

ADVERTISING TOOLS

STREAMTHEWORLD

Advertising tools for broadcasters

Generate new revenues

StreamTheWorld's advertising tools offer lots of ways to leverage broadcast content, including targeted, quantifiable, and measurable opportunities—like sponsorships, e-commerce, or ad spots—for even greater added value.

Our user experience tools enrich the online experience. Along with your content, they keep users coming back to your website or player regularly. Once you've made sure that users will be engaged, it's time to get your advertisers on board

At StreamTheWorld, our goal is to help you broadcast online in a more engaging way, one that increases the value and inventory of your advertising offer—and leads to results..

- **Increase the value of your advertising offer**
- **Raise your advertising inventory**
- **Grab a bigger online market share**

Key features

StreamTheWorld experts will analyze your challenges and needs in order to develop a customized advertising approach that will reach your goals

Ad spots

Give your advertisers all the flexibility they need. Offer them all IAB standard ad spots like pre-roll, in-stream audio and video, ad overlays, contextual ads, and more.

Our guaranteed viewing tools add even more value to your advertising offer. Visual ads are served only when the player is prime or maximized on the user desktop. Audio ads aren't served if the computer sound is on mute.

Ad replacement

Replace live terrestrial audio and video spots. Offer your advertisers added-value advertising by allowing them to reach specific target markets with our geotargeting tool for live and on-demand content.

Viral marketing

Easily integrate viral marketing tools in your player and spread your brand through email, blogging, embedding, posting on UGC sites like FaceBook, MySpace, and more.

e-commerce tools

Create more revenue possibilities by selling exclusive links to music, video, box office and other online stores.

Flawless media delivery

Guarantee your advertisers with flawless delivery from StreamTheWorld. Our Media Delivery Network ensures quick connection and fast delivery of rich media content on a wide range of devices from mobile to HD. Traffic bursts are no issue since we always operate about one third of our capacity and our load balancing fully optimizes media delivery. All this contributes to unprecedented reach.

Seamless third party integration

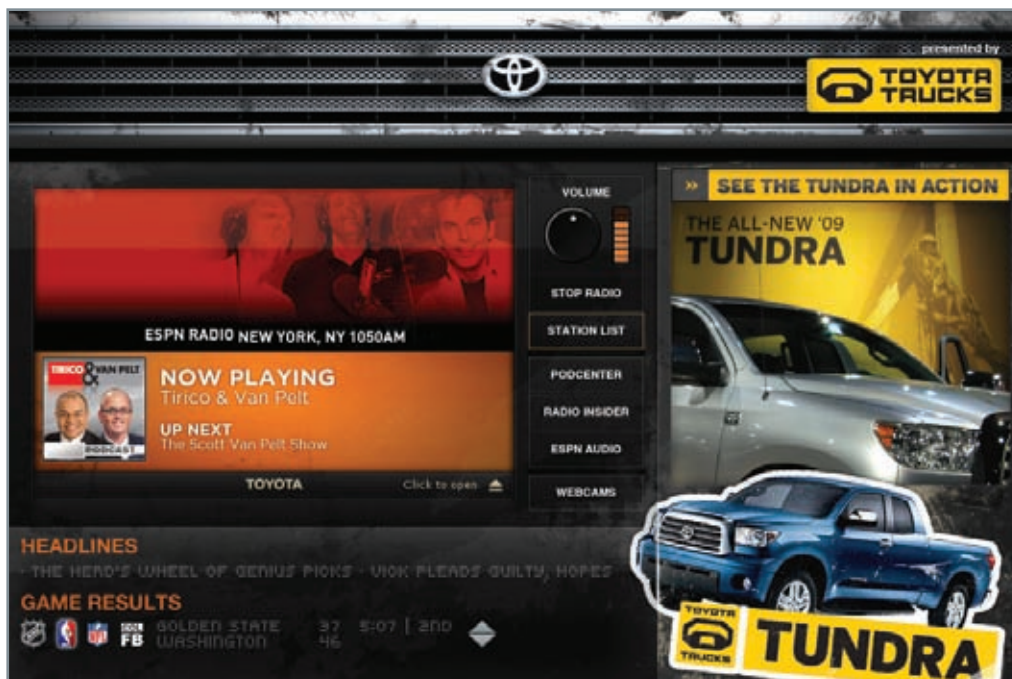
StreamTheWorld's ad server, dServ, can satisfy all your ad serving requirements. But for even more flexibility, we can integrate with any of the major ad servers, ad networks, online stores and more.

