



Interactive Video as a Service (VaaS)

Empowering Publishers to Monetize Video Content

Our VaaS Capabilities (September 2008)

www.veeple.com



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Synopsis

This technical whitepaper will help web publishers understand the basics of our next generation video service - Video as a Service, or 'VaaS'. In sum, we make anything in your video clickable, empowering you to monetize all video on your site and beyond your site. Over the next few pages you will learn about some of our advanced capabilities / features and how simple it is to design, implement, manage and monetize interactive videos on your site. In addition, we detail how to deliver interactive capabilities within the context of your own specific requirements. In other words, how you would go about implementing clickable video so it is relevant to your audience, thereby helping you build a better business.

VaaS

Overview

Why shouldn't the video viewing experience be interactive, more relevant, more engaging and more social? Also, why shouldn't a publisher be able to monetize their video as a new form of ad unit? The simple answer is that you should and now you do have this capability.

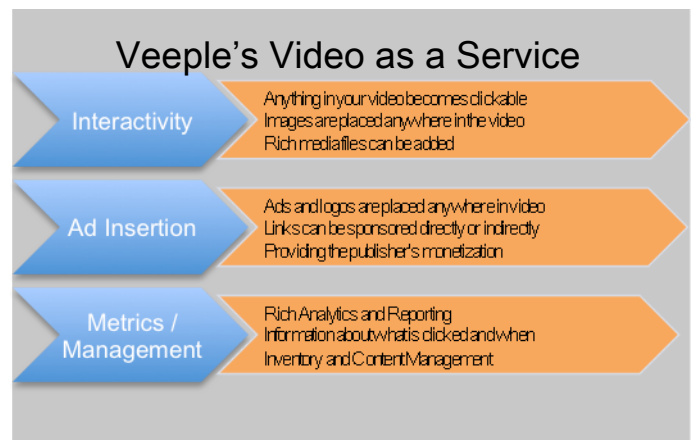


Veeple is the next generation Video as a web Service ('VaaS') that makes anything in a video clickable. We began this effort in 2006 based on the notion that online video should be interactive given that the Internet itself is a lean in, engaging experience; everyone understands using their mouse to click on things. But like any new technology, people are often nervous about how compelling it might be and how hard it might be to implement? We believe that we have created the most compelling interactive video service on the market today. Further,

we also believe that we have created the simplest and best implementation / delivery model.

Our Web Service has four primary components: 1) Interactivity: Our interactivity is comprehensive and meets the varying needs of different types of web publishers. Our interactive / clickable experience is as forward leaning as an interactive gaming site or is as lean back, less interactive, as is necessary for an activism or information oriented site. 2) Manual and Dynamic Ad Insertion & Monetization: You can insert ads, logos and other media files and do so either manually, by the publisher and content owners, or dynamically, by third party advertisers and/or ad networks. Further, we have the capability to ensure that dynamically placed ads are both appropriate and relevant. We will do this by providing an 11 million

