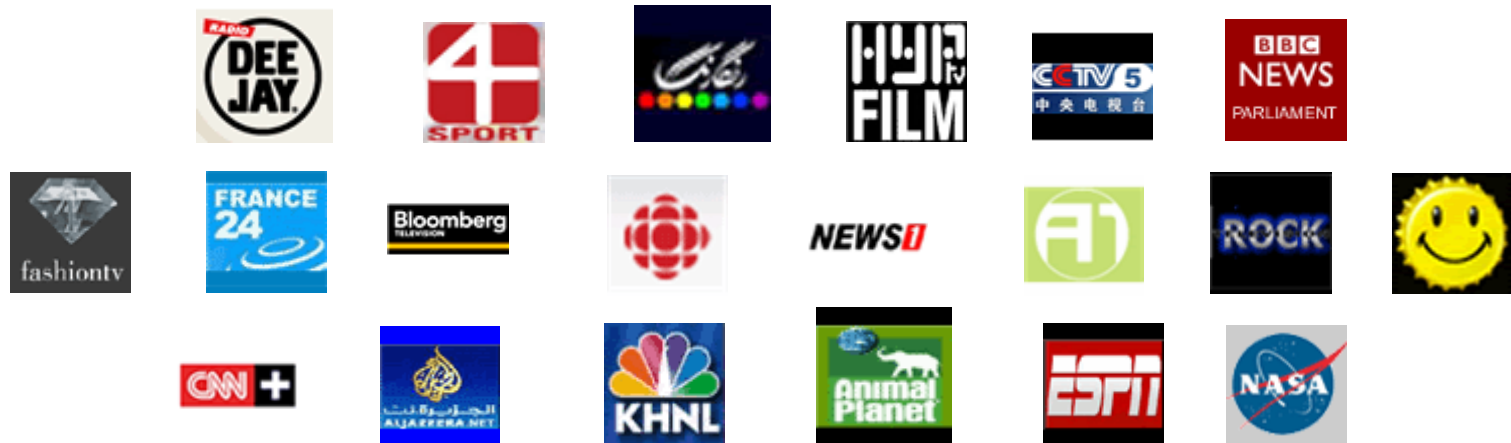


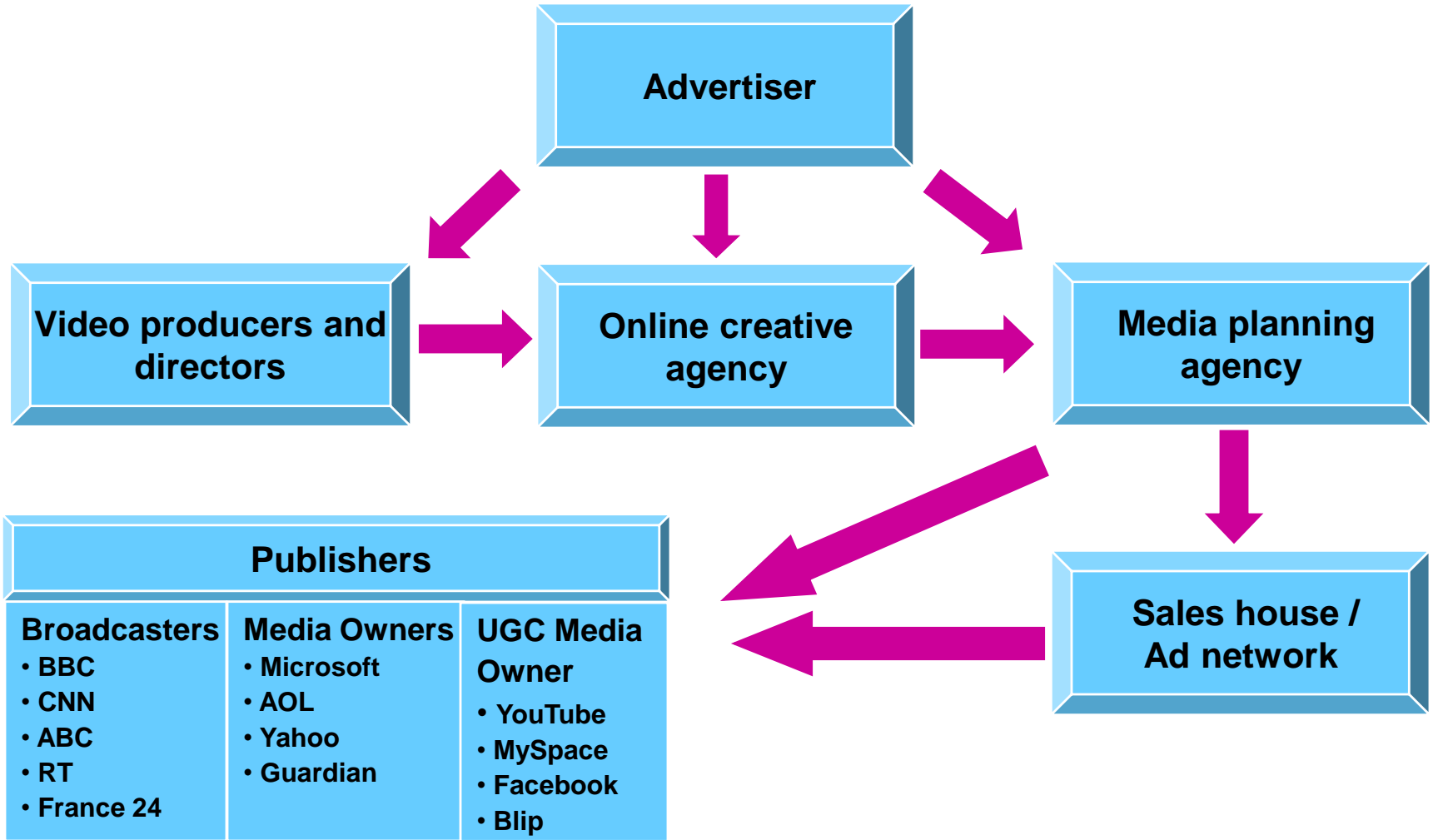
viewmy.tv

Free Live Streaming Internet TV



Stephen Ong
Co-founder & COO

Online Advertising – value chain



viewmy.tv

Advantages and Problems of online advertising

Advantages

- Advances in communication technology allow for greater targeting and different delivery methods
- Can reach global audience very fast
- Allows new marketing strategies to evolve
- Measurement and tracking of advertising effect

Problems

- User Generated Content (UGC) not often favoured by ad companies
- Illegitimate advertising e.g. spamming
- Lower ad revenue in longtail sites



Online video advertising

Pricing Structures

- **Cost per click (CPC):** a price for a single click on an advertisement / isn't appropriate for all video ad formats.
- **Cost per acquisition (CPA):**
Not video, more affiliate ads
- **Cost per Impression (CPM):**
based on views in Thousands



Ads by Google

[Sony Ericsson Pocket Tv](#)
New Pocket Tv Channel. Watch Latest Bands On Your Mobile, Check It Out!
YouTube.com/PocketTV

[Free Spotify Premium on 3](#)
Access millions of tracks with 24 Mths Free Spotify worth £240 at 3™
www.three.co.uk/spotify

[Latest Mobile Phones](#)
For unbeatable value and the UK's widest range of mobile phones.
CarphoneWarehouse.com



