

## **Online Video Ad Company Jivox Opens Sales Office in Mumbai**

*Online Video Ad Company Jivox to expand India operations.*

**Bangalore, Karnataka, India, November 11, 2008** - Bangalore based Jivox, the first self-service, online video advertising platform, today announced the expansion of its India operations, spurred by significant growth in its business and expanding strategic partnerships. It has opened a sales office in Mumbai with the appointment of Mr. Vishwanath Shanbhag as General Manager - Ad Sales.

This is the company's second sales office in India, the other one being in Delhi. Jivox's India headquarters is based at Bangalore which houses the core sales and marketing team as well as the development team.

Kshitiz Randhir Shori, Director – Asia Pacific Sales at Jivox said, "Over the past year we have seen tremendous growth in our customer base in India. Mumbai in particular has seen over 400% growth in revenue in the past quarter. Our opening a sales office in Mumbai, with an experienced media professional, allows us to efficiently serve our clients."

Jivox had recently announced that BigAdda would use Jivox's Video Playing technology to deliver their extensive video assets to a nation-wide audience.

Naren Nachiappan, Managing Director India at Jivox added, "Our product removes the final cost barrier to video advertising and makes it a very cost effective platform. Agencies find the ability to directly repurpose TVCs empowering and that allows them to optimise the video campaigns on a daily basis and thus help improve the campaign CTR's."

The company, headquartered in California, USA, had commenced its India operations in March 2008, through sales and development office in Bangalore and a sales office in Delhi. Founded by Diaz Nesamoney, the visionary entrepreneur behind technology success stories Informatica and Celequest, Jivox aims to unleash the power of online video advertising to the

Indian market.

Jivox provides the only integrated service that allows an advertiser to create, publish and closely monitor/refine the performance of a video advertisement on the internet.

The video advertisement creation service is a unique capability of Jivox. Billboard and true video ads can be created using powerful editor tools that allow a custom combination of fonts, colors, text, image sizes and audio to be created and embedded in ads. The ad can be immediately published on the Jivox publisher network, which includes top tier publishers with over 15 million unique visitors (and growing) from the resident and non-resident Indian demographic and a total of over 55 million viewers world-wide. After publication, advertisers can monitor the impressions, click-throughs and promotion performance of their ads in real-time and tune their ads to optimize their performance – all via a self-service interface on the web.

#### About Jivox

Jivox ([jivox.com](http://jivox.com)), the self-service online video advertising platform for local and large businesses, gives advertisers access to online video advertising by making it easy to create, target prime website properties and deliver online video ads. The Jivox platform combines a self-service video ad creation tool, proprietary targeting technology, and a growing network of publishers to offer advertisers a complete, do-it-yourself service for online video advertising which even allows repurposing a TVC for online consumption. Jivox is a privately held company headquartered in San Mateo, Calif.