ADVENTR

INTERACTIVE VIDEO MARKETING IN THE ERA OF SCREENAGERS

DEVON HARRIS
Founder & CEO

THE INTERNET IS:

- INTERACTIVE

- PERSONALIZED

- EVERYWHERE

THE INTERNET

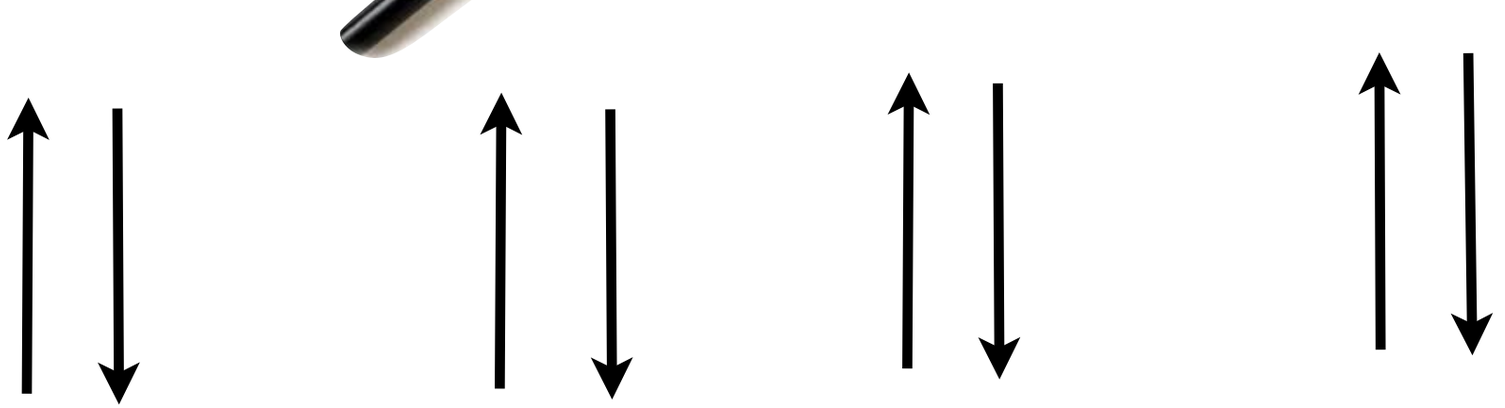
EMAIL

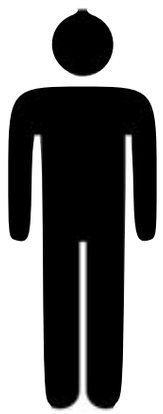
SEARCH

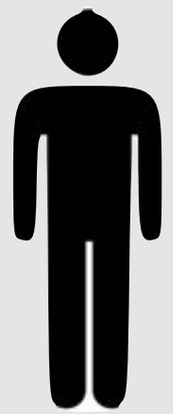
SOCIAL

RETAIL

VIDEO





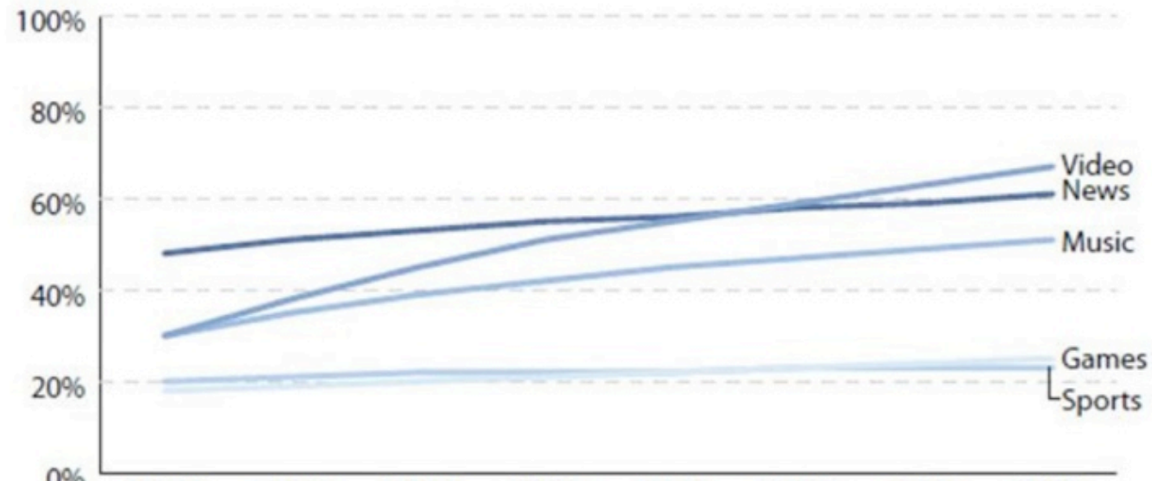


VIDEO GROWTH

Video is the Fastest Growing Online Content

Figure 1 Forecast: Western European Online Content Activity, 2009 To 2014