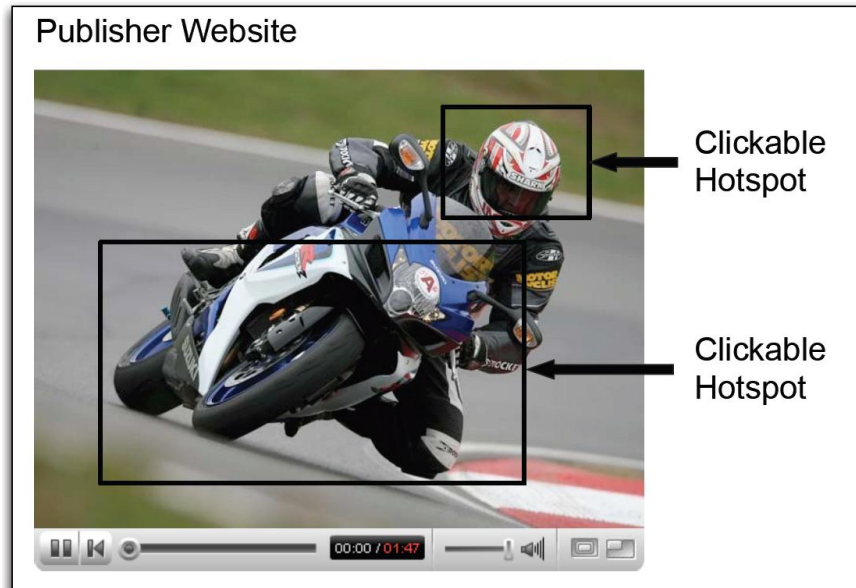
Online video advertising

Formats

- Pre-roll/mid-roll/post-roll



- Interactive video (user interaction)



Online video advertising

Formats

- In-stream overlay (Click event)



Online video advertising

■ In-stream overlay (Click event)

The screenshot displays the viewmy.tv website interface. At the top, there is a navigation bar with the site logo, login/register links, and links to 'about us', 'forums', and 'blog'. Below this is a 'Recently watched' section with 'top rated channels' and 'most saved channels' tabs, a search bar, and a list of 'top rated' channels including LRT (Lithuania News), Cadenatres (Mexico General), SBT Jangadeiro (Brazil General), TRT Muzik (Turkey Music), RTS 1 (Serbia General), sreekc (India General), Rock TV (Italy Progressive Music), Cartoon Network Videos (UK Kids), and Mexicanal (Mexico General). The main content area features a large banner advertisement for 'Dier & Natuur TV' with the text 'NO MORE RUSH HOUR' and 'TIME OFF? GREAT'. Below the banner are three filter buttons: 'GENRE', 'REGION' (with a world map), and 'COUNTRY'. The 'Dier & Natuur TV' section includes a video player showing a nature scene, a 'jwplayer' logo, a progress bar, and a 'Rate Channel' section with five stars and an 'add to MyTV' button. Below the video player are 'tags:' with 'url:' and 'embed:' fields, and a 'People who watch this, also watch:' section with logos for rt(z), EU, Wikiflu, CNN.com, and NASA. At the bottom, there are social media and utility links for Google, Blogger, and Twitter.

Online video advertising

Formats

- Branded video player skin / Sponsorship

NISSAN
SHIFT the way you move

CLICK HERE TO EXPERIENCE THE Z 370Z RSVF

Wheel Deal More Motoring

Telegraph.co.uk/tv

Play Video

World Cars of the Year: Ford Fiesta

00:00 03:15

PLAY email get link get code MENU

World Cars of the Year: Ford Fiesta
[Read more](#)

World Cars of the Year: Ford ...
1 Apr 09: Nominated for World Car of the Year, the verdict on the Ford Fiesta.

World Cars of the Year: Nissa...
26 Mar 09: Nominated for World Performance Car, the verdict on the Nissan GT-R.

World Cars of the Year: Toyot...
19 Mar 09: It's nominated for World Green Car 2009, but just how eco friendly is the Toyota iQ?

World Cars of the Year: Jagu...
12 Mar 09: Telegraph columnist and World Car of The Year judge Mike Rutherford gives an exclusive insig...

Mercedes SL AMG
22 Dec 08: The verdict on the Mercedes SL AMG...

