



How To Generate Revenue at Mobile DTV

Expway and BIM joined solution for broadcasters



- EXPWAY solution (FastESG) for broadcast stations has more ad and sponsorship placement possibilities than any other solution:
 - Banners,
 - interstitials
 - mini-websites
 - Flash ads and games
 - Video clips
- BIM sets the campaign in the ad serving system, according to the details agreed with the media agency
 - Genre and sub-genre (sport, news, movies..)
 - Specific show (Glee, America's Got Talent)
 - Time (per hour, per weekday etc.)
 - Keyword at the synopsis (e.g. when "Leonardo di Caprio" appears, Tag Heuer ad is displayed)
- The targeting details between the two systems are exactly identical and campaigns can run without requiring broadcaster direct involvement
- Each ad display and click is measured by Expway FastCollection -- even when the user has no 3G or WiFi connection available

With Expway Broadcast is more than just TV!

EXPWAY

Phone: (703) 673-1156

E-mail: mobiledtv@expway.com

<http://www.expway.com/>