

Effortlessly Personalize, Monetize, and Mobilize Videos

- Dynamically generate and deliver personalized video and advertising virtually anywhere
- Extend your video and advertising reach to billions of devices with no added infrastructure costs
- Hyper-target ads and measure results with unprecedented precision
- Transform, customize, and assemble personalized programming “on-the-fly”
- Easily insert IDs, pre-rolls, post-rolls and ads where you want them

Easy to Add to Any Web Video in Minutes

- Add Media Delivery Bars to any website without any technical hurdles
- Instantly deliver video from a web site to any device “completely off-deck”
- Automatically delivers and tracks personalized content without human intervention
- Select the devices you want to target. New devices are added constantly
- Configure Media Delivery Bars for wireless, downloads
- Assign identical or different Media Delivery Bars to one or more videos



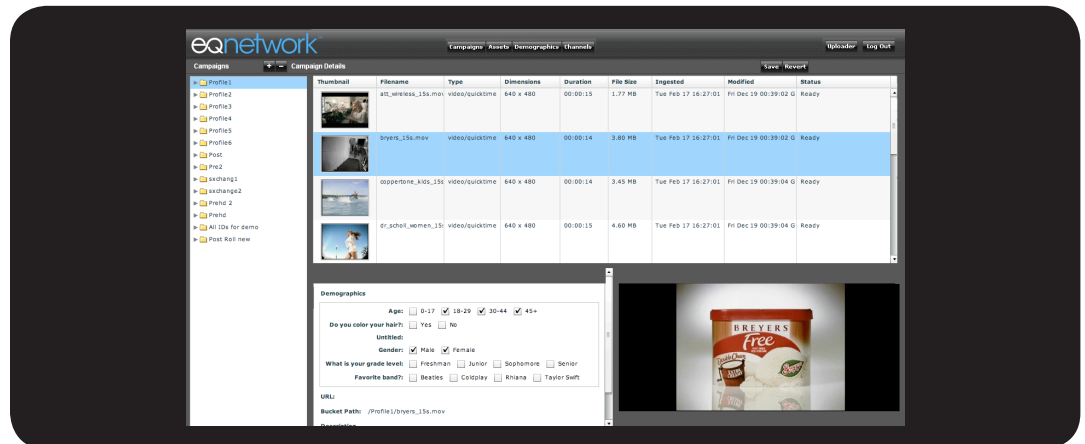
How to send videos to any device with the Media Deliver Bar:

1. Choose the device
2. Answer a few questions
3. Enter email address or mobile phone number
4. Automatically receive optimized video and personalized ads

The Media Delivery Bar™ is a revolutionary new widget that can be installed in minutes on any web page, giving viewers the ability to instantly send the video, including personalized ads, to any wireless or other devices.

What's in it for Content Owners?

- Effortlessly monetize and mobilize your content with Ad-Per-View SaaS platform
- Automatically optimize your video content for billions of devices *with no additional infrastructure costs*
- Turn your existing video content into a high ROI revenue stream
- Automatically expand your ad units beyond broadcast and websites
- Reach customers where and how they want to view without requiring any specific player, downloads or plug-ins
- Get higher ad rates with relevant/targeted impressions
- Work with your ad inventory and sponsors, or tap into a variety of ad networks



The Ad-Per-View™ Service puts you in control with sophisticated matching of ads to individual viewers

Easily build, manage, schedule, and measure your online video ad campaigns

Upload and manage ads, pre-rolls, and post-rolls - An upload application synchronizes with your Ad-Per-View content library, and allows you to quickly assign or create demographic attributes to your assets such as sex, age, and other demographically desirable characteristics.

Create, manage, target, and schedule campaigns - Select and target devices for your campaigns, including the ability to create contributor accounts to give your partners access.

Personalized metrics for granular ROI analysis

Track your ROI end-to-end from impressions to commerce - Sophisticated video view-through and response analytics will enable you to track your ROI from impressions to commerce.

Full-Featured Video Metrics - Measure play-through, average view times, full-screen views, interaction, forwards and abandonment.

Track views and actions by user profiles - Actionable viewer demographics tied to contact information, and industry standards including; CPM Hyper-Targeted (only delivers to specific demographics), CPM Impressions*, CPC - Cost per Click*, CPA - Cost per Action*

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What's in it for Advertisers?

- Power subscriptions, sponsorships, advertising and pay-per-view revenue streams
- Ad-Per-View™ delivers relevant ads to millions of new mobile viewers with unprecedented precision
- Automatically match relevant ads to viewer profiles you define
- Visual impact of ad optimized automatically from your high quality video sources
- Easily build, manage and track highly targeted campaigns
- Your ads automatically optimized to run on any device
- Track your ROI with Video-View-Through and response analytics and reports
- Connects to ad networks SpotXChange, Lightningcast, Yahoo Right Media, Google's DoubleClick, etc.

* Depends on delivery format