

## Press Release

# Jivox partners with BIGADDA

*Jivox Video Player Technology to deliver BIGADDA's video assets to a nation-wide audience. Jivox Premium Video Network to monetize BIGADDA video assets.*

**Mumbai, September 29<sup>th</sup>, 2008** – Jivox, a self-service online video advertising platform for local and nation-wide businesses, today announced that BIGADDA would use Jivox's Video Player technology to deliver their extensive video assets to a nation-wide audience.

“We are happy to partner with Jivox. We believe that the Jivox Video Player Technology represents the best of breed and will allow us to deliver and monetize our video assets effectively.” **said Mr. Shivanandan Pare, COO of BIGADDA.**

Bigadda has also joined the Jivox Premium Video Network. Jivox enables publishers to monetize their video assets with its online video ad service that connects publishers with local and nation-wide advertisers. With the recent addition of new partners, the Jivox Premium Video Network has increased its reach to more than 55 million viewers world-wide.

“We are very pleased to welcome Bigadda to our network. BigAdda, the web 2.0 and mobile social network enables networking based on Individuals and Interests – and represents a prime opportunity for advertisers to engage with a very important, emerging demographic using video.” **said Naren Nachiappan, Managing Director of Jivox.**

**Jivox** provides the only integrated service that allows an advertiser to create, publish and closely monitor/refine the performance of a video advertisement on the internet. The video advertisement creation service is a unique capability of Jivox. It is available at [www.jivox.com](http://www.jivox.com) and is free for advertisers. Billboard and true video ads can be created using powerful editor tools that allow a custom combination of fonts, colors, text, image sizes and audio to be created and embedded in ads. The ad can be immediately published on the Jivox publisher network, which includes top tier publishers with over 15 million unique visitors (and growing) from the resident and non-resident Indian demographic and a total of over 55 million viewers world-wide. After publication, advertisers can monitor the impressions, click-throughs and promotion performance of their ads in real-time and tune their ads to optimize their performance – all via a self-service interface on the web.

### **About Jivox**

Jivox, the self-service online video advertising platform for businesses, gives advertisers access to online video advertising by making it easy to create, target and deliver online video ads. The Jivox platform combines a video ad creation tool, proprietary targeting technology, sophisticated reporting capabilities and a growing network of publishers to offer advertisers a complete, do-it-yourself service for online video advertising. Jivox is a privately held company based in San Mateo, Calif. with development and sales offices in Bangalore and Delhi in India. For more information about Jivox, please visit [www.jivox.co.in](http://www.jivox.co.in).

## **About Big Adda**

BigAdda the No.1 user friendly\* web 2.0 and mobile youth network enables networking based on Individuals (Friends and Friends of Friends ), ADDAs (Communities) and Interests (self-expression by Create – Upload - Share of Videos, Photos, Music) – catering to one of the most important needs of the youth today – ‘Identity Creation’ and ‘Self Expression’ - **Connect Young India by shifting Time and Place.**

**\*source: Juxtconsult India Online Report 2008**