NISSAN
SHIFT the way you move

Online video advertising

Formats

- Companion adverts
In sync with in-stream pre/mid/post-rolls or overlays)

The image shows a screenshot of the viewmy.tv website. The main content area features a video player for the 'France 24 (English)' channel, which is currently displaying a 'HISTORY' advertisement. A companion advertisement for Budweiser is overlaid on the video player, featuring a 'CLICK HERE' button. The website interface includes a search bar, a list of recently watched channels (CNN, NBC News, ESPN Sports Radio, ReelGood TV, Stand Up Comedy TV, Wild Life Channel), and filters for genre (News, Music, Weather), region (Africa, Asia / Pacific, Europe, North America, South America, Middle East), and country (Albania, Andorra, Armenia, Austria). The right sidebar contains a 'pkrc.com' advertisement for a pool game and a 'It rocks' - FHM advertisement. The bottom of the page shows a 'Rate Channel' button and a 'add to MyTV' link.

Online video advertising

Formats

- Product placement in video
- Video in social media widgets
- Video subsites (Like pop-up but with video)
- Video in-text ads (highlights words in web content)

Advertisement

VIBRANT

Wrangler Rubicon

Get the power you need and the adventure you crave.

CLICK TO LEARN MORE

www.jeep.com

adventure

Ad Formats

Pre-Roll Videos

Companion Ad

Interactive Overlay



Above the fold Banner

Skyscraper Banner

Below the fold Banner



Online video advertising

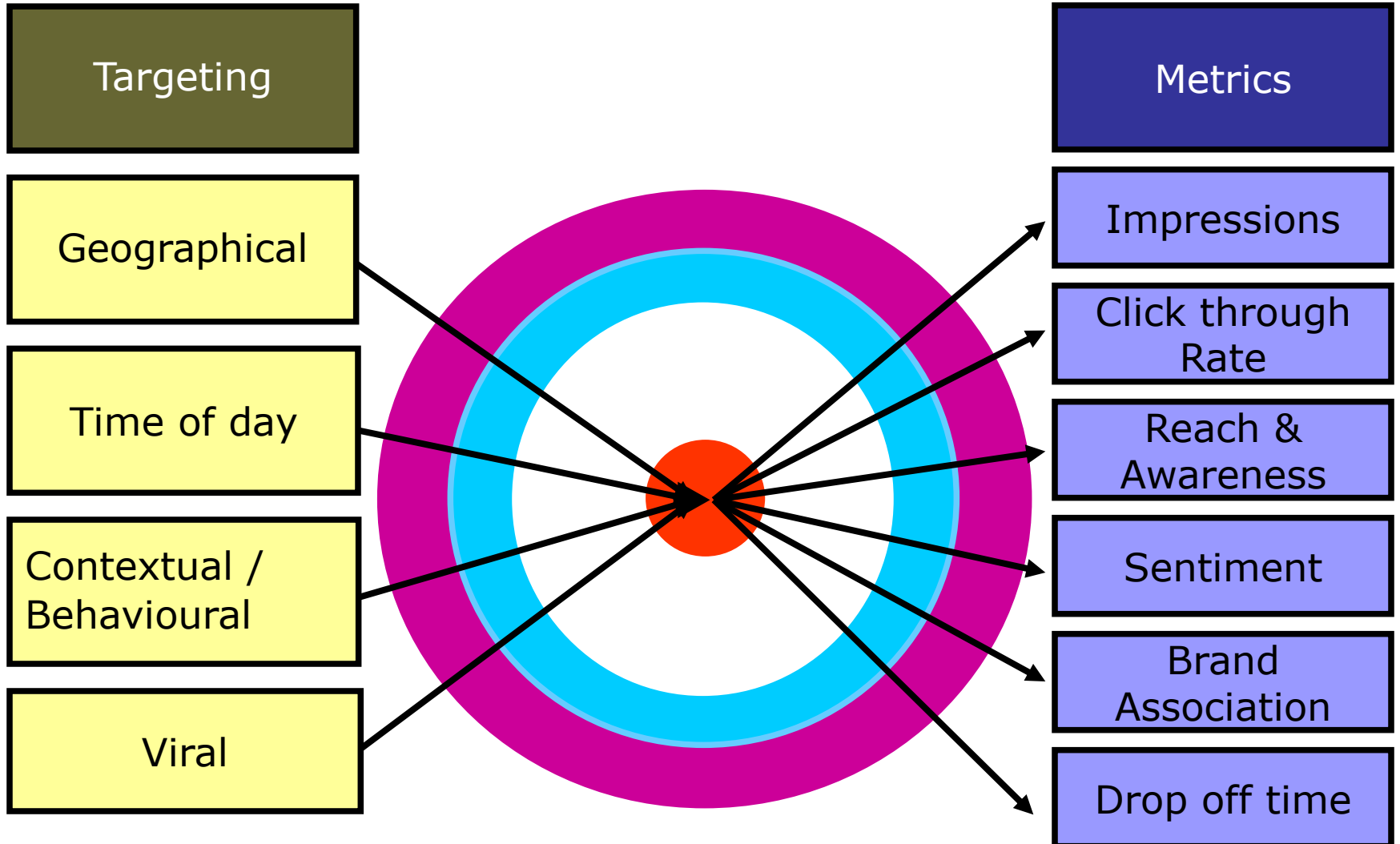
- Measurement & Tracking
- Targeting by Genre / Region
- Delivery to a Global audience
 - Africa
 - Asia / Pacific
 - Europe
 - North America
 - South America
 - Middle East

