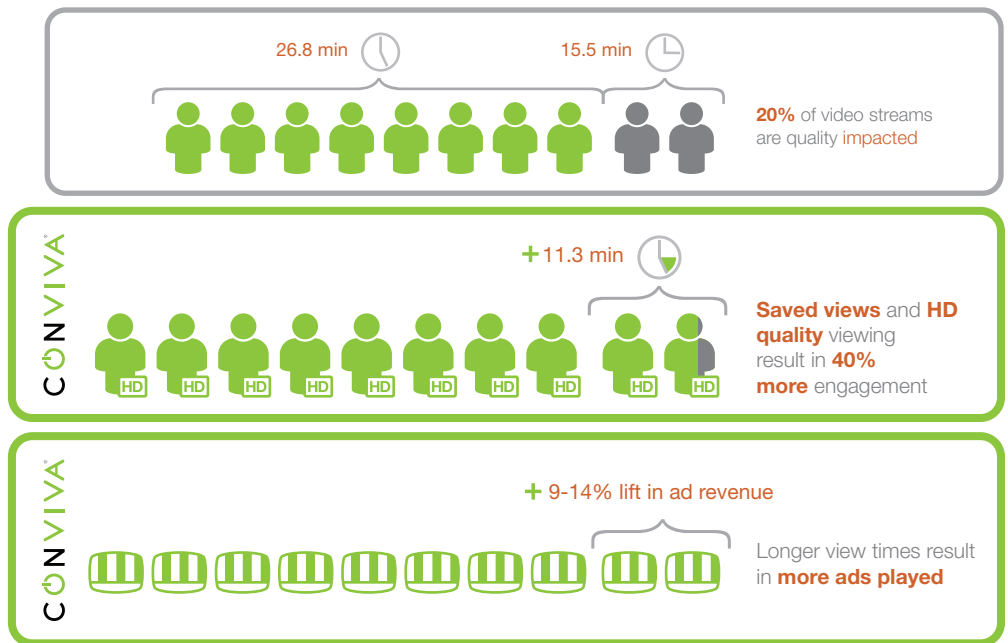


EVERY IMPRESSION COUNTS!

Video AdVantage, powered by Conviva, lets you take control of the most unpredictable piece of your online video business – ad monetization and performance.

Conviva is known for ensuring a personalized viewing experience that results in a captivated audience that views more video, for longer times and ultimately generates more revenue. In fact, it is proven that Conviva customers realize **an average increase of 40%** in video viewing times.

An uninterrupted, personalized viewing experience results in **longer view times** - an average of 40% more minutes per viewer - for **more ads played** and **more revenue earned**.



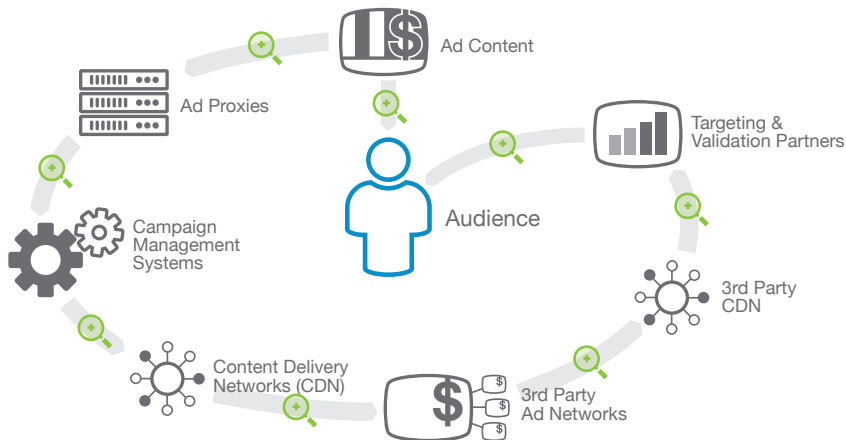
Video AdVantage™ now applies this proven expertise to online video content AND ads, because providing a high quality viewing experience that keeps your audience captive means more ad completions and ultimately, more revenue per viewer.

- + Patented technologies ensure each viewer an HD viewing experience resulting in longer view times
- + A viewer-centric approach provides real-time alerting and localization of failures and outages across the complete video ecosystem
- + Provides personalized information to show how ads perform in relation to specific content expanding inventory and optimizing ad placement
- + Delivers experience and results tapped by customers like ABC, FOX, Turner and USA

A Viewer-side Vantage Point

Do you really know?

- + Do you have complete visibility into your video ecosystem?
- + Can you detect QoS and QoE issues and – most importantly – the impact these issues have on your audience, video view times and ad completions?



With Video AdVantage you do.

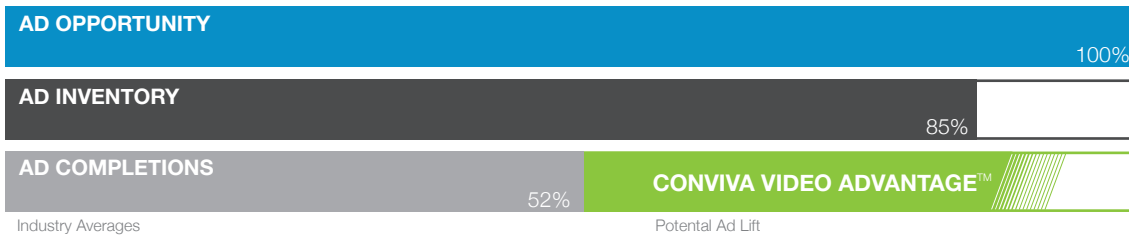
Conviva monitors the entire video ecosystem, providing a viewer-side vantage point of each and every video experience. Using intelligent, real-time insight, optimization, and instant failed playback alerts; Video Advantage protects your audience from poor ad viewing experiences. This exclusive technology decreases viewer abandonment rates and results in longer ad viewing times, increased revenue and ad completions.

Great to the Last Ad

Video AdVantage™ provides the intelligence required to optimize and extend content and ad viewing times, which



results in greater revenue.



Studies have shown that ad playback and ad completion for your viewer is much lower than you might expect. Video AdVantage significantly improves the percentage of ad completions allowing for a smooth and dynamic playback of every ad, every time.



Because Every Impression Counts