Percent of European online users accessing content online



	2007	2008	2009	2010	2011	2012	2013	2014
News	48%	51%	53%	55%	56%	58%	59%	61%
Video	30%	38%	45%	51%	55%	59%	63%	67%
Music	30%	35%	39%	42%	45%	47%	49%	51%
Sports	20%	21%	22%	22%	22%	23%	23%	23%
Games	18%	19%	20%	21%	22%	23%	24%	25%

Source: Forrester Research Activity and Online Paid Content Forecast, 09/09 (Western Europe)

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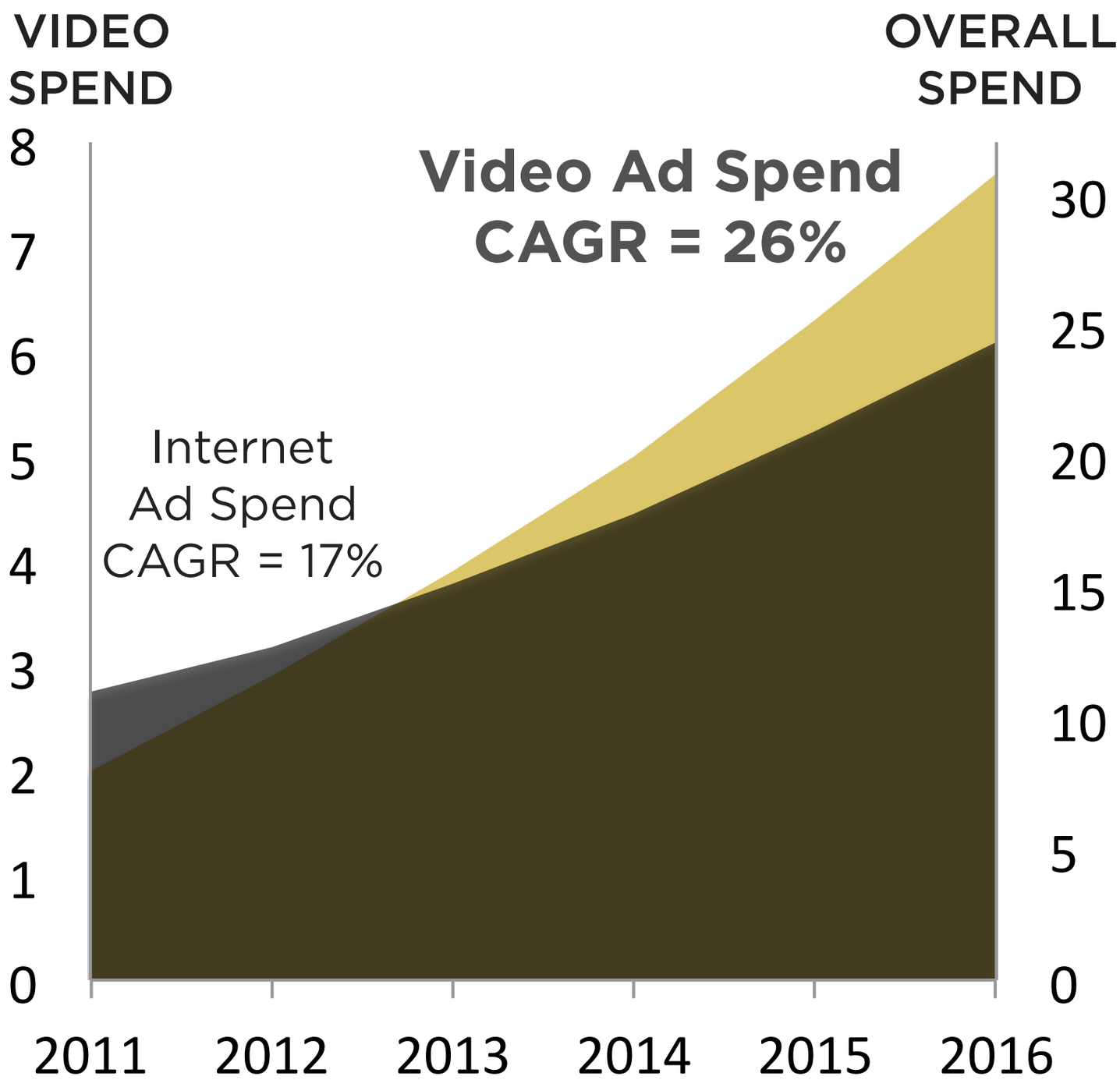
Source: Forrester Research, Inc.

