



a seismic shift in advertising.

For Immediate Release

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## **Tremor Media Confirms Content Is Still King**

*Leading Online Video Ad Network Sees 80% Pre-Roll Completion Rates*

August 18, 2008 – New York – Tremor Media, the leading online video advertising network and provider of the Acudeo video monetization platform, today shared the results of its proprietary research of pre-roll video completion rates. Tremor Media is observing pre-roll completion rates around 80% for both :15 and :30 second streaming video advertising, which they attribute to their business practice of matching advertising with high quality content.

“Our commitment to avoiding user generated content and focusing on professional produced material as the cornerstone of our value proposition has rewarded our clients with outstanding performance in leveraging a format that has been tainted unfairly in some corners,” said Jason Glickman, CEO, Tremor Media. “Additionally, because of our dedication to protecting the user experience and a fair value exchange, we’ve seen slightly higher completion rates for :30 second ads than :15 seconds. While we wouldn’t suggest it as a best practice, it is proof that audiences are willing to accept pre-roll advertising in exchange for the content they want, on demand.”

Tremor Media’s results were garnered from over 100 campaigns and nearly 65 million pre-roll impressions, with both :15 and :30 second campaigns in the automotive, entertainment, technology, CPG, business/finance, and food and beverage verticals. Vertical categories with only :15 second pre-roll data included travel and tourism, teen’s interest, men’s interest, and women’s interest campaigns.

Public perception of pre-roll is finally falling in line with what leading agencies have witnessed first hand; pre-roll advertising is highly effective when paired with the right content. “With Tremor, we can be confident that our pre-roll advertising will be delivered in-full, on-time, and as-promised across an expansive, transparent network of quality publishers,” said Christine Peterson, VP, Digital Media Director, Carat Interactive. “In short, Tremor has become our go-to video partner—in a crunch, we can depend on the team at Tremor to deliver.”

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According to a recent Ipsos MediaCT study, consumers are showing an increased willingness to watch advertising in exchange for free online video content. Two thirds of the respondents said it was reasonable to show advertising in front of professionally produced content such as music videos, news and sports clips. More than half (52%) said that it was not reasonable to have advertising surround user generated content – the type of content that is not offered by Tremor Media.

“Validating consumer sentiment towards video advertising has been a critical hurdle for the online video industry,” said Randy Kilgore, Chief Revenue Officer, Tremor Media. “The growth of quality content, rather than user-generated content, has given us the ability to demonstrate our rightful seat at the table with TV as a medium - both in ability to target messages and prove their delivery - and continue to drive ad revenue towards the online video market, even in a downturn economy.”

#### **About Tremor Media**

Tremor Media is the leading online video advertising network providing advertisers with both in-banner and in-stream video advertising opportunities on over 1000 top-tier publisher sites with more than 105 million unique visitors per month.

Tremor also offers the Acudeo Video Monetization Platform for publishers, a full suite of products and services to monetize streaming video and maximize ROI. Tremor's full service solutions offer the necessary tools for advertisers and publishers to utilize online video advertising as a powerful interactive medium. For more information visit:

<http://www.tremormedia.com>