



## **World's First Solution for Targeted Advertising over Mobile TV on display at IBC 2008**

*Packet Vision and UDcast develop joint technology showcase  
- to demonstrate targeted advertising on mobile TV*

**London, UK – August 12<sup>th</sup>, 2008:** Packet Vision, the pioneer of advanced video advertising and UDcast, the leading provider of IP broadcast solutions for the delivery of content over wireless networks, today announced what they believe to be the world's first solution for targeted television advertising over mobile TV. The two companies have developed a technology showcase to demonstrate how targeted advertising will be delivered across mobile TV. The first public presentation of their technology will take place at this year's IBC (the annual event for the broadcasting industry held in Amsterdam during September).

The technology showcase (on UDcast's booth, 1E-90), will include an example of a geographically targeted advertising campaign, showing how content can be delivered to mobile TV users over standard DVB-H networks. The showcase also aims to highlight the symbiotic relationship between mobile TV and targeted advertising: the latter brings revenue to mobile TV, which in turn, provides the targetable platform and customer base which will help to accelerate the growth of addressable television advertising. According to MultiMedia Intelligence mobile video revenue will exceed \$3.5 billion in 2008, and grow to \$15 billion by 2012.

The demonstration of targeted advertising over mobile TV follows a number of successfully completed targeted advertising campaigns managed by Packet Vision over commercial IPTV networks during the past 12 months. In addition, UDcast Mobile TV - including geographic targeted content and advertising support - is already integrated into the transmitters of a number of vendors, with further announcements expected to follow at this year's IBC.

Tony Hart, business development director of Packet Vision said: "The timing is right for this demonstration. We've seen a massive increase of interest in targeted advertising and are already working with IPTV broadcasters, network owners and vendors, not to mention advertising agencies and brands. Mobile TV is a vital part of the rapidly changing world of TV and is a vital part of our roadmap. Like Packet Vision, UDcast is a pioneer in its particular area

of innovation, with a proven track record and global reach so there is a natural synergy between the two companies.”

Antoine Clerget, CEO and co-founder, UDcast said: “We expect targeted advertising to be an important element of mobile TV business models, including free-to-air services where finding ways to generate revenue from advertising will be essential. UDcast’s mobile TV solutions are compliant with majority of standards deployed across the world. We are in an ideal position to provide the global platform for delivering mobile TV, so it makes sense to work with Packet Vision, which we believe is at the forefront of delivering targeted advertising technology on IP video networks.”

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#### **About UDcast**

UDcast is a leading software company providing IP broadcast solutions for the delivery of content to a broad range of devices over existing and emerging wireless networks worldwide. UDcast’s Mobile TV technology is a key component in the end-to-end solutions from major systems providers including Motorola, Nokia, NSN, Alcatel-Lucent, Tandberg-Ericsson, Cisco-Scientific Atlanta, Harris Broadcasting and others. UDcast’s satellite-aware IP appliances are widely deployed at thousands of sites around the globe. The company was recognised in 2007 as a leading European technology company by the prestigious Red Herring Hot 100 awards. The company maintains its global headquarters in Sophia-Antipolis, France, with offices in Algeria, Italy, Spain. For more information, please visit [www.udcast.com](http://www.udcast.com)

#### **About Packet Vision**

Packet Vision is the pioneer of advanced video advertising. Its managed advertising service provides highly granular targeting on the basis of lifestyle and location over IPTV. As the service develops it will also include mobile TV, web TV and future video platforms.

Packet Vision has developed an innovative delivery platform based on IP technology, together with a low-risk, low capital-investment business model. It allows generic commercials to be replaced with specific, targeted ads, achieving a high level of granularity. The service supports local ad insertion, and enables advertisers to select their audience on the basis of lifestyle, location and viewer behaviour. The same ad avail can then be sold many times over, substantially increasing its value per home and improving the relevance of advertising for TV viewers.

Since its launch in 2004, Packet Vision has announced commercial trials in the United States and Europe, and has partnered with market leading IPTV network operators, broadcasters,

advertising agencies and advertisers. The company has offices in the UK, the US and France. Packet Vision was recently named as a winner of the Red Herring 100 Europe.

For more information, please visit [www.packetvision.com](http://www.packetvision.com)

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