



podvertiser™

SIMPLIFYING DIGITAL MEDIA ADVERTISING




# podvertiser™

“To enable relevant, real-time ad insertion  
into digital media.”

Founded in 2005

Based in San Diego

Bringing AdSense-like Contextual Advertising  
into Podcasting



# Podcasting

First Step in Digital Revolution

- Born in 2004
- 25,000 podcasts (a very long tail)
- 10 million listeners
- Mostly User Generated
- Narrow Casting
- On Demand and Time Shifted
- Location Shifted
- Podcasters are mostly from US, UK and Australia.
- Mostly Audio, but video quickly picking up

## Why Now?

1999

- 0 Broadband users
- 0 Video handsets
- 0 MP3 Players
- Video sharing nonexistent

2007

- 135M Broadband users
- 917M video streams/qtr for Yahoo
- 30M iPods, 50M+ video capable handsets
- Distribution Cost: Free
- Producing Cost: Free
- User Generated Content
- Blogging

## Who are they?

### Podcasters

- Just regular people
- Somewhat experienced specific areas to create niche content
  - e.g. Golf, Games, Medicine, Mobile Phones

### Audience

- Early Adopters
- MySpace Generation
- Young Professionals

## Monetization Issues

### Is Podcasting a business?

- 99.9% of podcasters are doing it free
- Business Models:
  - Sponsorship
  - Advertisement
  - Subscriptions
- Currently most of podcasters get paid through Sponsorships.
- Ad Supported models are quickly emerging.
- We see the ad rates like
  - Audio \$15-\$20 CPM
  - Video \$50 - \$100 CPM

## Problems of Podvertising

### ■ ■ Fragmented Audience

- It's not easy to handle long tail
- Campaign management is costly
- Determining the right price
- Podcast Networks (aggregators) just emerging

### ■ ■ No AdSense for Podcasting (Yet!)

### ■ ■ Reliable Metrics not available

### ■ ■ PodFading

### ■ ■ Ad Targeting is limited

## Podvertiser

### Ad Serving Platform for Portable / Downloadable Media.

- Content owner uploads the video to Podvertiser servers to index the video content.
- End user Joe starts a video/audio download.
- Podvertiser analyzes the audio track, detects keywords and the topic/context
- Inserts relevant ads (5sec ads, scrollbars, footers) based on the nature of the video and...
- ...the demographics of Joe.
- All in real-time



## Video Podcasting

- Internet Video is game changer
- Video is more engaging for audience
- Ad Rates are higher
- Advertisers are interested in video





## Video Podcasting

### Different ways to advertise

- TV Style Ad Spots
  - Overlay Ads
  - Banner Ads
  - Flash Animations (Rich Media)
  - Clickable , Trackable
- 



## Internet Video

- Adoption of Media Centers
- Internet Video enters into living rooms.
- Borderless Broadcasting
- No Regulations
- Global Ad Sales
- Market is open for anyone
- Small Studios shall have opportunity to reach the world.

## Personalized Video

### Personalized Video News

- Custom Cut News produced just for your preferences.
  - e.g. 10 mins of international news, 5 mins of national sports (only soccer), 5 mins local news about london
- Include any news with specific keyword (London, Podcasting, Bird Flue)
- Shows your stock tickers for your portfolio only.
- Shows Local Weather
- Encoded for your device of preference