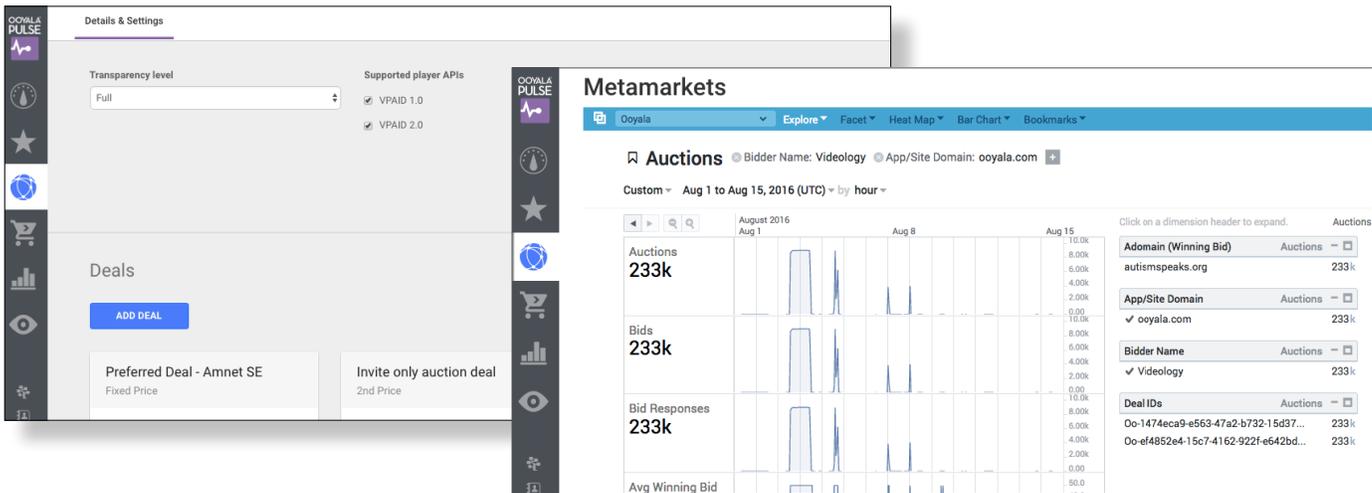


Ooyala Pulse

Major broadcasters and premium publishers use Ooyala’s modular sell side video ad management and programmatic trading platform, Ooyala Pulse, to power their IP-delivered TV advertising business and monetize video experiences across all screens. Pulse is built for video, designed to understand time, content, devices and audience data — enabling end-to-end management and optimized delivery of your premium video ad inventory across all your sales channels — direct and programmatic in a single, intuitive interface.



MAXIMIZE REVENUES ACROSS ALL SALES CHANNELS

Designed to match the core workflow of ad operations and ad sales, Pulse functions as the operating system on top of which premium content providers run their video advertising business regardless of the channel, and can be easily integrated with other platform or business tools in your architecture.

- ◆ **Increase CPM** by offering innovative, interactive ad formats, targeted sales packages, audience targeting, clash protection and smart ad decisioning. With Pulse’s powerful planner tool and targeting options, you can create unique and innovative sales packages that will help you increase your CPMs. Pulse lets you set goals on engagement events such as ad completion as well as traditional ad impressions and provides you with real time inventory simulations.

- ◆ **Increase sell-out rate** via Pulse’s accurate, detailed, real time simulation based forecasting model. With dynamic ad delivery and solutions to pass-back to alternative ad sources, your ad operations team will be able to leverage a holistic approach to ad serving and yield management, accurately and effectively forecast inventory, and deliver more efficient campaigns.
- ◆ **Reduce operational costs** through Pulse’s streamlined user interface and workflow, built for video to efficiently handle campaign planning and forecasting, real time reporting, as well as transcoding of assets and cross-platform audience targeting and delivery. Swift integrations are made possible through flexible and updated API’s, SDK’s and plugins, with support of our professional services team. Leverage our team of experts and consultants for custom development to suit your business needs.



UNDERSTAND YOUR BUSINESS THROUGH RICH DATA AND ANALYTICS

Gain real-time insights through our flexible and powerful Pulse Insight reporting solution. Build customized reports and templates for your specific use cases and audiences. Provide your stakeholders easy access to insights through external access to reports.

- ◆ **Improve your decision-making** and ensure successful pre-active, and post-campaign performance. Through the Pulse dashboard, you get a quick and powerful overview of the overall performance of your ad business, with key KPIs such as content consumption, ads served per minute and fill-rate.
- ◆ **Forecast with confidence** through a full understanding of your inventory and booking status. Enjoy higher accuracy of your forecasts through Ooyala's powerful simulation based forecasting tools.
- ◆ **Pivot in real-time** with Pulse's actionable information and easy monitoring for campaign troubleshooting. Quickly access a dashboard detailing running campaigns, status, detailed performance data and goal fulfillment.
- ◆ **Discover detailed insights** on account, content or campaign level with Pulse Insight. Use default reports or build customized reports and templates based on filters, dimensions and metrics.
- ◆ **Share reports easily** with customers, and internal or external stakeholders across your business. Pulse helps keep your insights connected with decision-makers.
- ◆ **Understand programmatic buying behaviors** with real time bid-level analytics across your marketplaces and deals.

For more information:

<http://www.ooyala.com/products/video-advertising>

SELL, TARGET AND DELIVER VIDEO ADS TO ANY DEVICE

Using Pulse's extensive device management features, you can extend your reach to audiences across all devices and environments — using one efficient workflow to forecast, target and report. Harness high-performing formats, flexible and granular controls, and the analytics you need to sell smarter and drive more revenue.

- ◆ **Streamline multi-device workflow** for forecasting, targeting and reporting based on device type. Using Pulse's targeting features, you can easily manage complex targeting combinations.
- ◆ **Forecast with confidence** through a full understanding of your inventory and booking status. With Pulse, you can forecast based on any sales package, audience profile and delivery setting to maximize revenues and fill-rates.
- ◆ **Increase yields** through innovative ad formats with maximum flexibility delivered through industry standards like VAST and VPAID. Differentiate from your competition with new and premium broadcast ad formats like ad break positioning or ad sequencing for brand storytelling.
- ◆ **Define and target specific ad positions and content areas** for maximum gain. Pulse gives you the ability to set insertion policies and ad load based on content, format and device, and integrate 1st and 3rd party data to create audience profiles.



www.ooyala.com sales@ooyala.com

Ooyala helps deliver content that connects. A US-based subsidiary of global telecommunications and IT services company Telstra, Ooyala's comprehensive suite of offerings includes one of the world's largest premium video platforms, a leading ad serving and programmatic platform and media logistics solution to improve video production workflows. Built with superior analytics capabilities for advanced business intelligence and a strong commitment to customers' success, Ooyala's industry-leading end-to-end solutions help large-scale broadcasters, operators, media companies, enterprises and brands build more engaged and more profitable audiences, and monetize video and TV with personalized, interactive experiences across any screen. ESPN, NBCUniversal, Star India of 21st Century FOX, Sky Sports (U.K.), ITV Studios (U.K.), RTL Group (Germany), M6 (France), TV4 (Sweden), Mediaset (Spain), America Television (Peru), and Media Prima (Malaysia); these are just a few of the hundreds of broadcasters and media companies who choose Ooyala. Headquartered in Silicon Valley, Ooyala has offices in New York, Dallas, London, Chennai, Stockholm, Sydney, Tokyo, Singapore, Cologne, Madrid, Paris and Guadalajara, and sales operations in many other countries across the globe.