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Colossus SSP Launches 2025 Momentum Program With Backing From Digitas

Initiative supports growth for emerging content creators and publishers

NEW YORK, Oct. 9, 2025 /PRNewswire/ -- [Colossus Media LLC](#) ("Colossus SSP"), a division of Direct Digital Holdings (Nasdaq: DRCT) and a leading supply-side platform (SSP) that drives performance for advertisers and publishers through a unique blend of buy- and sell-side intelligence, today announced the launch of the 2025 class of its Momentum program, with the support of Digitas, a longstanding partner of Colossus SSP and leader in global marketing and networked experiences connecting brands with their most relevant audiences. The Momentum program is an annual Colossus SSP initiative that recognizes and supports a curated cohort of independent, high-growth content creators and publishers as they enter the programmatic ecosystem.

"Independent creators help shape culture, often without the infrastructure or access more established players take for granted," said Jorge Rodriguez, Vice President Group Director, Inclusivity & Impact, Digitas. "This program is exciting because it opens the door to shared language, knowledge, and direct relationships, allowing creators to better influence and shape the systems they're a part of. That kind of access is foundational to building a more equitable, sustainable media ecosystem."

Through a series of curated courses developed and provided by Colossus SSP, Momentum participants receive training on navigating the programmatic ecosystem, including inventory and data management, monetization strategies, media quality and verification best practices, and opportunities to engage directly with agencies and brands. At the conclusion of the program, publishers who complete the course may also be considered for access to the Momentum private marketplace, which provides advertisers with exclusive, high quality ad space and premium inventory, as well as the ability to build stronger relationships with publishers compared to the open market, offering an additional pathway to monetization and long-term growth.

"Independent publishers and content creators play a critical role in the digital media ecosystem, but often lack the resources and connections to grow in programmatic," said Lashawnda Goffin, CEO, Colossus SSP. "With the support of Momentum, this year's class will gain both the education and the tools to optimize their market exposure that are necessary for success in the competitive landscape."

The 2025 Momentum class will officially kick off in Q4 2025. Colossus SSP is still accepting submissions for this year's cohort, with participating publishers to be announced in the coming weeks. To submit, please visit: <https://colossusmediassp.com/project-momentum>.

Colossus SSP is a subsidiary of Direct Digital Holdings, a leading advertising and marketing

technology platform. This leading sell-side platform works in tandem with Orange 142, the Company's buy-side arm, to create a comprehensive advertising and marketing platform for the middle market. Together, these divisions create an end-to-end approach—leveraging sell-side scale and technology and buy-side expertise to deliver deeper insights, maximize performance, and drive measurable results for publishers and advertisers across channels.

About Direct Digital Holdings

Direct Digital Holdings (Nasdaq: DRCT) brings state-of-the-art sell- and buy-side advertising platforms together under one umbrella company. Direct Digital Holdings' sell-side platform, Colossus SSP, offers advertisers of all sizes extensive reach within the general market and multicultural media properties. The Company's buy-side platform, Orange 142, delivers significant ROI for middle-market advertisers by providing data-optimized programmatic solutions for businesses in sectors ranging from energy to healthcare to travel to financial services. Direct Digital Holdings' sell- and buy-side solutions generate billions of impressions per month across display, CTV, in-app, and other media channels.

Cautionary Note Regarding Forward Looking Statements

This press release contains forward-looking statements within the meaning of federal securities laws that are subject to certain risks, trends and uncertainties. We use words such as "could," "would," "may," "might," "will," "expect," "likely," "believe," "continue," "anticipate," "estimate," "intend," "plan," "project" and other similar expressions to identify forward-looking statements, but not all forward-looking statements include these words. All of our forward-looking statements involve estimates and uncertainties that could cause actual results to differ materially from those expressed in or implied by the forward-looking statements. Accordingly, any such statements are qualified in their entirety by reference to the information described under the caption "Risk Factors" and elsewhere in our most recent Annual Report on Form 10-K for the fiscal year ended December 31, 2024 (the "Form 10-K") and subsequent periodic and or current reports filed with the Securities and Exchange Commission (the "SEC").

The forward-looking statements contained in this press release are based on assumptions that we have made in light of our industry experience and our perceptions of historical trends, current conditions, expected future developments and other factors we believe are appropriate under the circumstances. As you read and consider this press release, you should understand that these statements are not guarantees of performance or results. They involve risks, uncertainties (many of which are beyond our control) and assumptions.


Although we believe that these forward-looking statements are based on reasonable assumptions, you should be aware that many factors could affect our actual operating and financial performance and cause our performance to differ materially from the performance expressed in or implied by the forward-looking statements. We believe these factors include, but are not limited to, the following: ability to service debt or dividend payment obligations; the restrictions and covenants imposed upon us by our credit facilities; the substantial doubt about our ability to continue as a going concern, which may hinder our ability to obtain future financing; our ability to secure additional financing to meet our capital needs; our ineligibility to file short-form registration statements on Form S-3, which may impair our ability to raise capital; our failure to satisfy applicable listing standards of the Nasdaq Capital Market resulting in a potential delisting of our common stock; costs, risks and uncertainties related to

restatement of certain prior period financial statements; any significant fluctuations caused by our high customer concentration; risks related to non-payment by our clients; reputational and other harms caused by our failure to detect advertising fraud; operational and performance issues with our platform, whether real or perceived, including a failure to respond to technological changes or to upgrade our technology systems; restrictions on the use of third-party "cookies," mobile device IDs or other tracking technologies, which could diminish our platform's effectiveness; unfavorable publicity and negative public perception about our industry, particularly concerns regarding data privacy and security relating to our industry's technology and practices, and any perceived failure to comply with laws and industry self-regulation; the appeals process in any litigation; our failure to manage our growth effectively; the difficulty in identifying and integrating any future acquisitions or strategic investments; any changes or developments in legislative, judicial, regulatory or cultural environments related to information collection, use and processing; challenges related to our buy-side clients that are destination marketing organizations and that operate as public/private partnerships; any strain on our resources or diversion of our management's attention as a result of being a public company; the intense competition of the digital advertising industry and our ability to effectively compete against current and future competitors; any significant inadvertent disclosure or breach of confidential and/or personal information we hold, or of the security of our or our customers', suppliers' or other partners' computer systems; as a holding company, we depend on distributions from Direct Digital Holdings, LLC ("DDH LLC") to pay our taxes, expenses (including payments under the Tax Receivable Agreement) and any amount of any dividends we may pay to the holders of our common stock; the fact that DDH LLC is controlled by DDM, whose interest may differ from those of our public stockholders; any failure by us to maintain or implement effective internal controls or to detect fraud; and other factors and assumptions discussed in our Form 10-K and subsequent periodic and current reports we may file with the SEC.

Should one or more of these risks or uncertainties materialize or should any of these assumptions prove to be incorrect, our actual operating and financial performance may vary in material respects from the performance projected in these forward-looking statements. Further, any forward-looking statement speaks only as of the date on which it is made, and except as required by law, we undertake no obligation to update any forward-looking statement contained in this press release to reflect events or circumstances after the date on which it is made or to reflect the occurrence of anticipated or unanticipated events or circumstances, and we claim the protection of the safe harbor for forward-looking statements contained in the Private Securities Litigation Reform Act of 1995. New factors that could cause our business not to develop as we expect emerge from time to time, and it is not possible for us to predict all of them. Further, we cannot assess the impact of each currently known or new factor on our results of operations or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements.



 **Colossus SSP®**  **Orange 142®**

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