



IMAGINOVA® SPACE.COM & LIVESCIENCE.COM

IMAGINOVA® - SERVING VIDEO ADVERTISING

IMAGINOVA ELIMINATES VIDEO AD SERVING HEADACHES AND INCREASES REPORTING ACCURACY WITH OPEN ADSTREAM®

The Brief

The Imaginova Network is comprised of acclaimed, advertiser-supported, original content Web sites aimed at the intellectually curious market. The network is anchored by Space.com® and LiveScienceTM.com. Utilizing the latest Internet technologies such as streaming media, podcasts, blogs, message boards and personal web pages, the Imaginova Network is the online home for the intellectually curious community. With an audience of 4.5 million unique users, 80% of which are male, Imaginova attracts a wide range of Fortune 500 companies including Ford, Intel and Microsoft to advertise on its online properties. Imaginova strives to provide these advertisers with the latest in online advertising technologies, including the use of its embedded video players, and in house production capacity, to sell video advertising.

The Approach

“Not so long ago, the process of serving video ads – and of reassuring our advertisers that they really had been served – would have been a headache,” said Jason Hoch, Imaginova’s VP of Internet Operations.

However, since Imaginova® had 24/7 Real Media’s Open AdStream® ad serving platform

already in place serving traditional banners, there was no need to look elsewhere to initiate video ad serving. Open AdStream supplies the publisher with the ability to create and serve all ad types with the same, streamlined process. In addition the publisher has access to the full suite of Open AdStream’s targeting tools for their video ads, including day parting, frequency capping, geographical and keyword targeting.

Hoch added, “With Open AdStream it’s no more complicated than serving a banner, and we can offer advertisers all of Open AdStream’s targeting and capping capacity. Also, because Open AdStream gives us accurate counts of the numbers served, we can clearly show our advertisers that they’re getting what they paid for.”

Space.com and LiveScience.com have begun to offer advertisers a 15 second “pre-roll” ad unit. This ad unit is a 15 second video clip that appears before the content video begins. Combined with adjacent coordinated banners, video ad units provide the appropriate interactive elements for successful audience click-through.

The Result

Open AdStream’s functionality and adaptability made serving video ads as straightforward for Imaginova as serving traditional banners. After an initial trial period in which internal ads were successfully run for the company’s three e-commerce sites – telescope.com, starrynight.com and livesciencestore.com – Space.com and LiveScience.com have begun to market their video inventory to outside advertisers. The History Channel, in particular, has run





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successful video campaigns for its 'Titanic's Final Moments' programming and, most recently, for 'Out of This World'. "Imaginova's blue chip advertisers list is proof that digital video advertising can be a powerful digital advertising medium. These advertisers demand the same level of accuracy and accountability that all other digital campaigns provide," said Jack Smith, vice president, Product Strategy for 24/7 Real Media. "Because Open AdStream has been serving streaming video and interactive television campaigns longer than any other ad server, we've spent the time necessary in real world situations across hundreds of advertisers and thousands of campaigns to eliminate trafficking problems and give advertisers the results they need. Partners like Imaginova provide the vital feedback that helps us provide the most innovative technologies and build the features necessary for publishers to make profits faster in emerging ad platforms."

The Meaning of the Result

Video inventory on average sells for a significant premium over standard banners, and Open AdStream now makes it as easy to serve and track as traditional ad units. For any publisher with the right audience – and particularly for those with the technology in place – video advertising is set to yield impressive returns.

"Internet video ads have been attractive to advertisers for a long time," said Imaginova's VP of Sales, Gary Strauss. "But without a tool as powerful as Open AdStream, getting them to work properly was a problem. It used to be difficult to set these ads up, and to sell the idea to outside advertisers. Now it's possible for us to deliver a video ad painlessly, and the advertiser can be guaranteed that it actually ran. There's no question at all that this is huge boon to both sides of the transaction."

About 24/7 Real Media, Inc.

24/7 Real Media, Inc. is a leading global digital marketing company, empowering advertisers and publishers to engage their target audiences with greater precision, transparency, and ROI. Using its award winning ad serving, targeting, tracking, and analytics platform, powerful search marketing capabilities and global network of specialized Web sites, the company has turned the art of reaching audiences across virtually any digital medium into a measurable science. The company is headquartered in New York, with 20 offices in 12 countries throughout North America, Europe, and Asia Pacific. For more information, please visit www.247realmedia.com.

24/7 Real Media: The Science of Digital Marketing.

About Imaginova® Corp.

Imaginova® (www.imaginova.com) is an integrated multimedia content and commerce company capturing people's fascination with space, science, and technological innovation. Formed in 1999, the company's brand franchises include: SPACE.com®, a web site that offers rich and compelling space, astronomy and technology content; LiveScienceTM.com, focusing on innovative and intriguing science and technology; Space News®, the premier business- to-business international news weekly dedicated to commercial and military space and satellite communications businesses; Strategic Space and DefenceTM, annual industry conference; Orion Telescopes & Binoculars®, the largest multi-channel marketer of telescopes, accessories and binoculars; and Starry Night®, the world's leading family of astronomy products. Imaginova® is headquartered in New York City with offices and news bureaus in Virginia, California, Toronto and Paris.