



For Immediate Release:

The Video Platform becomes MediaMind certified

Transparency in digital broadcast is now a reality as the digital industry begins to adopt VAST

Sydney, Australia: The Video Platform (TVP), Australia's only video ad serving provider for publishers today, announced VAST certification through MediaMind, Australia's largest third party ad server.

MediaMind data shows that VAST videos have fetched Click Through Rate of 0.54%, which is **six times higher than Standard Banners and twice as much as Rich Media.**

TVP is the latest 'voice' in the digital community pushing for both publishers and agencies to become VAST (Video Ad Serving Template) compliant in the face of growing demand for online video content in Australia.

Previously, advertisers had no control over the reporting or delivery of their video advertising campaigns, which has hindered the growth of video in Australia. With audiences increasingly seeking video content through internet delivered means, the widespread adoption of VAST is posed to open the floodgates for advertising dollars into internet delivered video.

Joshua Iselin, Managing Director of TVP, says "TVP's partnership with MediaMind ushers in a new era in digital video advertising. The technological hurdles for transparent digital broadcast have been removed. Australian advertisers and publishers now have scalable VAST compliant ad-serving options at their disposal".

VAST plays a critical role in developing a standardised model for in-stream video to allow ad dollars to flow from television to internet video. This allows advertisers to communicate across any device using video, which will provide more seamless communication with Australian viewers. In addition, the adoption of VAST will allow agencies to build significant business models around online video and exploit all the benefits that third party ad servers provide, including extensive reach and integrated reporting.

TVP believes that advertiser demand for VAST will incentivise publishers to adopt TVP's technology to realise the potential of the medium and turn multi-screen video delivery into a reality.

Carolyn Bollaci, Country Manager for MediaMind Australia and New Zealand, says, "Our goal is to see the whole digital community standardised with VAST technology; advertisers will have the ability to build business models around online video, complete with accountability, measurability and as part of a broader digital strategy. We believe that the adoption of VAST throughout the industry will provide advertisers with a simpler and more measurable video solution, allowing them to commit larger budgets to the format, yielding greater results".

Benefits for Agencies

- By creating a standardised video format, advertising agencies will be able to have greater control over the delivery of their ads and access detailed reporting metrics on their performance as part of a wider campaign.



- VAST simplifies campaigns as only one platform is required to serve a campaign across varying technologies such as mobile, IPTV, and online.

For more information on MediaMind, visit <http://www.MediaMind.com>

###

About MediaMind

MediaMind is a global provider of digital advertising solutions that optimize the use of media, creative and data for enhanced performance. Our unique platform incorporates display ad serving, search, rich media, video, dynamic ads, mobile and emerging media; providing marketers with a cross-channel view of ad campaigns. Our leading Eyeblander Rich Media and Video capabilities service the most innovative and inspiring global digital campaigns.

The company is committed to publisher-neutrality to assure the broadest range of media choices for its customers. MediaMind is certified and complies with the three IAB measurement guidelines: ad serving, video and rich media.

Headquartered in New York, MediaMind has over 35 representation offices across all major markets worldwide. In 2010, MediaMind delivered campaigns for 9,000 brand advertisers, serving approximately 3,800 media and creative agencies across 8,200 web publishers in 64 countries worldwide.

About The Video Platform

TVP is the only video focused ad-management company in Asia Pacific. TVP enables publishers to dynamically insert pre-roll ads into video content across multiple devices including IPTV, PC, Mobile and more. TVP is focused on promoting digital video standards, and is 100% VAST and VPAID compliant. Learn more at <http://thevideoplatform.tv>

Australia and New Zealand Contact:

Alicia McDonald
Map and Page
T: (02) 9368 4510
M: 0412 049 729
alicia@mapandpage.com.au