



WEB VIDEO
PLAYER

Increase Online Video Ad Monetization

Use the most effective advertising player available to monetize your video content

- Increase your revenues and CPM with more compelling, customized and less-intrusive video advertising
- Easily embed appropriate ad messages to any of your current video content
- Leverage your video inventory and increase cross-selling through behavioral, recommendation and personalization targeting technologies
- Integrate with eCommerce platforms and micropayment solutions
- Obtain analytics, dashboards and reporting tools for accurate metrics

Leverage social network viral power and mobile devices

- Go beyond your site, reach new audiences and grow revenue stream, offering a broad range of content sharing options and community tools
- Allow your users to share entire videos or custom segments, using the most innovative technology in the industry
- Lead the mobile video ad arena with our multi-device capabilities
- Define controlled and viral syndication of your content and advertising
- Track campaign impact in social networks

Offer advertisers a complete portfolio of messaging options

- Expand traditional offline ad campaigns with rich media and the social network ad multiplier effect
- Utilize the widest range of appropriate video ad formats, appealing creatives and AdServer integrations to enhance your message
- Benefit from an easy point and click content management system
- Place and tag content strategically for targeted and behavioral advertising
- Enhance user experience and site stickiness displaying less-intrusive ads
- Offer new target audience insights to your advertisers

Monetize
Complete ads management capabilities

Syndicate
Community tools to leverage your users' network

Reach
Multi-device spread of your content

Business Benefits



Management
Multichannel Online Video Publishing Platform

Usability
Simple and intuitive user interface

Analyze
Comprehensive analytics and dashboard

Monetization

Management

- Organize campaigns by channel, subchannel, video or tags
- Ad Server and Ad Network XML integration

eCommerce

- eCommerce and micropayments platform
- Cross-selling and recommendation
- Advanced features (promotional bundles, multi-currency, subscriptions,...)

Virality

Distribution

- Multi-device and multi-channel support
- Copy, Link to & Embed URL
- Email and post on Social Networks the entire video or a segment
- Ads included and distributed within the video
- Controlled and Viral Syndication Capabilities

Community

- Folksonomy and Cloud tagging
- Most viewed, Rating, Playlist
- Watch and Chat, Add Comments
- Related videos and Interactive Carousel
- Keyword Video Search
- Multi-lingual Subtitles

Campaign

Strategy

- Point and Click CMS to structure ad campaigns and creatives
- Define viral segment strategy
- Multi-device and multi-channel plan
- Behavioral and contextual targeting

Analytics

- Comprehensive dashboards and reports
- Control displays and click through
- Social Media impressions and multiple devices monitoring
- Analytics integration
- Export data

Advertisement

Formats

- Pre / Mid / Post Roll
- Picture in Picture (PiP)
- Overlay, Ticker, Side Banner
- Bug, Watermark

Interaction

- Non-intrusive to protect user experience
- Adhere to IAB guidelines
- Multiple features: Skip ad, displays remaining time, close / hide options,...

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