Our experts can also help you build your media kit, including metrics on your online audience.

Sponsorship

Leverage the power of a sponsored media player by offering your advertisers branded sections or the entire player with their messaging.

Sponsored Player



Flexible advertising tools for media players



Viral marketing

Email,
 Sharing,
 Blogging,
 Embedding,
 RSS feeds,
 Posting on UGC sites like
 FaceBook®,
 MySpace®
 And more

Sponsorship

Branded players skin
 Player section sponsorship

Ad replacement

Live/on-demand
 Audio
 Video
 Rich media
 Geotargeting

Delivery

Reliable and scalable delivery
 network
 Live audio, video, rich media
 On-demand audio, video, rich
 media

Ad spots

Contextual ads
 Synchronized ads
 Pre-roll
 Mid-roll
 Post-roll
 Banners
 In-stream audio and video
 Ad overlays
 Ad placement
 Guaranteed viewing
 And more

e-commerce tools

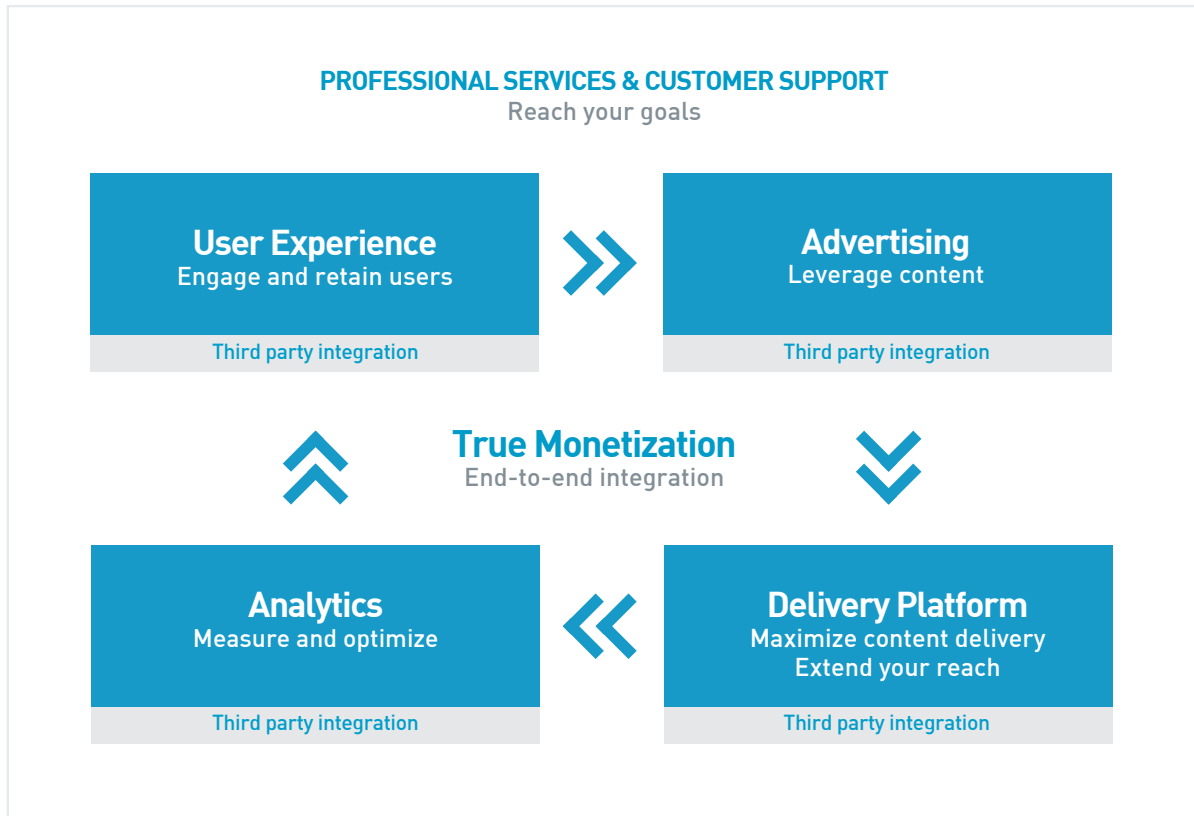
Exclusive links to
 music, video, box office
 and more

Seamless third party integration

Ad replacement software
 Ad servers
 Ad networks
 Online stores

Turnkey streaming solution to generate more online revenues

StreamTheWorld's fully integrated services let you address all your streaming needs



OUR CLIENTS INCLUDE



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