

IBC 2010: Hall 5.B09s

justAd.TV takes advertising beyond the 30 second spot

New non-linear TV advertising formats show greater buying results and significantly improved consumer satisfaction

IBC Launch builds on Fastweb deployment

Tel Aviv, Israel – 1st September 2010 - justAd.TV is making its debut at IBC in Amsterdam (Hall 5.B09s), addressing the growing industry need to enable more effective advertising in the increasingly on-demand TV world. The company will launch its complete TV advertising system that enables Pay-TV providers (cable, IPTV and satellite) and HbbTV broadcasters to apply internet-style advertising to non-linear entertainment services such video on demand (VOD) and PVR (personal video recorder). Visitors to justAd.TV's booth will be able to see the first public demonstrations of the advanced TV advertising system, which has already been deployed by Italian IPTV operator Fastweb.

"Today's TV viewers want more control and the technologies are there to enable entertainment on-demand. At justAd.TV we are embracing the shift from linear to non-linear TV and enabling advertisers to integrate with the TV show, so that the viewing time of each program is not prolonged. Our current data shows a significant gain in customer purchases following the viewing of our non-linear TV ads. By serving ads when viewers are engaged and can interact, we are far more effective than the legacy 30 second spot," said Yariv Erel, CEO, justAd.TV.

justAd.TV will show a number of innovative advertising formats and business models that bring the interactivity and targeting of internet advertising to non-linear TV. Examples include serving adverts when the viewer pauses, fast forwards or rewinds an on-demand program, as well as TV advert selectors, where the viewer is provided with free VOD products, such as movies, paid for by advertising suited to their personal requirements. Recent consumer trials carried out by justAd.TV found that consumer behavior towards on-demand entertainment enables these new advertising formats because viewers use the pause/fast forward button at least once in every VOD session, with an average pause taking above 2 minutes, and fast forward and rewind taking 13 and 7 seconds. Moreover, the trials showed that consumers prefer these new advertising formats and skip adverts less.

"We are very pleased to be exhibiting at this year's IBC and are excited about demonstrating our solution publically for the first time. We know we can help TV service providers to monetize content located in VOD libraries and compensate for PVR ad-skipping – two problems that are set to be a big focus at this year's IBC," continues Erel.

One such operator is Italian IPTV provider **Fastweb** who is continuing its tradition of service innovation and harnessing the potential of advanced advertising with the launch of a new service this summer based on the justAd.TV platform. The service allows advertisers to communicate and interact with Fastweb consumers on the TV screen through various interactive formats. See - <http://www.justad.tv/fastweb.pdf>

The service is enabled by technology developed by justAd.TV that allows internet advertising campaigns to run on TV set-top boxes. These banners are displayed on the television screen when the viewer pauses the video or when fast-forwarding, without interrupting the viewer experience. With this technology, Italian advertisers can finally have a single campaign for both internet and TV audiences.

About justAd.TV

Founded in 2008 and headquartered in Tel Aviv, justAd.TV is focused on helping TV providers to monetize their VOD, PVR and non-linear TV-applications through a new approach to TV advertising. Already deployed at a number of operators, including Fastweb in Italy, justAd.TV offer a complete non-linear TV advert system which comprises a thin client set-top box (STB) Virtual Machine, interoperable with digital STB platforms and a TV advert server. www.justAd.TV

For media and industry analyst information:

Gay Bell
Platform PR
+44 (0) 202 7486 4900
gay@platformpr.com