

# tvover.net

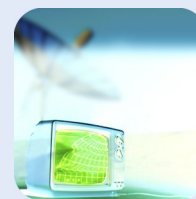
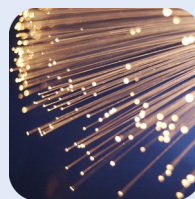
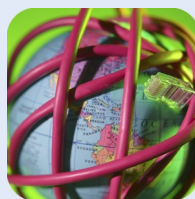
IPTV · Internet TV · Video

## Advertising & Media Kit

Reasons to advertise with tvover.net to promote your products and services:

- By leveraging the power of our tvover.net website, daily RSS feed, and newsletter, we get your message out to the masses.
- Reach a highly qualified group of technology and media professionals.
- Introduce your products and services to tech savvy consumers.
- Raise awareness across borders and relevant industries.

tvover.net is the premier choice for professionals and consumers.



### Contents

- 2 About tvover.net
- 3 Audience
- 4 Online Advertising
- 5 RSS & Newsletter Advertising
- 6 Rate Card

## About **tvover.net**

In the last few years, IPTV has become a buzzword in the high-tech industry that tops headlines daily. Well-established research and consulting companies project a tremendous growth of IPTV subscribers as well as subscriber revenue for the next five years.

**tvover.net** is a leading site covering news, analysis, information and opinions about IPTV, Internet TV, online video and related topics. Site content is organized into categories, such as reports, events, regulation, service providers, set-top boxes, provider hardware and software to name a few.

Since 2005, **tvover.net** has been filtering through the latest headlines and company news to provide the top stories in a high-impact online format. RSS, ATOM feeds and a daily newsletter compliment the online format to provide readers with a variety of methods to receive the latest headlines.

To round out the offering, **tvover.net** provides the most detailed directory and guide of video sites on the Internet with over 2000 available from over 50 countries.

### Website Sections

#### News/Events

Monthly Visits: **46,000**

Monthly Page Impressions: **74,000**

#### Internet TV

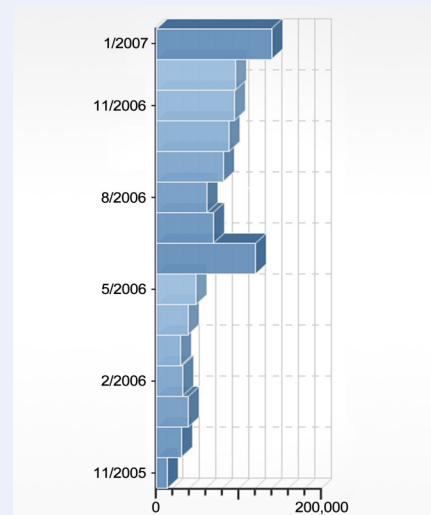
Monthly Visits: **119,000**

Monthly Page Impressions: **252,000**

Source: Google Analytics, Oct 1-31, 09

### Traffic Trend

Number of visitors per month.



Source: Google Analytics, Nov 1, 05 — Feb 1, 07

Selected by **CNET's News.com** as one of the top 100 blogs on the Internet



Source: <http://blog100.news.com/>

### Contact

Curtis Sund

Tel. +1.512.494.6534

[curtis@tvover.net](mailto:curtis@tvover.net)

# tvover.net Audience

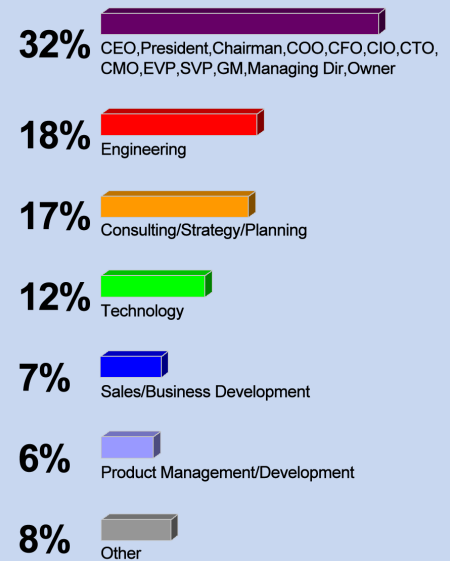
## Meet the community

- Broadcasters
- Sales/Business Development
- Consultants, Strategists and Planners
- Engineers and Architects
- Entertainment, Media and Sports Executives
- Internet Publishers, Writers and Webmasters
- Investors and Venture Capitalists
- IS and Network Managers
- Marketing and Communication Professionals
- Product Managers
- Top-level Executives and Owners
- Training Professionals

