



PRESS RELEASE

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mgMEDIA and justAd.TV Partner to Offer “Freemium 2.0”, a New Generation of Targeted Advertising for Internet Connected TVs

The joint offering will allow content owners to provide free or discounted content while enjoying targeted and interactive ad inventory opportunities, custom made for on-demand TV

Today, TV is sponsored mainly by spot advertising. The massive shift in viewing towards on-demand is usually associated with premium paid models. The joint solution, announced today at CES, allows content owners to segment their content catalog by supporting both paid and advertising based models. Content providers will offer different ads aimed at specific target audiences, and users can choose which ads they prefer to watch. Thanks to the justAd.TV solution, mgMEDIA can now offer a wide range of business models, including subscription, premium and Freemium, for its multi-device video on demand platform.

To date the industry has been fixated on pre rolls as the main format for non linear/on-demand TV advertising. The Freemium 2.0 model gives content owners new engaging ways in which to deliver user-friendly, non-intrusive adverts with web style targeting, interactivity and measurement. Ads are served in response to viewer remote control activities such as Pause, Fast Forward, and Stop. Red Button and pre rolls are also supported. In addition, the Freemium 2.0 model offers surveys for viewer feedback and response, and allows the administrator to get real time, detailed viewer reports.

“The best digital advertisement service and the best Over-The-Top platform join to create an awesome new generation product for content distribution,” said Jerónimo Macanás, CEO of mgMEDIA. “We are very excited and proud to be part of it. This agreement will allow our clients to create new multi-device business models around monetized “freemium” offerings in addition to premium ones.”

“We are delighted to work with mgMEDIA, a clear leader in the multi-device content distribution domain,” said Yariv Erel co-founder and CEO of justAd.TV. “By introducing new advertising formats (such as Pause, Fast Forward, ‘Red button’, Stop, Ad Selectors) together with the popular pre-roll, we are enabling content owners and programmers to fully monetize on-demand content.”

The joint solution builds on mgMEDIA's extensive understanding of the ever evolving digital ecosystem and extensive flexibility in creating and managing content models. It leverages justAd.TV's proven ability to deliver targeted, interactive and measurable TV advertising for a number of cable and IPTV operators.

The joint solution, available today, is cloud based and is pre-integrated with the leading Connected TV brands, Blu-Ray players, OTT STBs and smartphones.

About mgMEDIA

mgMEDIA is a company devoted to technology for digital content multi-device distribution. Its innovative technological solutions make it possible to create business models for digital distribution of movies, music, e-books... oriented to connected devices (TV, Blu-rays, set top boxes...), smartphones, tablets and the Internet.

mgMEDIA is headquartered in Madrid, Spain and have offices in San Francisco, California. Visit mgMEDIA at www.microgenesiimedia.com.

About justAd.TV

Founded in 2008 and headquartered in Tel Aviv, justAd.TV is focused on non-linear TV advertising. The company's solution enables content owners and TV providers to better monetize TV content by offering a bouquet of engaging formats custom made for the non-linear TV experience. justAd.TV is the first company to serve targeted and interactive TV ads in Europe. Its solution currently works on Cable, IPTV and Connected TV platforms.

For more information visit us @ www.justad.tv

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