



justAd.TV selected by TVBEurope's Best of IBC Editor's Awards

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Transmission + Delivery

JustAd.TV - IPTV advertising: At present, 75-86% of people who record TV skip the ads during playback. To counter this, JustAd.TV uses internet-style advertising that can play over pictures that are paused or fast-forwarded - so far they have measured a 15% gain in viewers who see a promo for a pay-TV movie and then watch it. Its first user is Fastweb, Italy, the world's first IPTV provider (it has also signed up a cable company serving several European countries). "In Italy, we're serving targeted, interactive advertising on TV, which no one else is doing," said CEO Yariv Erel.

www.justad.tv

A resurgent IBC housed some 1,300 exhibitors this year, most with new products on show - many with several. Amongst the incremental improvements and shipping versions of past prototypes, there were many innovations, particularly in 3D, mobile applications, the use of WiFi and networking. Our editors scoured the halls for nominations and then Associate Editor David Fox distilled the list down to the final selection we present for you on the following pages.

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