

## **YUME LAUNCHES FIRST ONLINE VIDEO AD NETWORK BUILT FROM GROUND UP TO IMPROVE MONETIZATION FOR ADVERTISERS AND PUBLISHERS**

*YuMe Scours Video Content to Ensure It is Brand Safe and Contextually Relevant; Enables Highly Customized Advertising to be Delivered to Any Device*

**REDWOOD CITY, CA – MARCH 5, 2007** – YuMe Networks, the first dedicated advertising network created and optimized for broadband video, officially launched its online service today, offering advertisers the ability for the first time to target messaging to online video content just as they do today with keyword placements. YuMe also introduces new technology to ensure content is brand safe and ad-ready, attaching advertising to contextually relevant content that can then be delivered to any device – from PC to portable.

“Our network is going to bring real order to the current state of chaos in online video advertising,” said Jayant Kadambi, co-founder and CEO of YuMe Networks. “YuMe will for the first time give advertisers the ability to place ads alongside contextually relevant content, ending current run of site buys that are neither effective nor transparent. Now advertisers can see exactly when and where their ads appear, get real time measurement of their audience and change creative to drive greater effectiveness in online video campaigns. Buying video advertising on the YuMe network offers advertisers an experience similar to that of buying television, where they can choose the content and resulting demographic for their ads.”

**How it works.** YuMe utilizes video sensor technology™ to scour online video content, and then categorizes the video into customizable channels like Auto, Finance, Entertainment and Family Friendly. Advertisers can select the customized video channels that most closely match the brands, products and messaging in their advertising creative. YuMe attaches advertising to the selected content for delivery to any device – whether downloaded or streamed.

While the popularity and viewing of online video has exploded in recent years, the ability for advertisers and publishers to fully take advantage of this surging popularity has been limited. For the most part, advertisers are limited to purchasing “run of site” campaigns, meaning their advertising can appear randomly or indiscriminately alongside videos. For instance, the inability of current ad networks to successfully catalog and track content has meant ads for women’s cosmetics might appear with content about fishing. YuMe has solved this problem.

Another challenge with online video is that some of the most popular content on the Web is created by consumers. Advertisers have been reluctant to purchase advertising around consumer generated media out of concern that the content might reflect poorly on their brands. YuMe’s new technology can now separate the “brand safe” opportunities from the brand inappropriate ones so that advertisers can be confident their brands will be enhanced and not at risk. Equally important, they can actually target their advertising to the specific content within consumer generated media.

"As the popularity of online video content continues to explode, it's clear that smarter and more effective approaches to advertising are needed than what's available in today's admittedly first-generation marketplace," said Tim Hanlon, SVP of Denuo, the media futures unit of agency holding company Publicis Groupe. "Advertisers and their agencies desperately need more sophisticated solutions for their video ad messaging campaigns, and YuMe's breakthrough technology promises to bring much-needed flexibility, addressability and measurability to the process."

YuMe also ushers in two additional firsts in online video advertising. Advertisers will for the first time have access to immediate reporting on campaigns, and they'll be able to take one creative asset and customize it in real-time into multiple targeted executions. A single piece of creative can even be optimized by geography and audience so that national and global brands can further enhance their targeting. For example, ads for snow tires can be targeted to cold weather regions of the country so they're not wasted on audiences in Hawaii.

"YuMe took just two of our TV commercials and instantly turned them into 104 different online video advertising executions with distinct zip code-targeted call to actions," said Nikesh Parekh, Vice President, HouseValues. "We are excited not only about the level of creative personalization and targeting YuMe can provide, but also the savings generated from eliminating the expense of creative versioning."

This ability to offer real time reporting and customized creative is made possible by the fact that YuMe serves the advertising itself rather than relying on third party video networks. Maintaining and hosting the content and ad creative gives advertisers the utmost control over their ad campaigns and gives publishers access to new audiences and monetization capabilities.

YuMe Networks was co-founded by networking innovators Jayant Kadambi and Ayyappan Sankaran. The company has received more than \$7 million in funding from venture funders that include Khosla Ventures, Accel Partners, and BV Capital. Other leading digital media companies funded by this group of investors include Brightcove, Facebook, Azureus, Del.icio.us and BitTorrent.

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