

## **Jivox Introduces Industry's First “Video Engagement Score” to Measure Online Video Ad Performance-Driven Interactions Beyond Click-Throughs**

*New metric measures multiple interactions with an online video ad, compares performance to other online video ads in Jivox Publisher Network*

**San Mateo, California - February 17, 2009** - Jivox, the online video advertising service that helps small and medium-sized businesses reach local customers, today unveiled a new metric to help advertisers gauge the effectiveness of their online video ads. The Jivox “Video Engagement Score”, introduced as part of the Jivox 4.0 product release, measures all viewer interactions with an online video ad and assigns a value to the ad relative to the performance of all the ads in the Jivox Publisher Network.

The Video Engagement Score is a new approach to measuring the effectiveness of online video campaigns that goes beyond the traditional click-through standard used to measure search and display ads. The Engagement Score takes into account the richness of video ads and, for the first time, the multiple interactions a consumer has with an online video ad, and assigns a value to those interactions to provide advertisers deeper insight into an ad's total performance. Ads are “scored” by comparing their performance to that of other ads on the Jivox Publisher Network.

“By introducing new interactivity features into Jivox ads, we now have the opportunity to go beyond click-throughs to measure ad performance,” said Diaz Nesamoney, CEO of Jivox. “Online video already has the greatest potential to engage the viewer due to its inherent entertainment value. Until now, it was difficult to measure the engagement value of a video ad. Advertisers can now use our interactivity features and the Video Engagement Score along with our self-service capabilities to test and improve the performance of campaigns, thus improving their overall ROI on video advertising.”

The Engagement Score is calculated as the total viewer interactions weighted by response priority and divided by the total views. The result is then normalized to fit within a range of 0-100 and adjusted such that the median of Engagement Scores across all active Jivox campaigns with more than 15,000 views in the Jivox Publisher Network is 50.

### **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](http://www.jivox.com).