Our Typical Formats

- Pre-roll video
- In-stream overlay
- Branded video player skin / Sponsorship



Video targeting and tracking



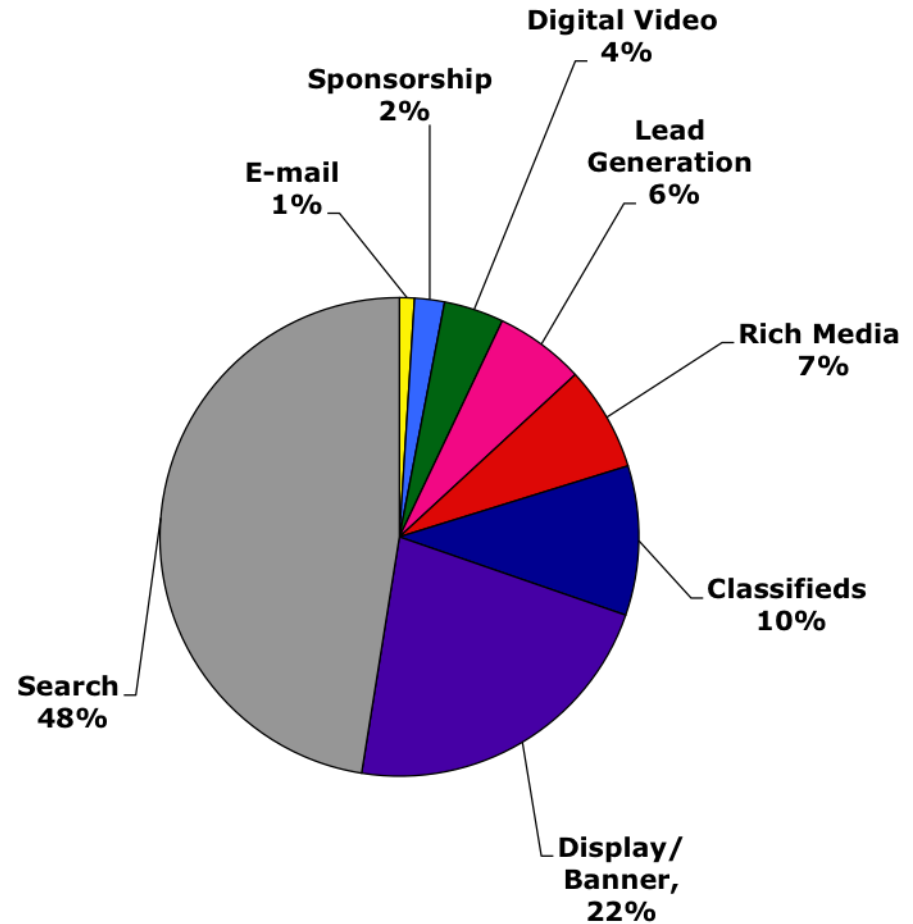
International stats & trends

- Internet Penetration, Sept 2009:
Africa 6.8%, Asia 19.4%, Europe 52%, Middle East 28.3%, North America 74.2%, Latin America / Caribbean 30.5%, Oceania / Australia 60.4% (Source: Nielsen Online)
- 97.5% of total video watched in the UK is NOT from the five main broadcasters (BBC, ITV, Channel 4, Five and Sky)
- 29.6 million people in the UK accessed online video in January 2009 (comScore). That's 8 out of 10 internet users
- 1 in every 35 internet visits in February 2010 was to a specialist video website (Hitwise)



