

Vidillion's COO Discusses Maximizing CTV Q4 Advertising Revenues at BroadbandTVCon

(PRESS RELEASE)—JUNE 11, 2014—Dennis Nugent, COO of Vidillion, spoke at the 5th Annual BroadbandTVCon held at the Santa Clara Convention Center. In his presentation, Mr. Nugent, a Connected TV platform as a service specialist, forecasted that Q4 2014 will be a record high quarter for Connected TV advertising.

Nugent shared his expertise and insights on the importance of Q4 revenues in CTV Advertising and how OTT system operators, TV broadcasters, and video streaming providers can maximize their annual international advertising revenues by capitalizing on Q4 opportunities. In his presentation, Nugent said, "Most think of video streaming and advertising as a day-to-day process. However, revenues significantly increase in the fourth quarter. Historically, 40-50% of annual ad revenues are delivered in the last quarter of the year. This year Q4 advertising revenues will be driven by the elections, Christmas, end-of-year sales, and increased acceptance of CTV advertising by brands."

"Therefore, content owners and ad distributors should capitalize on this timing in order to maximize Q4 earnings and boost their overall annual revenues." Nugent urged CTV advertisers and distributors to "note that most advertisers start their Requests for Proposal (RFPs) for the last quarter as early as April; so start updating your media kit, viewer demographics and inventory forecasts now."

Nugent also presented some of the success factors necessary for key players in CTV advertising to position and prepare their CTV content, viewer demographics, and audience reach in order to exponentially increase their advertising revenues by Q4. He shared, "If content is 'king' then eyeballs are 'queen'. Today, technology allows for more viewers to watch more content on more devices, and advertisers go to where the 'eyeballs' are. Content and viewership are crucial elements in video advertising. It is important to determine inventory projections and include in the equation which devices viewers use."

He further stated, "The future of CTV advertising is geared towards the use of 'Smart' data and the ability to deliver targeted, individualized, real-time TV or video ad splicing." VidTizer, Vidillion's proprietary, patent-pending CTV monetization platform allows advertisers to zero in on their target viewers based on their profiles such as device, religion, geography, language, and content.

About Vidillion

Vidillion built the first connected TV monetization platform, VidTizer. VidTizer enables video content owners and video service providers (VSPs) to make money from content viewed on connected TVs. Vidillion's proprietary patent-pending software allows precisely targeted ads based on device, profile, geography, language and context, and verifies ad delivery.

VidTizer 's maximizes the revenue from ad inventory (fill rate) and allows content distributors to limit ads to viewers based on profiles such as religion, language, device, content or other parameters.

VidTizer includes the Vidillion Versatile Anonymous System (VAST) proxy server that allows delivery of ads to non-VAST compliant devices. VidTizer offers content owners the means to monetize their video content on Connected TV.

For more information, please visit www.vidillion.com.