



## Ad+Demand Personalised Broadcast

Seize the moment

## Ad+Demand for Advertisers

Advertisers understand the passion inspired by sport and know how powerful brand associations with sporting events can be. They also understand the revenue potential that this creates\*. Historically, however, they have been unable to fully realise this revenue potential as Internet advertising has been an imperfect science connecting with only a small percentage of those that matter. That is, until now.

Ad+Demand is an in-video advertising platform capable of harnessing and exploiting the rich fabric of sport by putting the power of precise targeting into the hands of advertisers.

Through an intuitive web interface Ad+Demand allows products and services to be associated with specific sporting moments such as goals, home runs, or even crowd excitement or anger. Its innovative technology combines this with target audience demographics to add absolute relevance to the traditional 'frequency and reach' of campaigns.

## Personalised broadcasting is all about seizing the moment

Internet advertising today is an imperfect science typically applying banner, pre-roll or TV style messages to a dynamic medium like online video. This has resulted in advertising revenue lagging well behind the audience potential with its rapidly growing online viewing time. The Ad+Demand platform turns this situation on its head.

Ad+Demand harnesses the emotion, exhilaration, and frustration that only sport can inspire by combining detailed demographics with any number of sporting events and their associated emotions to create a moment that will allow you to connect with your audience like never before. Viewers see messages that speak to their individual needs just as the right moment arises creating the greatest possible chance of conversion.

Add to this the fact that these moments in time can be seized many times over and you have the opportunity for unprecedented campaign performance.

## Ad+Demand is quick and easy to implement allowing you to stay ahead of the pack

In a fast-moving market where differentiation is key, our two-phase implementation approach lets you get up and running in no time. With our QuickStart option, you can start realising ROI whilst enhancing your capabilities with additional tools and functionality as well as with added services such as:

- Content identification and acquisition
- Creative advice
- Advertising procurement and placement
- Analytics and reporting
- Invoicing

\*Some analysts estimate that there is 15 x CPM premium for behaviourally targeted ads (Revenue Science, JP Morgan "Nothing but Net", January 2008.)

## Ad+Demand features and benefits

Features	Benefits
Precise targeting	<ul style="list-style-type: none"> <li>• Deliver relevant advertising to targeted viewers at the moment of maximum effectiveness</li> <li>• Reuse a single advertising opportunity multiple times over</li> </ul>
Ability to control ad behaviour	<p>Effective advertising that:</p> <ul style="list-style-type: none"> <li>• does not impair the viewing experience of selected video content</li> <li>• conforms to policies and guidelines for licensed content</li> </ul> <p>Campaign management process that:</p> <ul style="list-style-type: none"> <li>• provides creative producers with effective range of ad types and styles of presentation</li> <li>• reuses creative content and production workflow as appropriate</li> </ul>
User-friendly interface and processes	<ul style="list-style-type: none"> <li>• Decrease in risks and costs associated with change management</li> <li>• In-page product support</li> <li>• Ability to incorporate management of new advertising methods into existing campaign management workflow</li> </ul>
Modular design and abstract architecture	<ul style="list-style-type: none"> <li>• Stability, scalability, and security of content distribution</li> <li>• Flexibility and adaptability of system to evolving business requirements</li> <li>• Ease of integration with legacy systems</li> <li>• Only purchase the modules and services your business needs</li> </ul>
2-phase implementation approach	<ul style="list-style-type: none"> <li>• Minimize time and risk of integration and deployment</li> <li>• Quickly realise ROI whilst enhancing capabilities through additional functionality and services</li> </ul>
Creative advice	<ul style="list-style-type: none"> <li>• Ability to reuse existing creative content and production workflow as appropriate</li> <li>• Ad inventory that adheres to IAB guidelines where possible</li> <li>• Optimal use of product and ad inventory to create highly effective campaigns</li> </ul>
Analytics and reporting	<ul style="list-style-type: none"> <li>• Obtain timely feedback and analysis on the effectiveness of campaigns</li> <li>• Opportunity to renegotiate existing contracts with rights owners by providing more value</li> <li>• Ability to optimise campaigns over time</li> </ul>
Media player integration/provision (Flash and Windows <sup>‡</sup> )	<ul style="list-style-type: none"> <li>• Video distribution system that ensures a smooth and trouble-free viewing experience</li> <li>• Potential to reduce the cost of maintenance and support of an in-house media player</li> </ul>

<sup>†</sup> Integration costs are dependent on specific circumstances however the Ad+Demand platform has been designed for ease of integration and flexibility of deployment within a publisher's environment

<sup>‡</sup> The current version of the AD+Demand plugin has been developed for the Adobe® Flash® platform with Microsoft® Silverlight™ underway

## Personalised broadcasting – imagine the possibilities...

Numerous factors have been considered in the design of the AD+Demand system. These factors can be roughly categorized as stakeholder objectives, assumptions about the business and deployment context of the system, and dependencies on external systems and processes.

### The audience

Tony, 32, Italy, AC Milan supporter. Loves good white wine and travel.

Mark, 29, UK, Manchester United supporter. Loves cars and socialising.

Melissa, 23, Irish ex-pat living in the US, Manchester United supporter. Loves shopping and drinking beer.

### The sporting event

Manchester United vs. AC Milan in a decisive Champion's League match

### The moment in time

Wayne Rooney kicks a goal for Manchester United to make the score 1-0

### The scenario

In separate parts of the world, these three fanatics are watching the game's highlights online and, close to half time, Man U's star striker, Wayne Rooney, kicks a spectacular goal from outside the penalty box that would go on to win the game for his team.

In Italy, Tony has his head in his hands and is starting to wonder why he supports this team at all when a tower ad for a low budget airline flies-in during the post goal celebrations. "Feel like striking out somewhere new?" it says, "Check out our new routes from only €45."

Later that day, Mark is watching the same game. At that same moment in the match he smiles to himself. Just as he's thinking how much he loves this game, a short video ad appears. It's for Vauxhall Astra and shows the latest model zooming round the streets of London. "Fall in love with something else exciting" it says before cutting back to the replay of the goal that would win the match.

Thousands of kilometres away in the US, Melissa is missing home as she too watches Rooney's match clincher. She's trying to think what would make her less homesick when a banner ad for Guinness fades in. It reads "Lovely day for a Guinness" and shows a picture of a group of football fans enjoying a celebratory pint together. She calls some friends and arranges a fun night out.

## About Demand Sport

Demand Sport is an integrated new media company providing management, content and advertising systems to build and grow audiences for sporting associations. As a management company Demand Sport unlock inherent value as new revenue streams are identified, quantified, then realised through strategic placement of media rights.

Demand Sport's content management process identifies media properties and manages their storage and delivery to selected partners.

Demand Sport's Ad+Demand platform contains a recently released proprietary invention that enables highly efficient and engaging targeting of an audience. Enabling the delivery of cost effective and accountable advertising, it ensures that advertising income is attracted to the selected organizations with whom we work.

Demand Sport also has the skills and resources to strategise, identify, and secure sponsorship and advertising, both domestic and international, to bring income to sports.

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