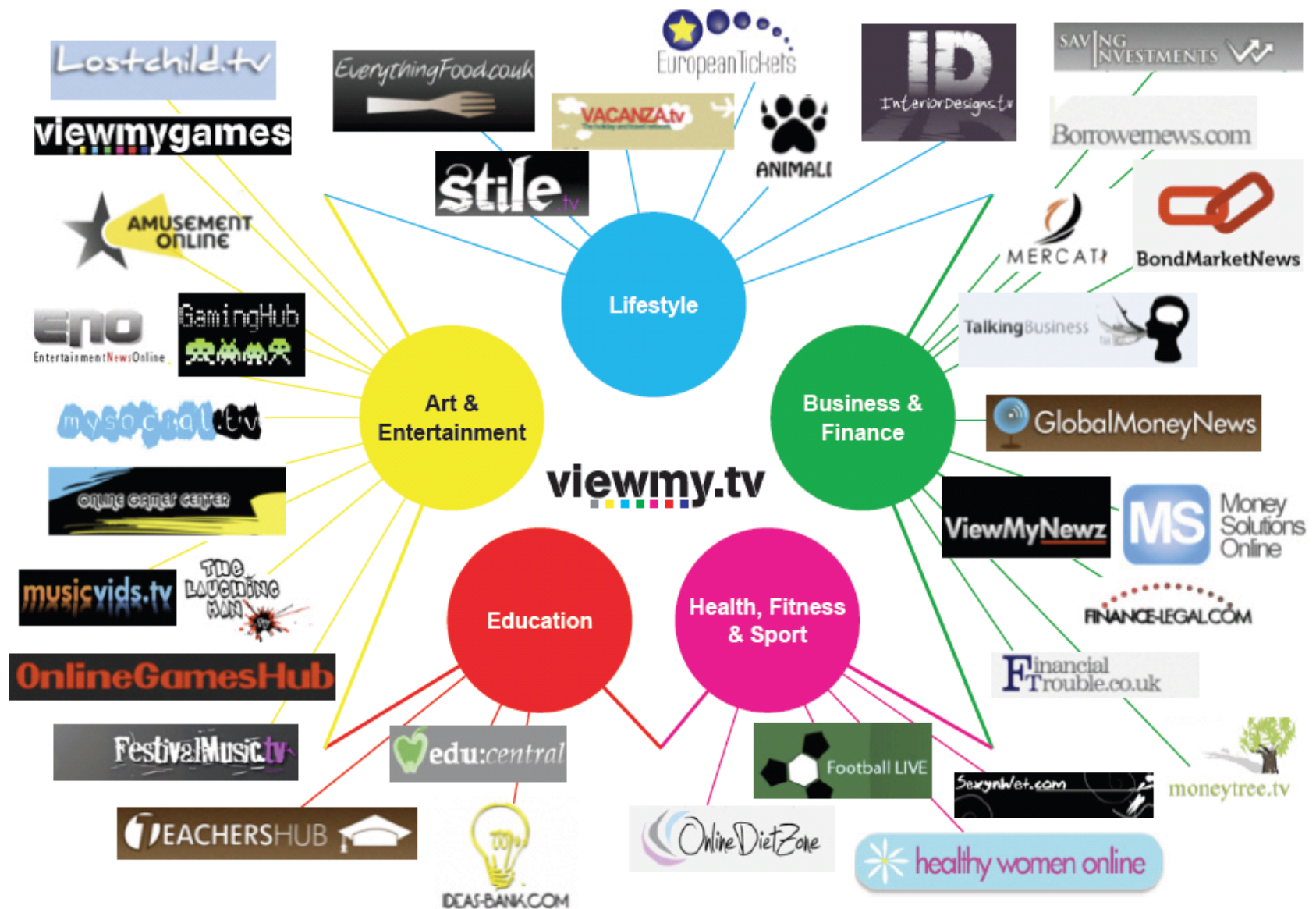
More on trends

- **In four years, newspaper ad revenue dropped by 44.24%.** That's nearly half of the industry's revenue!
- **Video is only 4% of total revenue and rising**
- **Simultaneous Web and TV Use Is Surging in U.S.** 60% or 134 million people do it at least once a month (Source: Nielsen Company) 34% rise from 2008 – 2009
