

IBC 2011: Hall 3.A15o

PRESS RELEASE

justAd.TV takes IBC 2011 Revenue Generation Award

Winner in the "Monetization" Category of Connected World.TV Award Contest

Tel Aviv, Israel – September 12th 2011 - justAd.TV

We are proud to announce that justAd.TV has been chosen as winner of the Revenue Generation Award in the IBC 2011 Connected World.TV contest. The award recognizes new techniques and concepts that help content producers and service providers create new revenue streams online.

justAd.TV tackles the challenge created by the fragmented advertising environment across the connected world due to the variety of video technology and browser choices made by CE manufacturers. justAd.TV offers an innovative cross-platform ad format that delivers effective advertising with minimal effort.

What the judges said:

"This submission quantified the benefits of its offering in this Revenue Generation Category. I like the clear recognition that content should be adapted to different media channels/devices."

"Advertising revenue drives the broadcasting business for both private and public broadcaster alike. JustAd looks like it will help generate revenues in the mobile world - a key requirement in future business strategies."

Mr. Yariv Erel, Co-Founder and CEO of justAd.TV accepted the Award from Andreas Spechtler, Regional Vice President, EMEA, Dolby.

This announcement follows justAd.TV's short-listing as a finalist in the Monetization category together with other 5 companies:

- Artklick
- Brilaps, LLC
- Pace PLC
- Smartclip
- Snell



For more information - <http://www.ibeweb.com/ibe-news/ibc2011-live-winners-announced-inaugural-connectedworldtv-awards>

For media and industry analyst information:

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