

# EnContext Advertising™

*We drive revenues from  
Videos, one frame at  
the time*

## EnContext Advertising – What is it and what does it do?

EnContext Advertising links individual items seen on a video frame to highly targeted advertisers' websites thanks to our targeting and optimization system. EnContext is compatible with desktop or laptops, tablets as well as Smart phones and reaches viewers anywhere in the world down to the zip code.

## EnContext Advertising – Unique features and advantages

- ✚ Engage customers at the most opportune time when they see products they want.
- ✚ Target customers locally, nationally or globally using a single encoded video.
- ✚ Optimize targeting based on well-defined business rules.
- ✚ Deliver one or multiple websites for viewer to select from.
- ✚ Pair videos with search results from Google, Yahoo, MSN/Bing, etc.
- ✚ Launch global, national and local campaigns that link viewers to offers in their neighborhood.
- ✚ Track every click and identify and validate users based on their location, the selection they make as well as action they take.
- ✚ Pay publishers on a cpc or cpa basis or combination of the two
- ✚ Tap into one of the fastest growing market on the Internet, video streaming.

## EnContext Advertising – How does it work?

### Tech details:

- On a click, the video pause, and a query is sent to a database.
- Based on business rules and optimization settings the system opens a window on the viewer's screen displaying the webpage of an advertiser that best matches the viewer's selection.

EnContext encoded broadcast



Command associated with on screen item is executed and a query is sent to the data base



Data base select action corresponding to query and result is sent back and displayed on viewer's screen



Viewer watching on a computer, tablet or smart phone selects an item



Imagine watching a video that shows someone wearing a really cool hat. Point and click (or tap) on the hat and instantly a browser opens offering the opportunity to buy it! EnContext gives viewers the opportunity to select items they want to buy or for which they need information and simply click on them to access the vast amount of information and options that the Internet offers. Advertisers can enhance their presence and branding on the Web. Educators can enrich video programs with links to websites where additional information is available. Search providers can link videos to search results enhancing their ability to service their customers while offering new options to advertisers.

EnContext! Endless possibilities in the new era in video advertising.