## Who should advertise on tvover.net?

- Consumer Electronics Manufacturers
- Content Creators, Broadcasters and Owners
- Content Delivery Networks
- Digital Rights and Media Asset Management Companies
- Industry Research Companies
- Internet TV and Video Providers
- ISP and Broadband Providers
- Middleware/Software Vendors
- Online Gaming Developers
- Silicon Suppliers
- Standards Development Groups
- Streaming Education and Training Companies
- Systems/Network Vendors and Integrators
- Telecom Regulators
- Video Encoding and Hosting Companies
- Video Hardware (Networking, Encoding, Distribution) Vendors
- Video Solution Providers

## Audience Title



## Audience Geography

Location: 52% U.S., 8% Italy, 6% Canada, 6% U.K., 3% India, 2% Germany, 2% France, 21% Other

Source: Google Analytics, Dec 1-31, 07

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[curtis@tvover.net](mailto:curtis@tvover.net)

# Online Advertising

**tvover.net** provides several opportunities for advertising on our website. We can work with you to create custom ad initiatives for your needs.

- Various Banner Sizes Available
- Several High-Profile Page Locations
- Flash/Non-Flash Banners
- Text/Image-Based Banners
- Ads across the entire site or selected areas, eg. Internet TV
- Banners should be reasonable in size (50kb)

## Online Opportunities

- 468x60 Banner
- 120x600 Banner
- 125x125 Button
- 300x250 Square

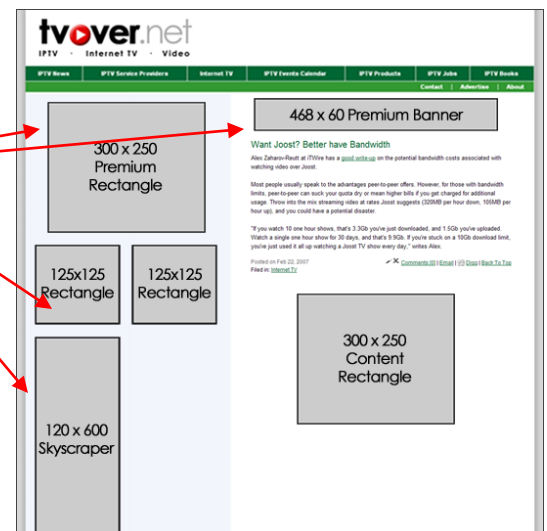
# Online Hotspots

## Banner Ads

Vertical, horizontal, and square banners can be placed on **tvover.net**.

## Text Ads

Text ads link to your website and include your logo and up to 75 words about your company/product. These ads can go anywhere an image ad would be



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# RSS & Newsletter

**Same Time, Same Place,  
Same Quality — Every Day**

**tvover.net's** newsletter and RSS feed subscribers receive the latest news and headlines delivered the way they want it.

## RSS

Circulation: 9,000 opt-in  
Frequency: Daily  
Format: RSS and ATOM

## Advertising Opportunities

- 75-word banner
- 468x60 banner

## Newsletter

Circulation: 700+ opt-in  
Frequency: Daily

## Advertising Opportunities

- 75-word banner
- 468x60 banner
- 125x125 button

**tvover.net's** inventory is limited so first-come, first-served.

Schedule your sponsorships around product launches and industry events ahead of time.