SOURCE: FORRESTER RESEARCH, 2012

VIDEO AD GROWTH

26%
GROWTH
PER YEAR!!

US ONLINE AD SPEND



SOURCE: eMARKETER JULY 2012

INTERACTIVE VIDEO

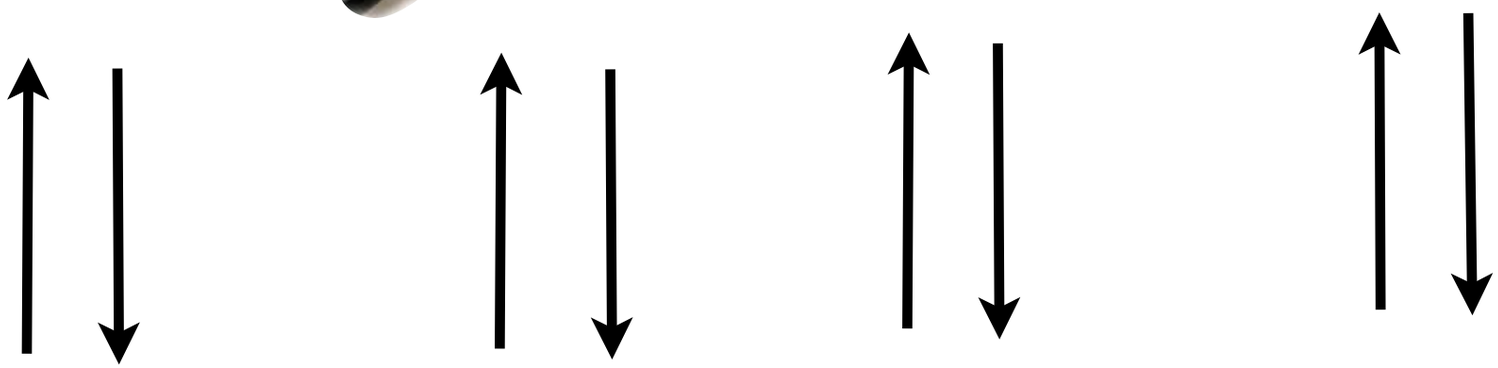
EMAIL

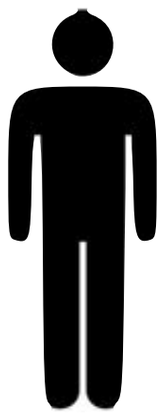
SEARCH