- **Online Advertising Revenues Reach Record Quarterly High**
 - 6.3 billion in Q4 2009 (Source: IAB)

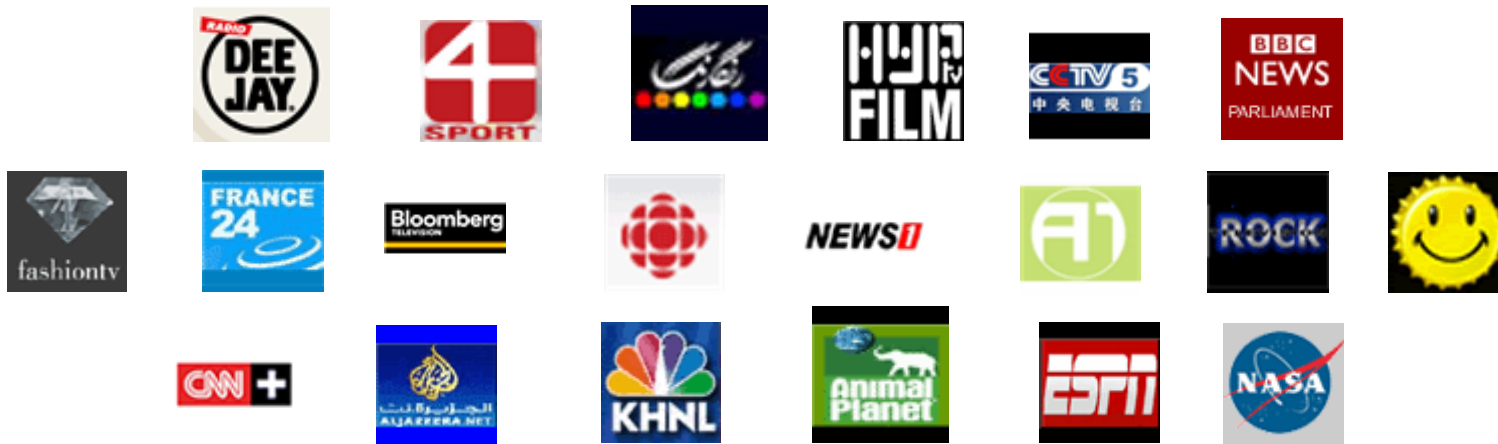


Source : Techcrunch

Our network



www.viewmy.tv



Demographics:

- 30% of our total audience is 18-34
- More than 80% of our audience is between the age of 18-49
- 55% male.

