

## PRESS RELEASE

MIPTV 2011: Booth 19.09

### **justAd.TV launches world's first targeted Advertising solution compatible with Samsung & LG Connected TVs and iPad**

- *Content and platform owners can monetize content on multiple connected devices, including LG and Samsung TVs and iPads*
- *Easy to use and simple to integrate cloud-based ad solution*
- *Increases consumer brand interactions and therefore ad revenues*

**MIPTV, Cannes, 4 April 2011** – [justAd.TV](http://justad.tv), the non-linear advertising specialist, is opening a new chapter in targeted advertising, enabling content owners to embrace and monetize the Connected TV environment with the launch of the worlds' first multi-device TV advertising platform. The new software development kit (SDK) is compatible with the leading connected devices and designed to allow content and platform owners to immediately start generating new revenues from today's multi-screen, connected TV world.

“Most of the content and platform owners we talk to face two main issues - the first is the proliferation of connected devices and the associated costs of supporting each one. The second is the business case for non-linear TV content, as most people skip 30 second ads,” said Yariv Erel, co-founder & CEO, justAd.TV. “The new solution we're offering today addresses both issues. Once implemented our SDK ensures that ads can be displayed on multiple devices, making integration costs obsolete. The fact that we offer pause, fast forward, stop, 'Red Button' and many more ad triggers maximizes consumer interaction and ad viewing opportunities, increasing ad revenues and ROI for our customers.”

As well as the SDK, justAd.TV is making sample applications available for each connected device. Once registered to the justAd.TV website ([www.justad.tv](http://www.justad.tv)) content and platform owners can download a chosen application, for example an application compatible with Samsung TV, and view justAd.TV's new advertising formats on their TV without the need for expensive research and development.

Supporting the SDK is a cloud based ad server and campaign manager, which enables access to all stages of the advertising value-chain. Once the SDK is implemented, content owners will gain instant access to a private zone in the campaign manager, which includes a

full set of tools for the definition of formats, the creation of the ads and the scheduling of campaigns. The cloud based solution requires no additional integration.

“This is just the beginning. The world of video in connected devices is here today,” added Shahar Talmi, justAd.TV Co-Founder and VP of Research & Development. “In the near future we will support more platforms such as Android, Phillips TV and more. Each new connected platform will work seamlessly with our supported platforms such as HbbTV, MHP OpenTV and others.”

### **Join in the connected advertising debate**

With this latest launch, justAd.TV invites all industry stakeholders (broadcasters, content owners, Pay TV platforms and TV manufactures) to participate in the debate on what is the best way to monetize TV content and to answer a simple question: Can connected TV increase ad revenues to enable the industry to move back to an ad-supported zero-subscription model?

Join the debate on Twitter using #justAdebate and follow @justad.tv

The new solution will be demonstrated at MIPTV, Cannes from 4-7 April 2011, booth 19.09.

**End**

### **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 offers 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](http://www.justAd.TV)

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