



EnContext Advertising™

Redefining Broadcast Advertising
in the Age of Internet-TV

EnContext Advertising™

EnContext provides buying opportunities for Viewers at the ideal moment and place!

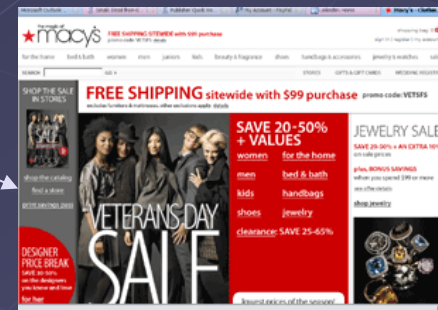


System is Very Flexible!

For example, viewers have the ability to click on any item on the screen of their TV. They can also see banners identifying buying opportunities or view these as a band at the bottom of the screen. They can program the system to stop when option is available or enable their selections (clicks) to be recorded for later review during Live broadcasts.

Viewers watching a broadcast show or recorded movie or television program that has been encoded with EnContext have the ability to click on any item shown within a scene and be shown an offer or be instantly linked to the website of the advertiser where they can view the product selected and make a purchase or seek information.*

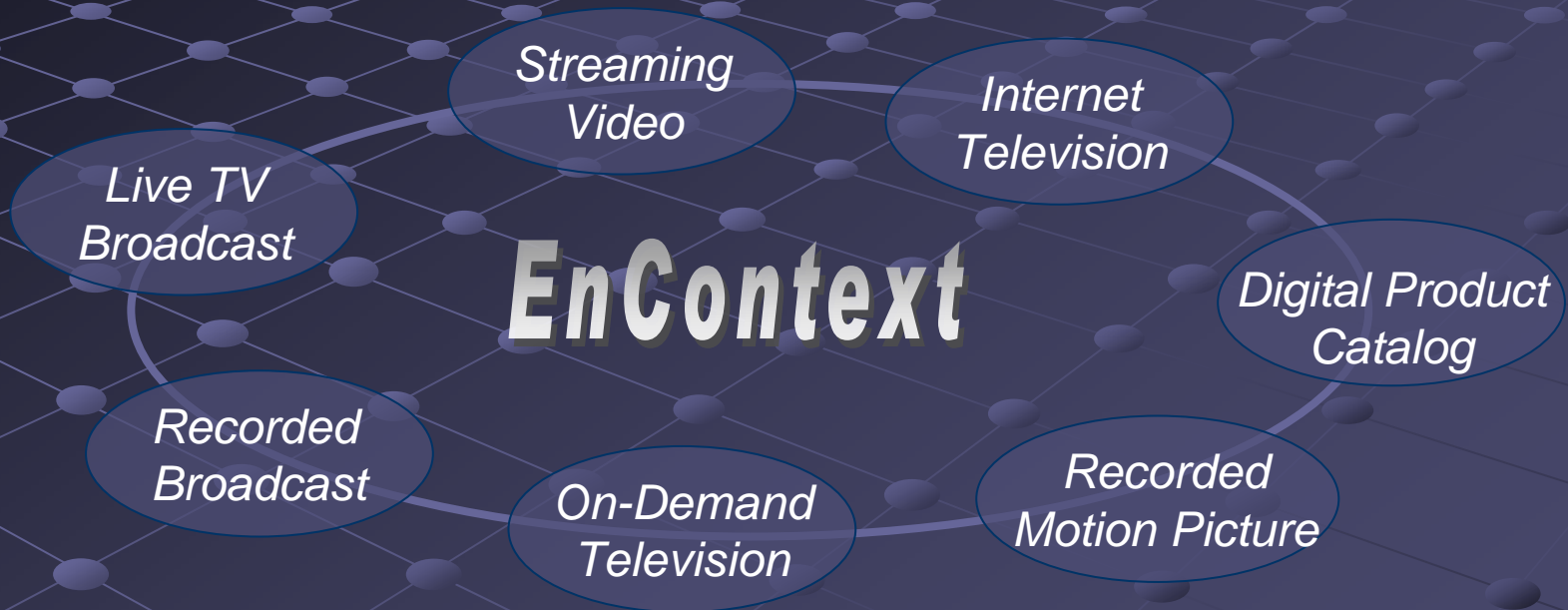
Internet Connection



* EnContext incorporates solutions for Internet enabled television, computers and video playback devices with Internet access or when Internet is not available

