



YUME SNAPSHOT

- Number of video sites: 500 +
- Number of monthly streams: 1 billion+
- Number of monthly unique viewers: 70 million+¹

AD UNITS

- Pre-roll, Mid-roll, Post-roll
- PowerRoll
- InSynch Video Takeover
- Interactive Overlay
- TickerBoy
- Branded Player
- AdTakes
- Triple Play

TARGETING & OPTIMIZATION

- Behavioral
- Remarketing
- Channel
- Content
- Daypart
- Device Type
- Demographic
- Geographic

Versus: All Star Case Study

Versus turned to YuMe to increase awareness of Versus among NHL fans and to drive traffic to Versus.com



Campaign Objectives:

- Increase awareness of Versus among NHL fans
- Drive traffic to Versus.com
- Reach adults 25 to 54 and Young Males 18 to 34
- Premium, brand safe content

Results:

- Targeted to contextually relevant channels – Sports, Entertainment and Gaming
- 1.31% click-through rate
- 85% video completion rate

“ YuMe not only provided the **scale** necessary to reach our **target audience** with **in-stream video advertising**, but also provided **contextually relevant targeting** on **premium content**. The results speak for themselves. ”

- Hope Distant, Group Supervisor of Horizon Media Digital

advertise@yume.com
www.yume.com

1. Source: com Score Video Metrix, November 2009