

Komli Media, Artivision and Neo@Ogilvy Partner to Create and Monetize Online Video Content in India

Indian brands and publishers can now intelligently place ads within online videos to dramatically improve brand awareness, recall and profitability

October 28th, 2009 (Mumbai, India) – Komli Media (www.komli.com), India's leading digital advertising and technology company and Artivision (www.arti-vision.com/media), which brings ingenuity to video advertising, today announced a strategic alliance to introduce revolutionary advertising solutions for online video content publishers in the Indian market. Neo@Ogilvy & OgilvyOne would set up India's first online video creation facility and work closely with the Komli – Artivision partnership to maximise the potential of online video for its clients. Komli Media will exclusively deliver Artivision's **Target-Ad™** technology in India, allowing intelligent placement of advertisements in all types of online video content.

Artivision's Target-Ad is a value-added in-video monetization service, generating smart ad placements that adapt in real time for optimal performance and viewing experience. Target-Ad uses advanced video content analysis to automatically find and map IAB standard ad units within areas that do not interfere with the user's viewing experience. This allows to effectively scale and monetize according to content, user engagement and consumption. Target-Ad easily integrates with a publisher's video player and effortlessly adds new ad inventory, while driving high performance and improved click-through rates for advertisers and better monetization opportunities for publishers.

Amir Segev, Senior Vice President, Artivision's Media Division Manager said, "The Indian market, like so many markets throughout the world, is looking to enhance online video revenue and engagement. We are pleased to provide publishers and advertisers with additional revenue streams and more importantly, providing their viewers a more enjoyable experience."

With video viewership seeing tremendous growth across sites, major media agencies are touting online video advertising as one of the fastest-growing and most promising online advertising formats. Neo@Ogilvy is one such online branding pioneer that believes very strongly in the merits of video advertising. "Komli with its acute understanding of the Indian market and Artivision with its unrivalled technology will definitely create a new market for online video," said **Prasanth Mohanachandran**, Executive Director – Digital Services, Neo@Ogilvy & OgilvyOne. "Re-purposing TVCs for the web is archaic and we look at using Artivision's technology to make digital video more engaging and interactive."

Prashant Mehta, COO, Komli Media said, "As the leader in developing and introducing innovative technologies for online advertising in India, we're excited to partner with Artivision. We're confident that Target-Ad will evoke significant interest from Indian advertisers while helping publishers uncover additional ad inventory and revenue opportunities."

To view examples of Artivision's Target-Ad technology, please visit <http://www.komli.com/products/video.php>.

Komli is currently in advanced discussions with several leading publishers to adopt the Target-Ad technology. Effective immediately, advertisers and publishers who wish to use Target-Ad can email Komli at contact@komli.com.



About Komli Media:

Komli Media is a digital advertising and technology company enabling marketers to reach and acquire their audiences and publishers to maximize their revenues. Komli Media powers India's leading ad network platform with solutions across lead acquisition, targeting, rich media and measurement. Headquartered in Mumbai, with an engineering centre in Pune, Komli Media is also located in Delhi (India) and New York (US). For more information log on to <http://www.komli.com>

About Artivision:

Artivision's Media division helps publishers and advertisers drive incremental value from online-video, using scalable automated in-video ad placements that adapt in real-time for optimal performance. Effectively capitalizing on actual user engagement and content consumption, Artivision's video monetization service, Target-Ad, generates smart ad inventories from existing video assets, maintaining viewing experience while enhancing conversion. For more information please visit www.arti-vision.com/media

About OgilvyOne WorldWide:

OgilvyOne Worldwide is the strongest, most experienced and most highly awarded one-to-one marketing network in the world, with over 130 offices in 50 countries. It provides clients with a full range of direct, consulting and interactive services to deliver profitable customer relationships. The roster of clients is equally balanced between global clients including American Express, Cisco, IBM, Lenovo, Nestlé, SAP and Unilever, and leading clients in our local markets. OgilvyOne Worldwide is a unit of The Ogilvy Group, a WPP company (NASDAQ: WPPGY), one of the world's largest communications services groups. For more information log on to <http://www.ogilvy.com>

About Neo@Ogilvy:

Neo@Ogilvy is the world's leading full-service digital and direct media company with more than 650 specialists in 39 offices in 32 countries. The agency manages digital media investments for blue-chip clients such as IBM, American Express, Cisco, TD Ameritrade, Kodak, Yahoo! and others, providing a full range of digital and direct media strategy, planning and buying, direct print and TV, email marketing, search marketing, mobile marketing, analytics and emerging platform services. For more information log on to <http://www.ogilvy.com>

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