



PRESS RELEASE

justAd.TV partners with Ybrant Digital to help platform and content owners monetize Connected TV

justAd.TV customers given direct access to global ad sales network

Tel Aviv, 18 May 2011 – [justAd.TV](http://www.justad.tv), the non-linear advertising specialist, has opened another new chapter in targeted advertising, partnering with digital marketing solutions provider [Ybrant Digital](http://www.ybrantdigital.com) to help platform owners immediately generate new revenues from today's multi-screen, Connected TV world.

Based on justAd.TV's multi-device TV advertising platform, the new partnership will enable platform owners to use Ybrant Digital's media sales experience and global network to generate revenues from the Connected TV environment, by selling innovative ad formats quickly and with little effort.

"justAd.TV's innovations have always encouraged platform and content owners to embrace the Connected TV environment and find ways to support free content. Our partnership with Ybrant Digital takes that to a whole new level," said Yariv Erel, CEO and founder of justAd.TV. "It will allow content and platform owners to not only create a dynamic advertising environment, but to actually sell that advertising space and start generating revenues immediately."

Jacob Nizri, Ybrant Digital's president, added that: "Online TV is showing one of the strongest growth vectors in the digital industry. Innovative companies such as justAd.TV, which has the correct mix between top-notch content and business applicability, are the kind of partners we want to go hand-in-hand with for the long term."

Once registered to the justAd.TV website (www.justad.tv), any content owner that downloads the recently launched software development kit (SDK) will have access to justAd.TV's interactive advertising formats and Ybrant Digital's media selling capabilities without the need for expensive research and development.

The new offering is also IAB VAST (Video Ad Serving Template) and VPAID (Video Player-Ad Interface Definitions) compliant. By allowing connected devices (the majority of them do not support Flash) to use the VAST and VPAID standards, content owners can have video and rich media campaigns running natively across all devices.

The new solution will be demonstrated at the Connected TV Summit, London from 18-19 May 2011. Yariv will also be speaking on "The Connected TV opportunity for VOD and mid-tail content" panel at 14:40 on Wednesday 18th May.

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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

About Ybrant Digital

Ybrant Digital offers digital marketing solutions to businesses, agencies, and online publishers worldwide. It connects advertisers with their audience across any form of digital media, using massive local presence to deliver appropriate messages to the right audience, through the most relevant digital channels. For more details, visit: www.ybrantdigital.com

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