

Jivox Introduces “Plug-n-Play” In-Stream Video Ads, Reporting for Display Ads and Performance Tracking Features

In-stream video ad serving opens premium inventory to local advertisers; View-through tracking and aggregated ad reporting provide accurate, single reporting source for all ad formats

San Mateo, CA – September 21, 2009 – Jivox, the leading online video advertising and marketing platform for local businesses and publishers, today announced significant enhancements to its online video ad creation, management, and optimization platform to give online publishers a more cost-effective way to service even the smallest advertisers.

With the latest version of the Jivox platform, online publishers can now offer all of their advertisers the opportunity to run video ads within a video content player, before, during or after streamed video content (pre-roll, mid-roll and post-roll). Jivox “Plug-n-Play” technology enables any Adobe Flash-based video content player to serve in-stream video ads and take advantage of the powerful interactivity features and reporting features available in the current Jivox video ad player.

The new platform release also introduces significant reporting enhancements, including aggregated reporting across video, display and text ads. By integrating with third-party banner and text ad creation tools, Jivox can now provide publishers and advertisers with a single, dashboard-style view of all their ads' performance on the publisher's site.

The company has also added "view-through" tracking and reporting to the mix - this helps advertisers better assess their true ad performance by attributing a customer visit or conversion to a customer having seen an ad. With the combination of traditional click-through metrics, video engagement metrics exclusive to Jivox, and the new view-through reporting capabilities now available to publishers, Jivox provides the most robust and comprehensive video ad analytics available today.

Online publishers can access all of these new features via the Jivox Publisher Portal, an online service for Jivox’s white label publisher partners. The Jivox Publisher Portal enables publishers’ sales and ad operations teams to access and manage their advertiser accounts, enter insertion orders, set campaign pricing, track campaigns, and traffic video ads all from a central

console. Extensive analytics enable publishers to track real-time critical metrics related to ad performance and ad inventory, and report back to their advertisers.

“Delivering video ads within video content has in the past involved very complex integration between advertising service providers and the publisher’s video player,” said Diaz Nesamoney, CEO of Jivox. “The new version of the Jivox platform helps publishers reduce the complexity by enabling the wide variety of video content players in the market to easily integrate with the Jivox Video Ad platform, while offering easy provisioning and serving of video ads within video content.”

About Jivox

Jivox makes it easy for businesses to reach local customers with online video marketing. The Jivox online video platform enables businesses to easily create high-impact videos at no cost and use them in local online ad campaigns, on web sites and directory listings, in viral marketing programs, email campaigns and more. Jivox provides targeted distribution of video ads through a premium network of over 800 local media and content websites, ensuring that every ad reaches the intended audience. The Jivox platform is also being used by national and local media groups to streamline online video ad creation and to offer self-service ad creation and distribution directly to their advertisers. Jivox is a privately held company headquartered in San Mateo, Calif. For more information about Jivox, please visit www.jivox.com.