

Artivision to Showcase its Breakthrough Video Monetization Service at the Online Video Platform Summit

Leveraging Video Analysis to Automatically Generate Smart Ad Placements, Artivision Drives Performance and User Engagement

San Jose, California, November 12, 2009 - Artivision, the leading global provider of adaptive video monetization, announced today that it will showcase its Target-Ad™ service offering at the upcoming Online Video Platform Summit. The Online Video Platform Summit is a new conference from Streaming Media that speaks to a growing audience of content owners who have, or are planning to have, video and are confused by the online video landscape. Video is no longer just for traditional or web content companies. Everyone is using online video. HR professionals, local businesses, libraries, and event organizers all use online video effectively. The Online Video Platform Summit will provide answers to all common online video questions, such as which platform is best for a specific organization, which ad models yield the best returns, and publishing strategies.

At the Online Video Platform Summit, Artivision will be demonstrating Target-Ad, its video monetization service. Target-Ad utilizes 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, effectively scaling and monetizing according to content, user engagement and consumption. Target-Ad easily integrates with a publisher's video player and effortlessly adds new ad inventory to existing video assets, while driving high performance and improved click-through rate.

"We continue to leverage our strong momentum in the international market with our growing list of platform and publishing partners", said Amir Segev, Senior Vice President, Artivision's Media Division Manager. "Being a proud sponsor of this conference, we are looking forward to meeting with conference attendees and visitors to share our insights on how to generate additional revenue from online video."

Artivision, located at booth #623, will be at the Online Video Platform Summit on November 18-19 at the San Jose McEnery Convention Center. This new summit is part of the Streaming Media West Conference & Expo.

About Artivision Media

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 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 Streaming Media, the organizers of the Online Video Platform Summit





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Streaming Media, an Information Today Inc. company, is a diversified news media company serving and educating the streaming media industry and community. Originally founded in 1998, the company was sold by Penton Media to Information Today Inc. in December of 2002. Our business consists of three core areas: StreamingMedia.com, exhibitions and conferences, and research and publications. Lead by a team of recognized industry experts, Streaming Media is dedicated to providing industry professionals and corporations utilizing digital media technology with global real-time news, resources and services through editorial, discussion lists, feature articles, and much more.

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