



NEWS RELEASE

# MNTN Unveils QuickFrame AI: New AI Platform in Beta Allows Brands of Any Size to Create Studio-Quality Ads in Minutes

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QuickFrame AI redefines video production by combining the latest in breakthrough generative AI to create ads ready to publish to TV, Meta, TikTok, YouTube, and Google Ads Manager.

NEW YORK--(BUSINESS WIRE)-- MNTN (NYSE: MNTN), the technology platform that brings performance marketing to Connected TV, today announced the beta launch of QuickFrame AI, an all-in-one video-production platform that lets anyone create complete, studio-quality ads for TV, social and more, in minutes. The announcement was made in a **blog post** by MNTN CEO and technical founder Mark Douglas.

“The TV industry was built for the top 200 advertisers,” said Mark Douglas, CEO of MNTN. “We built MNTN for everyone else. 97% of advertisers on our platform had never run a TV ad before, and the biggest barrier was creative. QuickFrame AI fixes that. Now any brand, no matter their size or budget, can go from a website URL to a ready-to-air ad in minutes.”

QuickFrame AI is an all-in-one creative workspace that combines leading AI models and technologies - including Google (Veo and Imagen), ElevenLabs, WellSaid Labs, and Stability AI - to instantly script, generate, and voice complete video ads. On average, brands can go from idea to studio-quality, ready-to-run ad in just 12 minutes.

See what the new platform can do in this **sixty second preview video**.

To get started, a brand enters its URL, selects a video style, and QuickFrame AI will generate an ad from scratch. No

pre-built assets needed. From there, the ad then flows into an intelligent editor for easy refinement, where brands can adjust details such as lighting, camera movement, dialogue, visuals and more. The new platform is poised to produce creative at unprecedented scale - unlocking TV creative for every brand. Once brands have their creative, they can publish their video ad to MNTN Performance TV - reaching viewers across premium streaming networks HBO Max, ESPN, Peacock, and more - or export directly to Meta, TikTok, YouTube, and Google Ads Manager.

With QuickFrame AI, brands can instantly generate fully customized ads tailored to any audience segment - at any scale. Whether launching one spot or thousands of dynamic variations, the platform unlocks a new era of studio-quality creative, built for the speed and complexity of modern advertising.

The public beta of QuickFrame AI is now live at **QuickFrame.com**. Create ads free of charge through year-end for use on MNTN Performance TV. The QuickFrame AI platform is just getting started, with an innovation roadmap designed to continuously unlock new capabilities and adapt to the latest advancements in AI.

## About MNTN

MNTN (NYSE: MNTN) is the Hardest Working Software in Television™, bringing unrivaled performance and simplicity to Connected TV advertising. Our self-serve technology makes running TV ads as easy as search and social and helps brands drive measurable conversions, revenue, site visits, and more. MNTN was named one of Fast Company's Most Innovative Companies and Next Big Things in Tech and was recently featured on the cover of INC's Best in Business Issue.

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