

Grab Networks Syndication

Extending Reach and Revenue of Video Content

Today the revenue opportunity of many online video publishers is limited by the number of video impressions they can generate on their own websites or through partnerships with other distribution outlets. Grab Networks provides a solution to increase revenue by extending the reach of content and the advertising that supports it through its own syndication network. Under simple revenue sharing terms, Grab Networks makes content from its syndication partners available to thousands of affiliated website publishers who rely on its video syndication service for their sites. Grab Networks accepts ads sold by its content partners or will sell the ads itself, sharing revenue in either case.

The grab Syndication Network reaches an audience that rivals the top video ad networks, video aggregators and destination websites in reach and video views, while delivering greater breadth and depth of content and services than any rival offerings. It actively recruits publishers via a variety of marketing programs adding hundreds of new affiliates each month.

Grab Networks Content Syndication Network*

- 200 licensed video sources
- > 40,000 publishing affiliates
- > 100,000 video content embeds
- 40 million US video impressions per month
- 6 million unique video viewers**
- 70% video ad view thru

* as of 03/01/2010
** Source: ComScore February 2009

See Grab Networks Media Kit for more information

Video Content Syndication: How it works

1. **Content Ingestion, Hosting, Streaming.** Content partners deliver video content (and potentially advertising) for Grab Networks to host on its servers.
2. **Advertising planning.** Content partners and Grab Networks together decide on ad formats to be used (pre-roll, in-video overlay displays, companion banners) and who will take the lead selling.
3. **Website Promotion.** Grab Networks promotes content partners' offerings to its network of websites.
4. **Content Delivery and Ad Serving.** Grab Networks streams videos from its CDN into its player, with ads from its ad server, or, upon request by its content partners, re-directs ad calls to its partners' ad servers.
5. **Reporting and Analytics.** Grab Networks provides content partners with daily reporting on playback and advertising, by video title by publisher domain where the content is embedded. Partners may request that certain sites be blocked from accessing its content.

Ad Formats

Grab Networks supports three primary formats in any combination: pre-roll (up to 30sec), In-video overlay displays (i.e. lower-thirds), and companion banners. Custom formats may be available as well.

Publishing Affiliates

Since our launch in 2007, video from Grab Networks has been embedded on over 100,000 web sites. Over 40,000 web publishers have signed up to be official affiliates of the network and share in the revenue generated by advertising on their sites. Publishers span a broad swath of web properties, including major media property sites like The Huffington Post, video aggregators like AOL, Newser, and Webcast, and special interest bloggers such as Moms' Buzz, Wellness.com and Gossip Center.

THE HUFFINGTON POST

AOL Video. **newser**
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 Lose inches off your stomach every month by changing 3 things you eat.

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 Jay Bauer Hit Club

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newser

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Mya from Dancing With The Stars is asked how it feels to be compared to Kim Kardashian on the latest series of the hit show

Top Celebs
 Kim Kardashian
 Occupation: Reality TV Star
 Birth Date: October 21, 1981

Popular Artists
 Kristina Cavallari
 Occupation: Actress
 Birth Date: January 5, 1987

Latest Celebs
 Laurence Cunniff
 Occupation: Actress
 Birth Date: February 1, 1988

Kim Kardashian
 Occupation: Reality TV Star
 Birth Date: April 21, 1981

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Lip Glossary: Perfect POUT 101
 Picker up and check out these celebrity favorites. Celebrity makeup artist, AJ Parnon suggests Kinadee Cosmetics Lipgloss. First kitline looks "Alls 'tudey"

Extend reach and revenue now.
 703-667-7594
 syndicate@grabnetworks.com

21000 Atlantic Blvd
 Dulles, Virginia 20166
 Telephone | 1.888.269.7873
 Fax | 1.703.450.1936

