dialog Television has partnered with Emerging Media to enhance the convenience and effectiveness of advertising. This collaboration combines Dialog Television's world-class entertainment, featuring 18 advertisable channels across genres, with Emerging Media's expertise in digital advertising and targeted marketing. This synergy creates a platform for businesses to maximize brand exposure across multiple channels. Lim Li San, Group COO, Dialog Axiata, stated, "As Sri Lanka's premier pay-TV service provider, we serve more than 1.7 million households with over 6 million pairs of captive eyeballs across the country. Today, we are excited to partner with Emerging Media to use our Dialog Television platform and brand strength to provide quality advertisement exposure and customer engagement to local businesses across the country." Sanjeewa Rajapakshe, MD, Emerging Media, said, "It is a great pleasure to partner with Dialog Television, a collaboration that marks a significant milestone in Sri Lanka's media and advertising landscape. Together, we are creating a bigger, more dynamic platform that drives growth for both companies. This partnership allows us to bring innovative advertising solutions to maximize Dialog Television's visibility and impact, ensuring it reaches a wider audience of potential customers. Together, we are setting a new benchmark for advertising in Sri Lanka, transforming how brands connect with audiences and shaping the future of media." This partnership simplifies and enhances advertising by leveraging Dialog Television's content portfolio and Emerging Media's digital advertising expertise. It gives advertisers a way to reach their target audiences effectively.