

Jivox turns online video ads into Interactive Applications

Advertisers can now add custom interactions to their in-stream and in-banner video ads to boost user engagement and response rates. New version also allows users to embed interactive ads on 40 social networking sites for viral distribution.

Bangalore, India, February 8, 2010 - Bangalore based Jivox, India's number one online video advertising company, has introduced custom interactivity features that make online video ads hyper-interactive.

Using the Jivox platform, creative agencies and advertisers can now add their own custom Flash or HTML applets to video ads so that users can interact with the ad without ever leaving the video player. All they have to do is provide a 300x250 sized SWF or HTML applet at the time of campaign creation.

Jivox has also extended the interactivity available in Jivox' in-banner video ads to in-stream video ads. Publishers will now be able to embed Jivox's "in-stream ad plug-in" into a content player to easily serve a video ad in-stream, with full interactive and analytic capabilities.

Ads created using the Jivox platform, whether for in-stream or in-banner placement, go far beyond the initial concept of "TV commercials online." They directly engage and instantly measure viewers' response by tracking their interactions.

With the new version of Jivox, there's virtually no limit to the kinds of interactions advertisers can design to engage with customers. For example, after seeing a video ad for a product or service, users could now launch interactions such as:

- * See companion banner ad;
- * Watch other video ads of the same brand via a playlist;
- * Download software or product brochure;
- * Participating in a trivia contest or quiz to win a discount;
- * Requesting a quote or a test drive.

Jivox also announced today that it has added new social media sharing capabilities to the platform. Jivox makes social network distribution of video ads easy by enabling users to embed interactive ads on 40 social networking sites. This extends their trend-setting 'Upload to Facebook' interaction.

“With our latest release, digital agencies are not limited to a small set of vendor provided interactions, but have an unlimited capability to build custom interactions that are tailored to the requirements of the campaign objective. Digital agencies can also leverage custom applets that were built for landing pages supporting display ads, and embed them in the Video Player, enabling seamless, complete interactions from within the player. With the new Jivox video player, the industry is poised for a leap forward, where rich interactivity becomes the norm for video ads, and engagement rates dramatically rise, as early adopters of this technology have proven“, said Naren Nachiappan, Managing Director India at Jivox.

“Our new capabilities make it possible for publishers to play complete interactive ads from their player as pre/mid/post-roll. This capability can be implemented without any major change to their player code or design. For those publishers who wish to enter the video world, and unlock the revenue potential of their video assets, we also provide a content player and a complete monetization platform”, said Dinker Charak, Director Application Engineering and Partnership at Jivox.

About Jivox

Jivox is an online video advertising platform that enables high impact, memorable conversations between brands and online viewers. The Jivox platform combines a powerful online video ad creation tool, proprietary targeting technology, and a growing network of premium Indian publishers to offer advertisers a complete service for online video advertising. Unique interactive features built into the Jivox video player foster higher engagement from viewers and allow for repurposing of television commercials (TVCS) for online consumption. Jivox advertising analytics tools provide accurate measurement of online video advertising campaigns using metrics such as the Interaction CTR that are substantially more evolved than just click-through rates.

Jivox is a privately held company headquartered in San Mateo, California with a development office in Bangalore and sales offices in Delhi and Mumbai. For more information about Jivox, please visit www.jivox.co.in.