

## YUME PARTNERS WITH DAVE NETWORKS

*Broadband Video Advertising Network Will Sell and Serve Ads for DAVE's P2P IPTV Content, Including HP's NEXT.TV*

**Redwood City, CA – October 29, 2007** – YuMe, the first dedicated advertising network created and optimized for broadband video, today announced that it has signed an agreement to sell and serve ads for DAVE Networks, a leading digital media technology platform provider.

The partnership of YuMe with DAVE brings together two key innovators in broadband video. DAVE's peer-to-peer IPTV system provides a video distribution, social networking and blogging platform to build social communities around brands, with customers including Price is Right, Deal or No Deal, and Stargate SG-1. The company's technology allows both established and emerging brands to leverage the rise of user-generated content to generate user participation or awareness for any brand or affinity group, as well as providing content owners and producers with a high level of control in the distribution and monetization of their assets.

Under the partnership, YuMe will provide ad sales and serving for advertising-supported content delivered through the DAVE Networks content delivery network. Said Rex Wong, CEO of DAVE Networks, "New forms of media call for equally innovative advertising solutions. YuMe makes it possible for us to give our advertisers the fullest possible range of options for how and where their ads appear, from the audiences they target to the content they're associated with to the formats and placements of the ads themselves."

As part of the deal, YuMe will also serve ads into NEXT.TV, a next-generation Internet TV service with a peer-to-peer Internet Protocol system powered by DAVE Networks and made available on Hewlett-Packard consumer notebooks. NEXT.TV is now pre-installed on HP's most popular notebooks and is available as an update for other models; a downloadable non-HP version will be available as a download later this year. The network offers more than 50 channels of content from major broadcasters and cable providers at no charge to the consumer.

Built exclusively for the new Web video world, YuMe will provide DAVE and its advertisers with the unprecedented ability to ensure brand safety, contextual relevance, controlled syndication, and consistent delivery across all digital media platforms. The company organizes online video content into brand-safe, ad-ready "channels" for efficient and targeted ad placements, as well as allowing advertisers to buy specific cross-channel "audiences" to ensure that ads appear only in the most relevant contexts. A suite of ad formats complements traditional pre, mid, and post-roll ads with interactive overlays, watermarks, branded players, and other innovative and compelling formats. The solution's cross-platform design ensures that online ads remain intact even if the video content is downloaded and played on a different device.

Said Jayant Kadambi, CEO of YuMe, "Our partnership with DAVE Networks underscores the rapid evolution of online video. While DAVE is redefining the way consumers and content owners think about video, our highly flexible solution set will ensure that video content of every description, form, and origin remains viable and effective for advertising."

YuMe is already delivering new online video ad solutions for Web publishing partners and advertisers across the Internet. Today, the company serves advertising in more than 100 million video segments every month and offers a suite of ad formats that go beyond traditional pre-, mid-, and post-roll ad placements. To see interactive examples of these ad formats please visit <http://www.yumenetworks.com/Gallery/shell.html>.

### **About DAVE Networks**

DAVE Networks, Inc. is the first provider of an integrated video distribution and social community platform designed to ignite brands. Founded in 2003, DAVE Networks has developed a robust set of technologies and applications that empower brands to build digital ecosystems while embracing online social communities. The S.O.C.I.A.L. Platform enables brands and content owners to easily leverage the new Web 2.0 user generated content revolution, viral content distribution and word-of-mouth marketing to empower their user bases. For more information, please visit [www.davenw.com](http://www.davenw.com).

**About NEXT.TV**

From IPTV pioneer DAVE Networks, NEXT.TV is a next generation Internet television service that combines the best of TV and the best of the Internet to deliver television and video content to PCs. Users can access NEXT.TV anywhere with a broadband wired or wireless Internet connection making mobile television a reality. More information on NEXT.TV is available at [www.next.tv](http://www.next.tv).

**About YuMe**

YuMe is the first dedicated broadband video advertising network built exclusively for the new Web video world, providing advertisers and publishers the unprecedented ability to identify, classify, and track content to ensure brand safety, contextual relevance, controlled syndication, and consistent delivery across all digital media platforms—Web, downloads, mobile, and IPTV. YuMe is a privately held company headquartered in Redwood City, CA and backed by Khosla Ventures, Accel Partners, BV Capital and DAG Ventures. Recently, YuMe was awarded the title “Best in Show Judges’ Choice” at Under the Radar Entertainment & Media 2007 produced by Deal Maker Media.

For more information, visit [www.yumenetworks.com](http://www.yumenetworks.com).