

Reduce Bandwidth Requirements with Jivox

Jivox's technology significantly reduces bandwidth requirements for the delivery of video advertisements

Bangalore, Karnataka, India - December 15, 2008 - Bangalore based Jivox, the country's number one self-service, online video advertising company, today announced release of technology that significantly reduces bandwidth requirements for the delivery of video advertisements.

Vijayachandran Mariappan, Head – Video Technology at Jivox said, "We effectively reduce the bandwidth requirement of our Ad delivery network by using advanced compression algorithms for ads created using the Jivox portal or existing TV commercials uploaded to our portal."

"The delivery process of the ad from our server to the Jivox Video Ad Player implements this technology. Besides powering publishers who already have video content, the Jivox Video Ad Player enables publishers who do not have video content to display video ads", added Mariappan.

Naren Nachiappan, Managing Director India at Jivox said, "For the expansion of the video advertising market in India, it is crucial that the industry invests in enabling technologies like advanced video compression and delivery. The Jivox Engineering team includes specialists with decades of experience in these areas, and we are pleased to be able to announce this groundbreaking release as a culmination of several man years of effort."

Jivox powers advertising on several video content sites including Big Adda, BigFlix, My Popkorn, Rajshri, Sulekha and Sify Max. Jivox also powers advertising on few sites that do not have video content sites including Sify News, Aaj Tak and India Today.

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 and Mumbai. 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-through 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, 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 re-purposing a TVC for online consumption. Jivox is a privately held company headquartered in San Mateo, California. For more information please visit www.jivox.co.in.