March 2010:

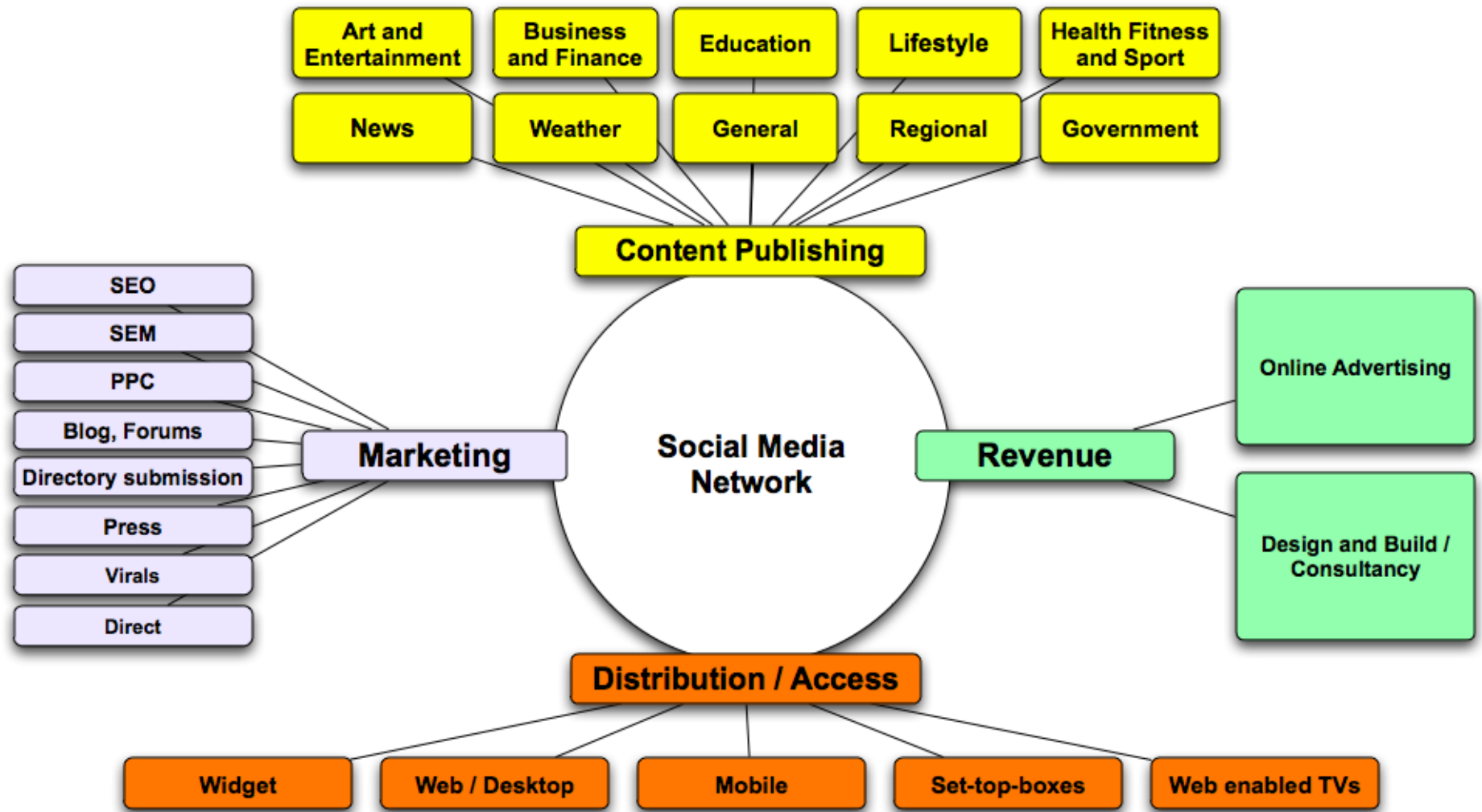
Unique Visitors: 400,000

Average Page views: 8

Impressions:

- Average time on site: 8mins





Advertising and Revenue

- Advertising and marketing statistical data actual financial revenues money from ads
- Cash Flow Forecasting
- Media Planning (Inventory to run campaigns)
- Sales and Booking (CPM dependent)
- Run-of Network / Remnant inventory



The future of internet tv

- Technological changes promote citizen journalism
 - Real-time translation of video content
 - Connecting People through web enabled TVs
 - Mobile streaming
 - More Personal Choice
 - Open API

