

The background of the slide is a vibrant, high-energy event scene. It features a large, glowing green and blue light structure that resembles a giant bubble or a futuristic stage element. The scene is filled with bright, multi-colored spotlights and beams of light, creating a dynamic and celebratory atmosphere. In the foreground, the silhouettes of a large crowd of people are visible, many with their arms raised, suggesting a concert or a major social gathering. The overall color palette is dominated by greens, blues, and yellows, with a dark background for the crowd.

**grab**  
networks

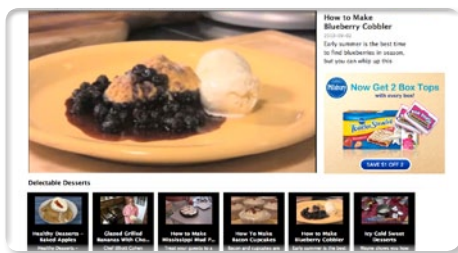
**VIDEO THAT ENGAGES**

## media kit

Grab Networks is a media company that licenses and distributes brand-name, short-form videos across the web

# INNOVATIVE OFFERINGS

We are dedicated to providing advertisers the best solutions for finding the right audience with relevance every time.



## Behavioral Targeting

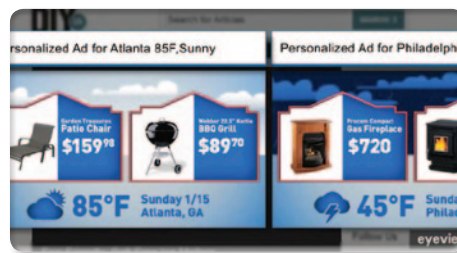
Target “what they watch” not “where they go.” Grab Networks leverages the user data collected by Lotame along with our contextual targeting capabilities to identify and deliver your ads to the most appropriate consumer.

## WordStream

WordStream allows you to use the power and precision of your keyword marketing programs and marry that with the sight, sound, and emotion of video.

## Contextual Targeting

Your campaigns can be connected to relevant video with our contextual targeting solutions making them even more effective.



## Interactive Video

We offer a suite of products to drive interaction and engagement for your campaigns. From ad selectors to polite pre-roll, we offer more ways to engage with your consumers through our network.

## Personalized Video Ads

Video technology, from Eyeview, that enables the creation of dynamic, personalized pre-roll advertising that is rendered and served in real-time.

## Branded Content

Let Grab Networks distribute your branded video content across our exclusive publisher network and grow your audience beyond what you could do on your site alone or on your YouTube Channel.

# 100% PURE VIDEO

Professionally produced, brand-name content distributed through premium networks that delivers unduplicated engaged audiences to brands and marketers.

## How does a Content Distribution Network differ from an Ad Network?

A traditional ad network buys inventory from a collection of sites and then resells the inventory to an advertiser for a particular campaign. It is an arbitrage model driven by impression availability, not necessarily by consumer behavior. Grab Networks

works differently. Our exclusive publisher network relies on Grab to deliver relevant video to their site. As a result, we are able to deliver the **right ad** to the **right video** on the **right sites** based on our advertising partners' goals.

**Our Content Partners** are some of the best known names in News and Entertainment media, come to us to help build audiences for their content.



**Our Website Partners** come to us for easy to integrate, relevant video content to enhance their editorial programming via our custom player.



Over 70% of the adult population in the US watch 1 or more videos each month

(183 million people!)

The average consumer watches 7 or more videos every day

Time spent viewing video online has increased 45%

(06/10 versus 06/11)

## More Content Choices for Consumers

Media planners jobs continue to get more difficult as the number of websites continue to increase. The web audience is large at 215MM people, but growth in Unique Visitors is relatively flat, however the number of web sites are up 20% over last year. Audiences are fragmenting—moving large portals to smaller niche sites that better meet their need. Because we are a distributed media company, that is our player is embedded on literally hundred of thousands of pages, we are uniquely able to help reach that fragmented yet valuable audience with your video messaging.

That is where Grab Networks comes in. We are CREATING the video experience across our network of 'medium-to-long tail' websites among the engaged viewers who frequent those destinations. We create unique streams by helping our exclusive site partners integrate contextually relevant video seamlessly.

## Grab Networks Value Proposition

Grab Networks builds custom audiences for advertisers via our proprietary collection of premium publishers and creates custom sub-networks specifically designed around the advertisers demo and contextual relevance preferences.

Our unique viewers are constantly growing, providing Marketers the reach they need. We measure uniques via comScore's Video Metrix.

"Grab Networks is creating new video streams where none existed before"

**We have very low duplication versus the ad networks.** Our low audience duplication rate versus ad networks ensures that your campaign is reaching an incremental audience. Because of our relationship with publishers, we are the only video player embedded in an editorial part of the page.

**High engagement with your ads.** Because our viewers are searching for their specific content needs across their favorite niche sites, they are very engaged with both the content and ads we serve to those sites.

**The right audience mix for marketers.** Our viewers are primarily adults 18–54, the demo that drives business for most Marketers.

