



Unlock the True Value of your Video Content

AdPassage provides Video Publishers with targeting options that reflect the true value of their video content and viewership. AdPassage's video-level solutions address targeting needs by providing context where it matters – where the content and the viewer come together.

Audiences of One

On-demand video viewership is exploding as the Internet, mobile, and IPTV allow consumers to select the content they want to see, where and when they want to see it. Video Publishers who are not able to capitalize on this one-to-one relationship between viewer and video risk undervaluing their content and ad inventory.

The inability to identify the most appropriate sets of video content for Advertisers' needs results in lower ad pricing, a dependence on 3rd party ad sales, and less satisfied customers.

AdPassage helps Video Publishers meet the targeting demands of Advertisers by providing context where it matters – at the video level, where the viewers and the content come together. AdPassage's video-level targeting solutions allow Video Publishers to generate sets of video content that reflect the true value of their audiences and inventory.

AdPassage

AdPassage's AdChannel Manager allows Video Publishers to quickly and intuitively create highly targeted ad offerings in the form of AdChannels – publisher-defined sets of video that reflect the targeting needs of advertisers.

AdChannels can be created to reflect affinity groups and lifestyles, stages of life, specific topics, or brand association concepts required for a specific ad campaign. Video that might otherwise be associated with Run-of-Site or Section-level sales and pricing can now be offered as relevant, targeted inventory.

AdPassage gives Ad Operations, Ad Sales and Strategic Planning Groups the ability to find the true reach and value of their video content and audience.

The result is better yield from existing inventory and happier advertisers.

AdPassage Video Classification

AdPassage Video Classification generates a comprehensive set of faceted metadata reflecting the "aboutness" of each video in a publisher's library, leveraging a taxonomy of over 5,000 Subject Matter Topics, with additional facets for People, Products, Organizations and Places.

AdPassage Video Classification provides:

- High-quality, controlled and consistently applied metadata
- Context and targeting opportunities at the video level
- The ability to locate and leverage all of the potential targeting and reach opportunities for a given video, regardless of the video's standard placement or point of access

AdPassage Video Classification results are displayed in the AdChannel Manager, allowing Video Publishers to see their content in the context of both topical coverage and reach.

AdPassage AdChannel Manager

The AdPassage AdChannel Manager is a hosted application combining AdPassage Video Classification results with inventory and viewership data, providing Video Publishers new levels of insight into the reach and content coverage of their video collections, along with the ability to act on this knowledge.

The AdChannel Manager allows Ad Operations, Ad Sales and Strategic Planning Groups to:

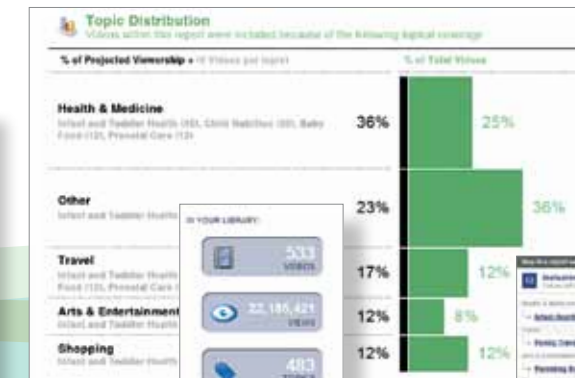
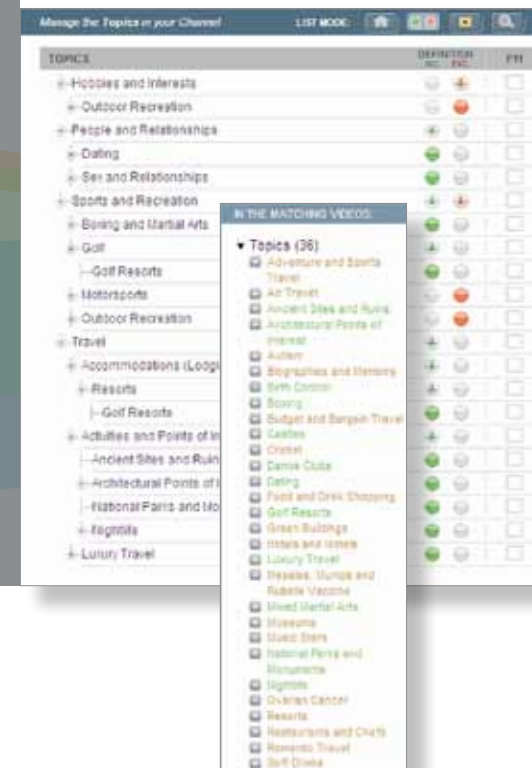
- Create higher-value Ad Offerings from existing inventory in the form of AdChannels
- View and understand content, viewership and reach across video content
- Respond quickly to specific campaign targeting needs
- Model different targeting and reach scenarios in their video and ad inventory

AdPassage AdChannels

AdPassage AdChannels allow Video Publishers to create higher-value ad offerings by combining existing video content into sets that better reflect the interests of viewers and the targeting needs of advertisers.

AdChannels enable higher-value offerings from existing video inventory:

- AdChannels can reflect affinity groups and lifestyles ("Car Enthusiasts" or "Pet Lovers"), life cycles ("Retirees", "New Mothers"), specific topical coverage ("Nutrition", "Smartphones") and brand association concepts ("Green", "Cutting Edge")
- AdChannels' metadata-based definitions ensure that any new content is automatically included in the appropriate AdChannels



The videos that are appropriate for a specific target audience can be combined to create an AdChannel.

The screenshot shows two tables: "People" and "Organizations".

People	# of Videos	Organizations	# of Videos
Wendy Whitlock	21	American Pediatric Society	20
William Sears	22	American Academy of Ped...	22
Michelle Obama	9	Diorey	9
Your Child Here	9	Nature's Best	9
Madame Curie	9	Gymboree	9
Harvey Karp	8	Baby Einstein	8

The AdChannel Manager combines AdPassage Metadata with inventory and viewership information, allowing Video Publishers to quickly locate inventory that meets specific targeting needs.

The AdPassage Advantage

Increase the Value of Video Content and Ad Inventory:

- Create sets of high-value targeted video content in the form of AdChannels
- Address specific campaign needs quickly and effectively
- Reduce the percentage of inventory sold at Section-level and Run-of-Site prices
- Lessen reliance on ad networks and other 3rd party sales channels, and realize better results from those channels due to enhanced metadata and targeting information

Increase Understanding and Control of Video Content and Ad Inventory:

- Discover the relationships between topical coverage and viewership trends
- Identify targeting opportunities in Run-of-Site inventory
- Understand reach into audience segments based on the content they are viewing

Increase Customer Satisfaction:

- Provide Advertisers more effective ROI on media buys
- Generate additional targeting opportunities for brand and product campaigns
- Increase visibility into placement for Advertisers

About AdPassage

AdPassage's video-level targeting solutions allow Video Publishers to generate ad packages and campaign offerings that reflect the true reach and value of their audiences and inventory. AdPassage's Video Classification and AdChannel Manager solutions enable Video Publishers to meet the targeting demands of advertisers by providing context where it matters – at the video level, where the data and the viewers come together.

The AdPassage team has over 40 years of combined expertise in digital media platforms, content and ad marketplaces, and data classification. AdPassage's patent pending technology is a result of over a decade of research in audio and video analysis.



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