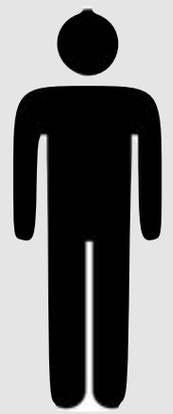
SOCIAL

RETAIL

VIDEO







INTERACTIVITY

Immersion

Cost

Flash overlays

Hotspots

Social Integration

Custom build

ADVENTR

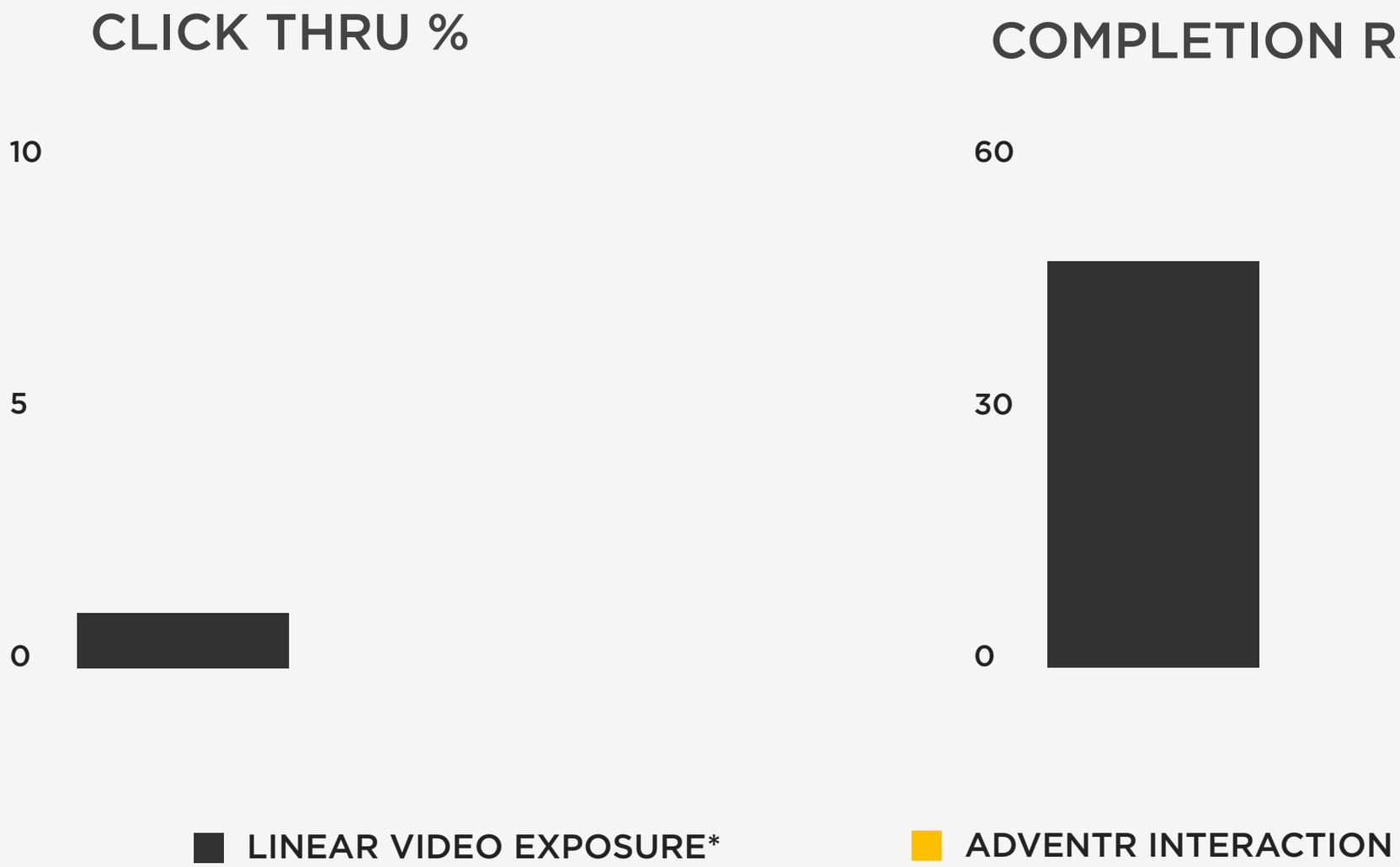
sundance CHANNEL

videology

Aol.