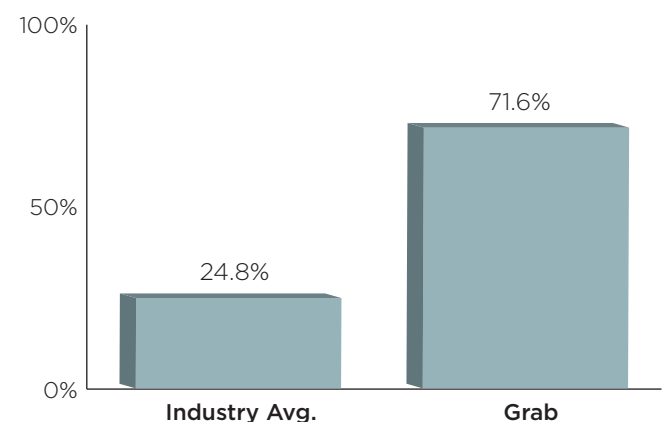
## Brand-Safe, Transparent Network of Sites

We are fully transparent with our site lists. Our site network provides a brand-safe and engaging environment for your campaigns. We create custom site lists based on each Advertiser's particular needs and vet them with you.

## Highly Engaged Video Consumers

Metrics That Matter	
Grab Networks	Metric
Unique Visitors (000)	9,965
Videos Viewed	72,607
Minutes/Viewer	49.2
Videos/Viewer	7.3

## View Through Data



**Source:** Dynamic Logic and TubeMogul, "The State of Online Video," June 2010 and proprietary Grab Networks data via third-party (Vindico) tracking. Data includes both 15 and 30 second TV ads as pre-roll.

## Custom Video Player Environment

Because we serve all video content via our player technology, we control the environment in which our partners' ads run. Our player also has embedded technology to ensure it only runs on appropriate sites.

## The Right Tools to Achieve Your Goals

We have sophisticated targeting parameters to ensure your campaign delivers in the right contextual environment to the right audience. We provide real-time monitoring of campaigns, engagement metrics including unique reach and view through, and we offer frequency capping. We accept third-party serving platforms, including Dart and Atlas.

## Targeting Capabilities

We specialize in contextual video category targeting and can create custom content subcategories based on an Advertiser's goals.

### Contextual Targeting Categories

- Celebrity and Entertainment
- Women's Lifestyle
- Fashion and Beauty
- News, Business, and Finance
- Instruction/How-To
- Health
- Sports
- Technology
- Men's Lifestyle
- Local

### Additional Targeting

- Demo
- Daypart
- Geography

"Grab has more engaged 'entertainment aficionados' than Entertainment Weekly"

### Pre-Roll Technical Specification

Accepted File Formats	.FLV
Maximum File Size	2MB
Frame Rate	At least 15 fps
Video Encoding	350-600 kbps
Audio Encoding	96 kbps or less
Maximum Duration	30 seconds
Color Depth	32-bit
Key Frames	Every 1 second

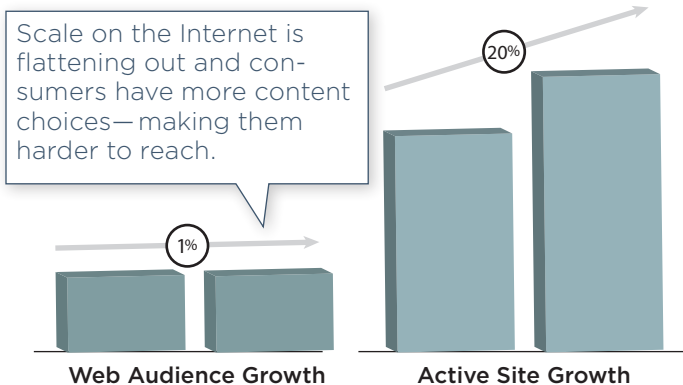
### 300x250 Companion Technical Specification\*

Accepted File Formats	.GIF, .JPG or .SWF
Maximum File Size	30K

\* Please submit with valid click-through URL versus coding into the .swf file.

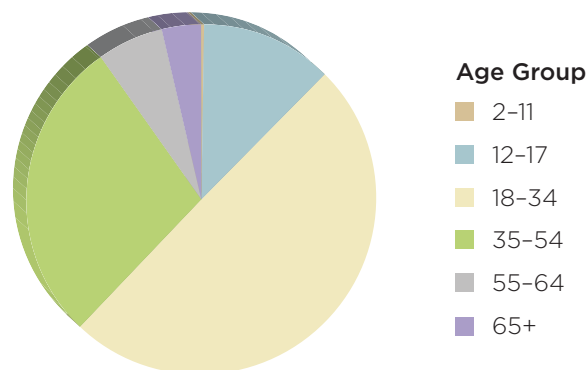
## Internet Growth

We help marketers thrive as web audiences fragment.



Source: comScore MediaMetrix, April 2010 and 2011, Site growth data from Netcraft.

## Audience Composition



Source: comScore June 2011 Data.

# How can we help you?

We are experts in distributing short-form video to engaged users across the niche sites they love. Grab Networks is ready to help deliver unique reach, engagement and efficiency to help scale your pre-stream campaigns and to broadly distribute any video content you create. We are driving enterprise value for a number of the world's top marketers. We look forward to helping you achieve your goals.



## Contact Information

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