

Komli Media and Jivox Announce Strategic Video Partnership across Asia-Pacific

Mumbai, Tuesday, October 4, 2011: Komli Media, Asia Pacific's leading digital media technology platform, and Jivox, a leading cross-platform interactive video advertising company, today announced a strategic partnership through which Komli Media will be the exclusive partner of the Jivox Interactive Video platform in the Asia-Pacific region for video advertising.

Building on the success of Jivox India, India's leading cross-platform interactive video advertising, this partnership will extend the availability of the Jivox video advertising platform to reach Australia, Southeast Asia, Middle East and Africa. The partnership empowers Komli Media to exclusively use the Jivox platform for running online interactive video ads (pre-roll, mid-roll, post-roll, expanding innovations, video banners, and mobile video) for its advertisers and agency partners across all platforms including online, mobile and all tablet devices. Online video advertising is globally estimated to cross the US\$3 billion mark this year and will fuel a significant part of the overall online ad market growth.

Prashant Mehta, CEO, Komli Media, said, "Jivox has great technology and built a fantastic team under Naren Nachiappen's leadership. We are really excited to partner with Jivox as its leading edge platform brings tremendous value to all our advertisers and publishers across the Asia Pacific region."

As part of this partnership, Komli Media acquires related assets from Jivox, including existing publisher and customer relationships in India, while Jivox will also support Komli Media as a platform licensee and a strategic partner.

Naren Nachiappan, Managing Director, Jivox India, said, "We are very excited about our partnership with Komli Media and believe this is a great opportunity for us to scale our business. Since our launch in India over 2 years ago, we are pleased to have become the fastest growing and largest video ad network. As we considered different options for expansion in the APAC market, it was clear to us that Komli Media had the unique combination of leadership, vision and APAC presence which makes them our ideal partner. We see significant benefits in this partnership for our customers and partners which will now have access to a comprehensive digital media product set from Komli Media."

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About Komli Media

Komli Media is Asia Pacific's leading digital media network. Its digital advertising technologies enable marketers to reach, acquire and foster audiences and publishers to maximize their revenues. Komli Media provides marketers with innovative solutions across brand marketing, performance marketing, social media, and video advertising. ViziSense, India's leading online audience and ad measurement platform is powered by Komli Media technology. PostClick, Australia's leading site representation firm, and Indoor Media, the UK's leading ethnic ad network, are both subsidiaries of Komli Media. Headquartered in Mumbai, Komli Media now has offices in Bangalore, Chennai and New Delhi (India), Hong Kong, Manila and Singapore (SEA), London, Melbourne and Sydney (Australia), and New York, Redwood City, Toronto and Des Moines (North America). Find out more at <http://www.komli.com>.

About Jivox

Jivox is the leading cross-platform interactive video advertising technology company. The Jivox platform enables brand advertisers, digital agencies and publishers to deliver highly engaging video ads powered by interactive and social sharing features. Using Jivox creative tools, interactive video ads can be easily authored and delivered in-stream, in-banner and on mobile devices and tablets. Jivox is the only provider that delivers and measures interactive video advertising online and to popular HTML5-compatible mobile devices, including the Apple iPad, iPhone and iPod touch, Android devices and Blackberry. Jivox technology ensures these ads run on all platforms without worrying about all of the challenges of HTML5/Flash, operating systems, browsers, video encoding, form factor and other issues with delivering video ads across multiple platforms. Jivox provides sophisticated campaign performance tracking, brand awareness and purchase intent analytics for advertisers via BrandGage -- its proprietary real-time analytics platform. The Jivox platform is used by several hundred media companies and agencies including Gannett, Bloomberg, Weather Underground, Sun Times Media, InteractiveOne, Starcom, OMD, FUOR Digital, GroupM and Lee Enterprises. For examples of Jivox Ads see: <http://www.jivox.com/demoads>

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