CASE STUDY

SUNDANCE CHANNEL - 10 MM IMPRESSIONS



MEASURED BY INDEPENDENT FIRM BrandAds

sundance CHANNEL

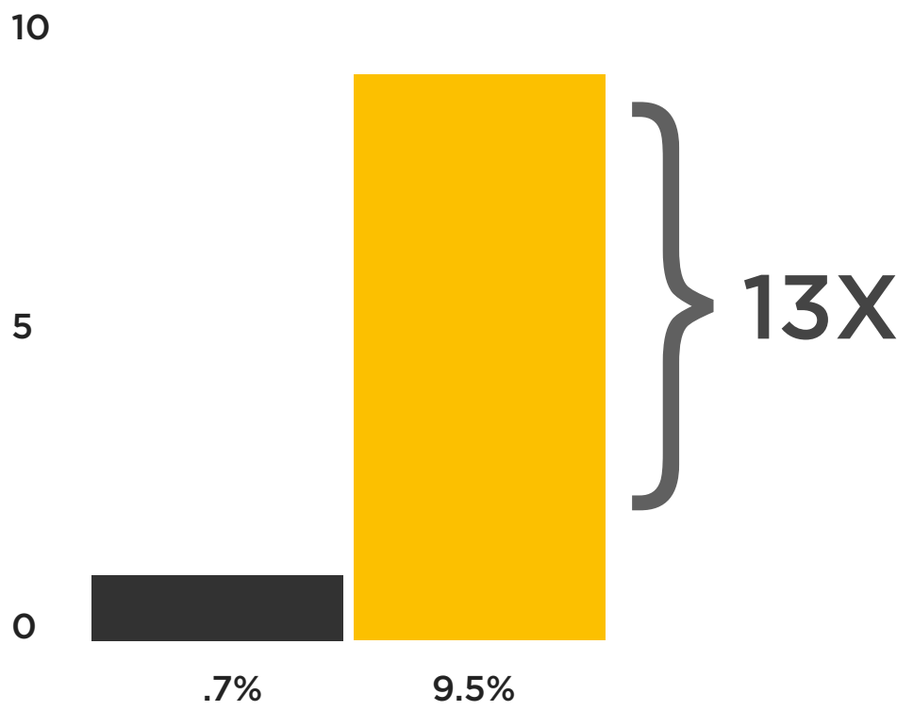
videology

Aol.

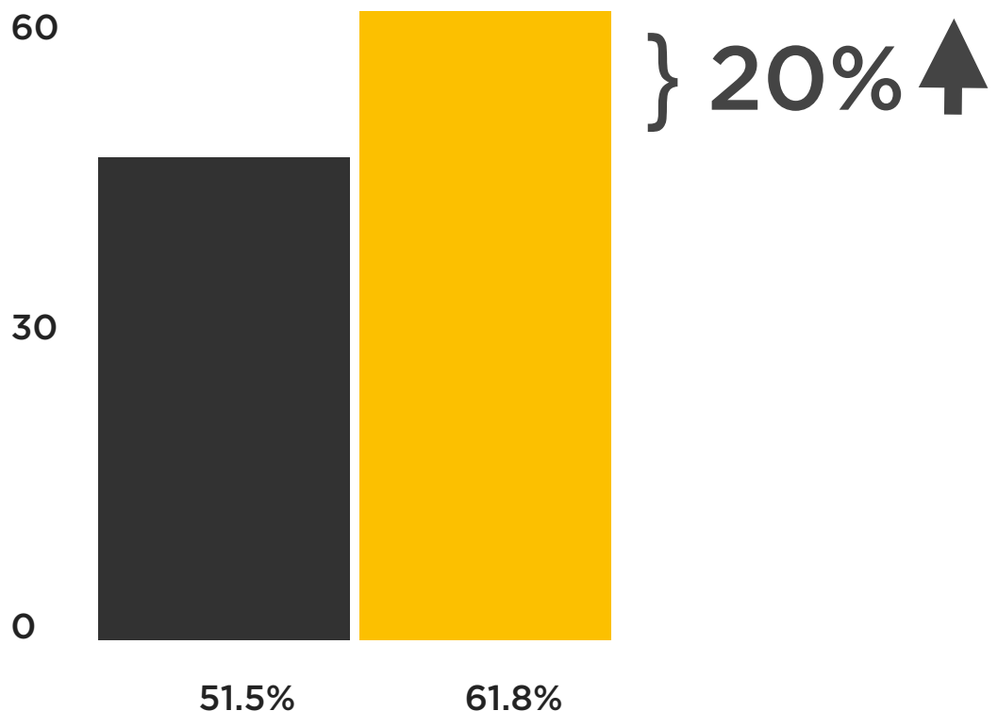
CASE STUDY

SUNDANCE CHANNEL - 10 MM IMPRESSIONS

CLICK THRU %



COMPLETION RATE



LINEAR VIDEO EXPOSURE*

ADVENTR INTERACTION

MEASURED BY INDEPENDENT FIRM BrandAds

ADVENTR AS HUB

UNIQUE API-ARCHITECTED SOFTWARE IS THE CORE.
THIS FLEXIBILITY ALLOWS FOR VARIOUS STYLES OF INPUT AND INTEGRATION ACROSS SOCIAL/AD NETWORKS AND CONTROL OF 3RD PARTY APPS.

Computer Input

Mobile

Voice Recognition

XBOX

Hand Gestures

INPUTS

ADVENTR

OUTPUTS

shopify

TubeMogul

Samsung SMART TV

SUMMARY:

- CREATE PERSONALIZED EXPERIENCES

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- GO TO WHERE THE VIEWERS/ CUSTOMERS ARE

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- CREATE PERSONALIZED EXPERIENCES

- GO TO WHERE THE VIEWERS/ CUSTOMERS ARE

- COLLECT USABLE DATA