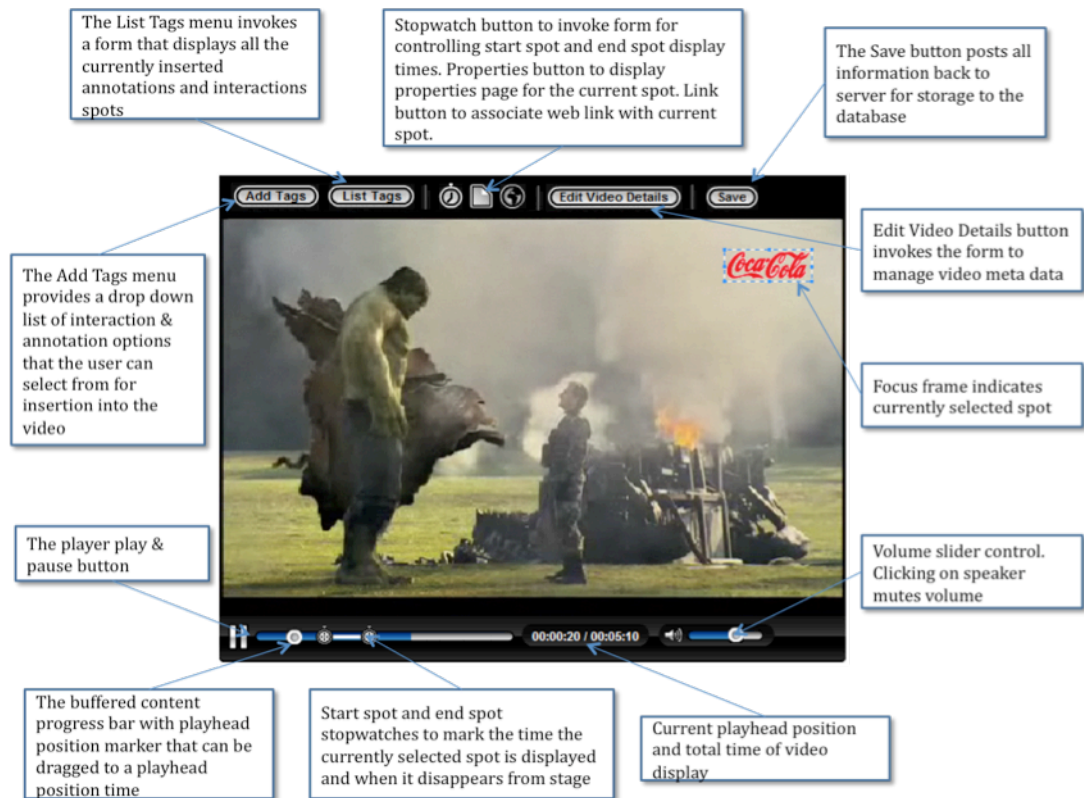
website database that has an 85 category filtering mechanism for you, as well as your advertisers. 3) Advanced Video Analytics: Veeple includes a robust analytics capability so you know how often, when, where and at what time links are clicked on. This functionality is also important to your advertisers so they understand the effectiveness of their programs. 4) Robust Video Inventory Management and Delivery: We have an inventory management and delivery capability to keep track of the administrative aspects of all the attributes of a video, such as where it is located, how it is accessed (secure FTP, et al.), when it is accessed (time of day), format, metadata, links, views, interactions, keywords, etc. One of the interesting capabilities we recently added was the ability to use Veeple as your CDN, or staying with your existing provider and simply setting a few switches that allows an automatic interface between Veeple and your existing CDN. Veeple is delivered 'in the Cloud,' without having to download any software; it is a VaaS model, wherein everything is provided via cloud computing.



But before we begin with the details, we need to keep in mind that you need to understand your business, know your audience, and understand your overall objectives and how to fit interactive videos within context, your context. Keep in mind one of our maxims: context over content and content over technology.

