

Jivox CEO to Speak at Consumer Electronics Show

Diaz Nesamoney to take part in panel at Digital Hollywood at CES on the future of online video advertising, sharing tips to help marketers launch effective video campaigns

San Mateo, California (PRWeb) – January 5, 2009 – Jivox, the online video advertising service that helps small and medium-sized businesses reach local customers, today announced that CEO Diaz Nesamoney will speak at the upcoming Consumer Electronics Show in Las Vegas. Mr. Nesamoney will speak on a panel entitled: "Internet Video, Advertising & Marketing: The Next Generation of Consumer Reach" on Saturday, January 10 at 12pm, as part of the Digital Hollywood at CES program.

Mr. Nesamoney will be joined on the panel by other online video experts from companies such as NBC Universal, Pixsy, IBM Global Telecommunications, and SpotXchange. The panel participants will share lessons, strategies, and insights that will help marketers, agencies, and video companies advance video advertising industry to the next level of effectiveness and pervasiveness.

"As we head into what looks to be a challenging 2009, more and more marketers are turning to online video advertising to deliver real branding and sales results, because it commands the highest engagement and ROI of almost any online advertising method," said Mr. Nesamoney. "At CES, I look forward to sharing practical strategies and proven best practices with companies both big and small, as they look to create the most effective, compelling video ads possible."

Online video advertising is growing at a faster rate than any other type of interactive marketing, with companies drawn to the medium because it can generate twice the click-through rate of banner ads. Jivox offers smaller business a complete, self-service online platform to create, place, and track high-impact video ads at a cost-effective price.

The International CES, with over 130,000 attendees, is one of largest trade shows in world, covering consumer electronics, mobile, games, Internet, satellite, broadband, and cable – all things digital for the digital lifestyle. For more information, visit www.cesweb.org.

About Jivox

Jivox helps small businesses reach customers with online video advertising. Jivox provides advertisers with an online, self-service tool to create high-impact video ads using stock footage, images, music or their existing video assets. Jivox ensures high-quality placement of customer ads through the Jivox Publisher Network, a locally focused network of premium publishers that includes hundreds of local TV and radio stations, newspapers, weather and other specialty websites, and offers geographic ad targeting at the city level as well as demographic and contextual targeting. Jivox is a privately held company based in San Mateo, Calif. For more information about Jivox, please visit www.jivox.com.