



TVGENESIS

PREMIUM DIGITAL VIDEO CONTENT NETWORK

SYNDICATORS OF LICENSED AND ORIGINAL EDIT CONTENT

BROADCAST QUALITY

IN-BANNER VIDEO PLAYER (FLV PLAYER)

- Pre-roll
- Mid-roll
- Post Roll

VAST AND VPAID COMPLIANT

300x250 video unit expands to 300x510

DOUBLE VERIFY* FOR 98% TRANSPARENCY

currently 60% transparency
(currently at contract stage, will be operational Oct 2011, beginning in November)

AD SERVER: AD TECH

TARGETING:

- Demo
- DMA
- Topic
- Sequential
- Cookie
- Etc.

COMPETITIVE SEPARATION:

By Pod, Daypart, Channels, or even Sites

EXAMPLES OF GENRE CONTENT:

Hall of Style, Kitchen Couture, Trends & Truths, and Rethink Luxury

TVGenesis is a premium digital video entertainment network, engaging audiences across curated lifestyle channels. Advertisers can target one or all verticals. The TVG Network includes: Fashion and Entertainment, Healthy Living, Food and Drink, Sports, Gaming, and custom programming channels.

TRAFFIC

130M MONTHLY UV'S

500M VIDEO IMPRESSIONS

SOURCE: Google Analytics July 2011

6 LIFE STYLE CHANNELS



COMPLETION RATE

15 sec spots 80%

30 sec spots 72%

SOURCE: Google Analytics July 2011



SALES CONTACT