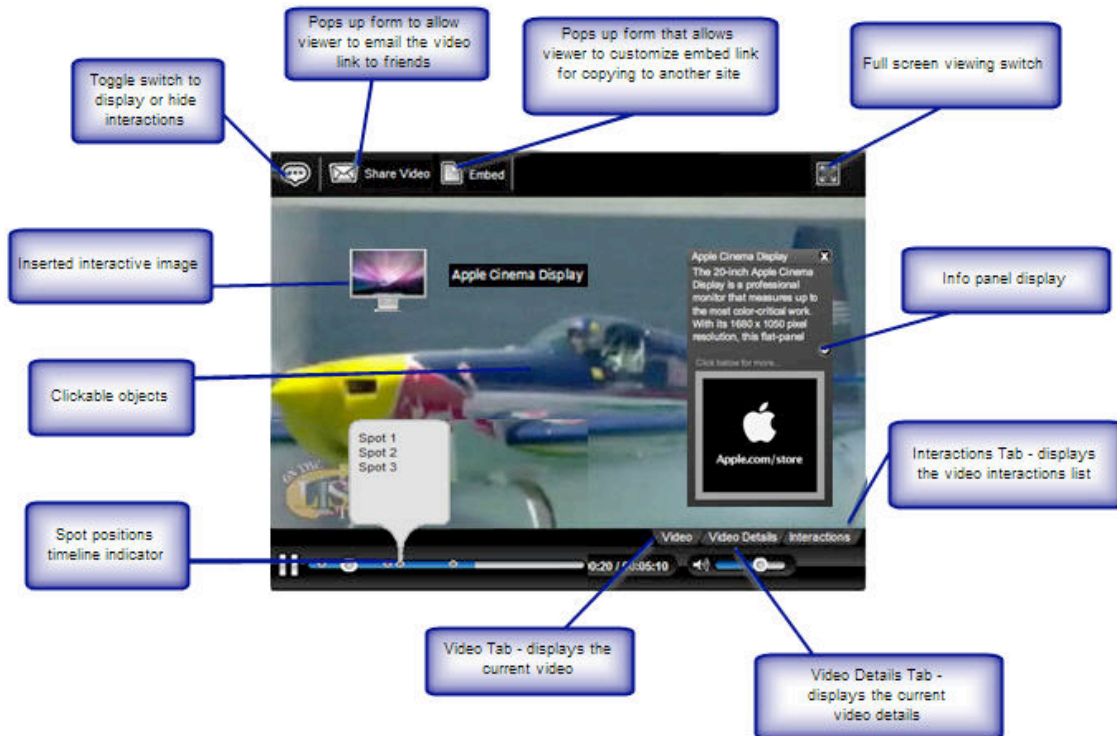
Editor & Player

A major services element of Veeple consists of our editor, wherein videos are 'spotted' (*when we add links to objects*), and our player, which is the audience's viewing window. The editor, shown below, is the environment where the content owner creates the interaction spots within a video. You can see its rich capability yet we designed it to be simple to use.



The second major element of the service is our Player. Just like the Editor, we designed the player to be easy to use and easy to navigate. However, we have kept in mind that

video travels and extends its reach beyond its nominal borders; if it is viral, you want it to be embeddable to any site. Accordingly, we incorporated within our Player the ability for all its functionality to stay



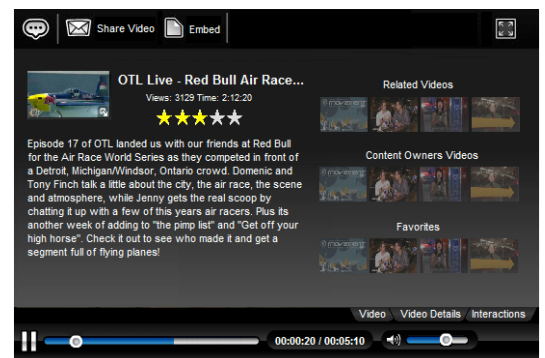
with the video so that nothing is lost as it travels across the web; all interactive links and ads stay with the Player. Every time a person clicks on a link, irrespective of the video's location, we capture all the statistics for that video and pass those statistics back to you. (See Analytics for more info.) Once again, the Player is delivered 'in the Cloud' through our service so there is nothing to download and we do not collect personally identifiable information as interactions are engaged. Now we begin with the specifics of our services.

Interactivity



First is our rich interactivity. With Veeple, you can add in images, logos, captions, thought bubbles, Flash files, other rich media formats, MP3s, text, icons (see an example of a few our standards like Facebook, Twitter, MySpace, eBay, Amazon and Wiki), and then link all these 'spots' to any site on the web. Furthermore, not only can you share the entire video with a friend, you can share a specific link with your friends. This means the ability to send to someone you know something that is directly relevant to their interests; you need not send them the entire video. Another cool feature is the ability to create a transparent (re: invisible) spot that one simply places over something already in the video such as a person that you want to be clickable. This is a way to make the interactive experience less intrusive. Also, with any interactive spot you have the ability to size, with simple handlebars, the spots, as well as the ability to set the in and out points of the spot so the spot appears only where you want it.

At any time you can edit a spot, delete a spot or add new ones and new information becomes available. Further, as shown of the right, from the Player a user can look at the video details, see all the points of interaction in one place, share the video, see video comments, embed the video and see all other related videos. Another cool feature is that you can select whether you want people to see the spots or hide them until the viewer 'mouses over' the spot, thus making the video viewing less intrusive.

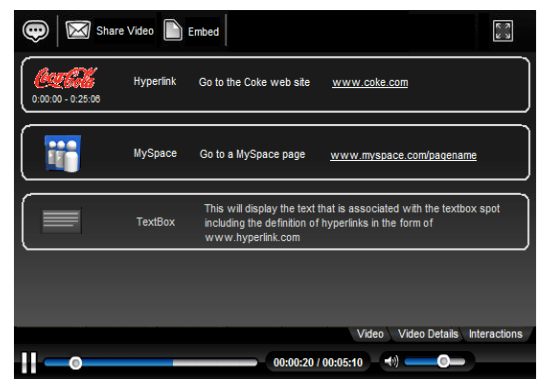


Ad & Logo Insertion

This is where you directly monetize your videos. Whether you elect to have an advertiser sponsor a video, charge for a clickable link, insert an ad, or simply sponsor a specific link the control stays with you, the content owner. You decide how you want your video to display. You decide whether you want an ad placed or not. You maintain control over your relationship with your advertiser and your ad network. Furthermore, with Veeple clickable links, you create the ability to drive interactivity across the Internet and drive this traffic back to your site. All you do is create a link using your logo or site brand and that link is carried with the video whenever it is embedded, increasing the awareness and influence of your story and message.



