

# utarget<sup>tv</sup>



DELIVERING EFFECTIVE  
ONLINE VIDEO ADVERTISING

# utarget<sup>networks</sup>



Online video advertising offers brand advertisers the opportunity to combine the visual impact and volume reach of TV medium with the targeting, interactivity and measurability of the online medium.

In June 2006 Utarget launched TVsub, the UK's first online video advertising network now offers pre-roll video advertising through its TVpre-roll network. Together they are UtargetTV.

With its extensive network of 630+ UK sites, UtargetTV offers advertisers both volume reach and niche targeting. With its experience of online video advertising, Utarget has the tools and expertise to fully support advertisers in this new sector. It's a winning combination.

## tvpre-roll



Utarget offers exciting pre-roll video advertising opportunities across its TVpre-roll network. Advertisers can deliver video adverts of 10 to 15 second duration before quality, targeted video content on leading and niche UK websites.

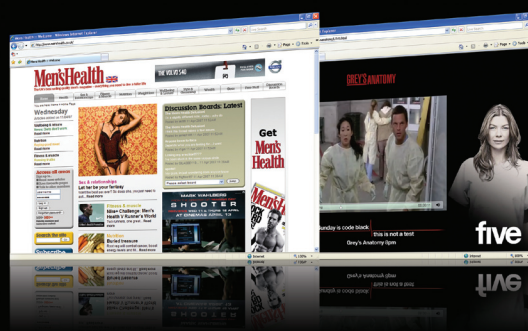
Using Utarget's existing network of 630+ top UK websites, supplemented by an ever expanding range of new video-focused websites, the TVpre-roll network can reach up to a total of 17m+ unique users a month across 20+ consumer channels.

Utarget also offers the opportunity to sponsor (on a CPM basis) syndicated content exclusive to UtargetTV to run across our extensive website network.

## tvcontextual, tvinterstitial and tvbar

The UtargetTV suite of online video ad products also includes TVcontextual, TVinterstitial and TVbar. Each offers unique features suitable for particular advertisers' online requirements.

## tvsub



TVsubs offers advertisers the opportunity to stream large format, targeted TV and video ads via our established subsite network of 630+ top UK websites. The network can reach up to 17m+ unique users who can be targeted by 20+ consumer channels.

The format consists of large screen video content embedded in bespoke designed pages. Once the user has viewed or clicked on the advert they are then delivered to the advertiser's campaign page. This creates superb call-to-action opportunities for branding and direct response, consumer testing/sampling, user data capture and viral emailing.

For further information please contact  
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