Click-through rates are available.

tvover.net

Here are the email updates for [curtis@tvover.net](mailto:curtis@tvover.net)

Click for info...Get Secure @ IBC 2006, Hall 4, Booth 199

During IBC, Verimatrix will launch a substantial expansion of applications for its new generation creative content security technologies. Visit Verimatrix or reserve your executive meeting.

**There are 7 new posts on "TVover.net"**

- [Accedo, Outpost FX to Bring PlasmaArt to the IPTV and CE Market](#)
- [Telecom Italia Readies for IPTV Expansion in Germany](#)
- [Accedo, AccuWeather Bring Interactive Weather Services to IPTV](#)
- [Telecom Italia to Acquire AOL Germany's ISP Business for \\$75 Million Euros](#)
- [SES AMERICOM Inks IPTV Distribution Deal](#)
- [Amino Demos New IPTV Platform for Asian Market](#)
- [Accedo, IntAct Bring Revenue Generating Services to the IPTV Market](#)

Check out these Featured Events

Dealmakers from telcos, satellite service providers, studio producers, music labels, media conglomerates, from Asia and around the world!

**[Accedo, Outpost FX to Bring PlasmaArt to the IPTV and CE Market](#)**

Accedo Broadband and Outpost FX - Film and Broadcast Studios, a leading producer of PlasmaArt content have partnered to enable delivery of PlasmaArt on several IPTV platforms.

Outpost FX's portfolio of HD and SD PlasmaArt themes includes aquariums, shark tank, ocean, fireplaces and nature, available with a several different music and sound tracks.

+ Email this + Add to del.icio.us

**[Telecom Italia Readies for IPTV Expansion in Germany](#)**

Telecom Italia's acquisition of Time Warner's AOL German ISP business for €675 million in cash is sure to springboard their IPTV service in Germany. The acquisition is in line with the company's major reorganization, which has split the company in two with one unit focusing entirely on broadband.

+ Email this + Add to del.icio.us

**[Amino Demos New IPTV Platform for Asian Market](#)**

Amino, leading IPTV platform supplier, announces the first ever demonstration in Asia of the AminoNET125 at IPTV World Forum Asia 2006. Roy Kirsopp, VP and General Manager of Amino will also be talking about IPTV technology during his 'Creating the connected home' presentation at 2pm on 28th September.

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**[Accedo, IntAct Bring Revenue Generating Services to the IPTV Market](#)**

Accedo Broadband (Accedo) and IntAct Software Limited (IntAct) announced the availability of Accedo's range of TV-centric applications for set-top boxes powered by the IntActTM IPTV software stack.

The Accedo Application Portfolio is presently the largest available collection of interactive value-added services such as games, karaoke on demand, weather, puzzles, horoscope, comics, quizzes and PlasmaArt for IPTV.

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Check out these Featured Events

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 35 Field Road, Sudbury, MA 01776, USA, +1.978.758.8686

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# Advertising Rate Card

## Advertise on [tvoover.net](http://tvoover.net)

Ad Size	Location	Cost
468x60 Banner	Top middle	\$1400/month
300x250 Square	Left side	\$1500/month
125x125 Button	Left/right top sides	\$800/month
300x250 Square	Bottom of articles	\$900/month

## Advertise on [tvoover.net](http://tvoover.net) (Internet TV section)

Ad Size	Location	Cost
468x60 Banner	Top middle	\$1400/month
300x250 Square	Left side	\$1500/month
125x125 Button	Left/right top sides	\$800/month

## Advertise in the RSS feed and Daily Newsletter

Ad Size	Location	Cost
75-word Banner	Top middle	\$1200/month
468x60 Banner	Top middle	\$1000/month

## Advertise in the Daily Newsletter

Ad Size	Location	Cost
75-word Banner	Top middle	\$400/month
468x60 Banner	Top Middle	\$400/month
468x60 Banner	Below headlines	\$300/month
125x125 Button	Bottom of email	\$100/month

Packages are also available to advertise across the different mediums. We'll work with you to develop a plan that suits your needs.

All advertising agreements must be for a minimum of 1 month.

Advertising material can be in the format of GIF, JPEG, or SWF.

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