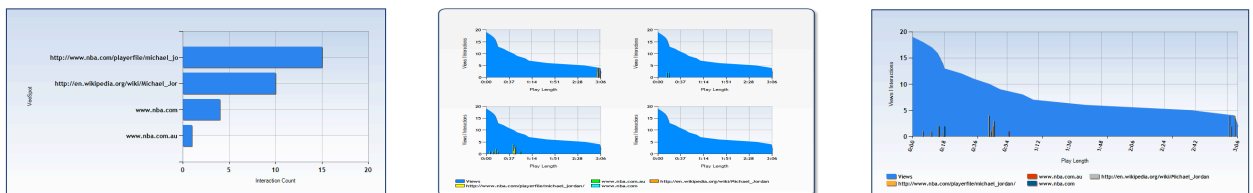
Specifically: 1) With your own clickable advertisements, sponsorships and product deals, you retain 100% of all your direct revenue; Veeple does not get in the way of your existing relationships. 2) In Q2 2009, we are planning to release our Veeple Ad Program, which, with your permission, allows Veeple to dynamically insert clickable advertising into your videos. We share 50% of our revenues with you if you opt in for this program.



3) Veeple extends your videos by allowing the video to be embedded and will help these third party providers by sharing a small portion of our revenues with them as an additional incentive. This will help you make your videos more viral.

Analytics & Reporting

The ability to track how your videos are performing is crucial to your success. It would be like flying an airplane without instruments; you could do it, but it would be risky. With our advanced analytics web service, you have the ability to monitor the performance of all your interactive spots, ad placements and viewer behaviors.



As the example shows above, Veeple’s Advanced Analytics Include:

- Views & time spent viewing
- Interactive placements & Interactive Click-Through Rates (CTRs)
- Click through by where in the video the ad is placed
- Viewer geography, time of day, day of week, etc.

A special feature within our analytics (*and we are unique here*) is the ability for you, as well as your advertisers, to understand the general category of product placement. Our service has incorporated an advanced web-filtering database, from a third party provider, that has over 11 million sites categorized in 85 separate filters. This means that you can filter on what ads are appropriate for your site and protect your brand. Advertisers will also be able to filter the appropriate content categories for their ads. Now, as well, the advertiser can begin to think about monetizing the long tail of video. How cool is that?

Content Management

You must manage your video content effectively in order to build your business. So we created an easy to use, in the Cloud content management system that allows you to easily edit your interactive videos, manage and deliver your video library and share videos across the Internet.



The screen shot above is a good outline of the systems capabilities. It is your video management / inventory dashboard with easy-to-navigate menus for effective editing and management of all video content, including:

- Uploading (including formatting and resolution)
- Editing
- Creating links
- Analytics (including viewing real time interactions)
- Administrative features, for inventory control and access

Video Delivery

Again, keeping in mind that we want our service to be simple to implement, we have created an easy way for you to distribute your videos. As a web service, there is no software to download. You consume the service components from the Veeple web site when you need it. Our delivery model allows you to place your video

content in any frame size, in either standard dev or high dev, anywhere, to any site that allows embedding with our innovative embed tool. Furthermore, our service works seamlessly with your existing content delivery network (CDN), or you can elect to use Veeple to store and stream your content. *(Note: We use Amazon Web Services as our IT backbone so you can be confident that our service levels will be more*

than adequate to meet your streaming needs.) If your choice is to stay with your existing provider, then all you need to do is provide the location of your video content and the connection type used. We are not a CDN provider, so after our free trial period, we will pass our storage and streaming costs back to you. Or, if you choose, use your current CDN for most of your videos and use the Veeple service for those videos that contains interactive spots and/or ads. At any time you can stop using Veeple as your CDN and go back to your current CDN and you will not lose any of your interactive videos.

Upload your Video

Video

Title

Description

Category

Keywords

Store video at Veeple

Store video at your own site

Connection type

Secure ftp

Login name Password

Directory Name

Remember these settings



Summary

Veeple makes anything in your video clickable, empowering you to monetize all your video content. Veeple is delivered as a service, or VaaS, so there is nothing to download and everything is always up to date because it is served to you in-the-Cloud. This gives you the opportunity to tell your story and/or deliver your message in ways you have only imagined, until now. Interact, make objects clickable, create interactive ads, analyze your results and keep your entire video library up to date and in order. Tell your story! Improve your business!

Thank you for taking the time to read this Whitepaper. To learn more, please visit our site @ www.veeple.com. Feel free to press the “Contact Us” button on our site at any time and speak with one of our great Veeple people. We would thoroughly enjoy helping you get started with Veeple.

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