



## Just TV television leads to a new concept of embedded advertising

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Founded in 2008, this company has focused on developments based on client-server and available to MHP JavaOne, HBBTV, MHEG-5, IPTV (Linux Browser) and OpenTV.



Assuming that the majority of VOD platforms do not support the inclusion of commercials as a whole and that the advertising breaks break is the norm in 75% users of personal video recorders, Just TV has proposed a number of alternatives that avoid the bad image given to disable this function "FF" or the lack of flexibility afforded by the pre-rolls (in an hour, are difficult to fit over 25-20 spots).

The interesting proposal of this Israeli company is based on extrapolating the concept of the Internet to a TV environment. For TV providers (Cable, IPTV...) would further monetization of content VoD and PVR, improved communication with customers, the promotion of content and cross-products and take advantage of a nonlinear TV concept.

For broadcasters this new concept of embedded advertising content would monetize VoD / Catch-up in applications iPlayer, establish a direct channel of communication with their audience, direct consumption of content and services more profitable and introduce interactivity in a non-intrusive advertising.



Among the options that the system end-to-end allows the introduction of pre-roll on-demand content, the inclusion of all types of banners in compliance with the content. For example when the user stops the video you are watching or select the fast forward sequence, the system sends to your STB or PVR a banner that can present very different formats. These advertisements are targeted to each user in a particular way.

Just TV system is already experiencing great success in Sky Italia.

here Some examples embedded interactive advertising, which live demonstration will take place in the space of Just TV in Israel Pavilion at IBC 2010.

Posted by PanoramaAudioVisual, on September 7<sup>th</sup>, 2010, written by Redaction.

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