EnContext Advertising™

EnContext is Adaptable



EnContext Advertising™

EnContext is Flexible

Viewers can select the way they want to see buying and information opportunities or ads within a broadcast

- ▶ **“Click and Go Mode”** – When desired viewer simply points and clicks on any item that interests him/her. The system does the rest
- ▶ **“Tag Mode”** – Viewer sees every opportunity within scenes and images displayed via a product banner (or flag)
- ▶ **“Caption Mode”** – Viewer sees every opportunity listed in display band at bottom of screen (a click triggers corresponding banner)
- ▶ **“Click and Show Mode”** – Viewer sees product banner only when he/she clicks on an item shown in a scene
- ▶ **“Stealth mode”** – Viewer points and clicks on items within a scene and system saves selection for later retrieval and review/selection
- ▶ **“List Mode”** – Viewer can review all available opportunities at the end of broadcast (or when desired)

During viewing of pre-recorded or on-demand programs system stops program and takes viewer directly to the website where purchase or information is available. When viewer decides, he/she is returned to the same place within the program where it was stopped. For “Live” broadcast, system records and stores selection for later viewing similar to “Stealth” or “List” mode”.

EnContext Advertising™

EnContext Offers Vast Revenue Potentials

Producers, distributors and broadcasters can expand the way advertising on videos, movies or TV shows is seen and tap into new revenues streams while enhancing the viewers' experience.

Revenue sources include:

- ▶ TV shows, motion pictures or any video programs that are broadcast on the Internet
- ▶ Additional and alternate revenues from traditional TV and Cable Broadcasting
- ▶ EnContext ads on pre-recorded motion pictures, TV shows, video programs or catalogs
- ▶ Ability for TV viewers to react to an advertisement and take action and make a purchase instantly
- ▶ Ability for Advertisers to reach global audiences and deliver localized buying opportunities anywhere, anytime

EnContext Advertising™

EnContext Offers Flexible Payout Model

- ▶ **Permits new ways to generate revenues in addition to traditional TV revenue model including:**
 - Pay per View
 - Pay per Click
 - Pay per Action
 - Pay per Lead
- ▶ **Allows revenues from sales of Ads via exclusive placement**
- ▶ **Allows revenues from bids for Ads placement**

* These are commonly known as cpc, cpa or cpl

EnContext Advertising™

EnContext is a Timely Solution

- ▶ With stagnating or decreasing TV Ad spending (- 0.4% overall including -2.4 % for Network TV in '08 compared to '07), and access to commercial free TV shows on the Net, the television industry needs a solution to lagging ad revenues*
- ▶ With an estimated 940 million TV-Internet viewers by 2013 EnContext Advertising offers an ideal solution to generating ad revenues from the marriage of these two media**
- ▶ With new technologies facilitating Ad Skipping, EnContext offers an ideal solution to broadcasters and producers

* Source: TNS Media

** Source: ABI Research

EnContext Advertising™

EnContext is Global

- ▶ **EnContext is compatible with all TV systems (PAL, SECAM, NTSC)**
- ▶ **Complies with rules in countries where laws do not allow for interruption of programs**
- ▶ **Permits global advertising campaigns with localized buying opportunities or/and links to local advertisers.**
- ▶ **Appeals to all audiences regardless of culture**

EnContext Advertising™

EnContext is Smart

- ▶ Enhances existing technologies to display buying opportunities on TV set and computer screens
- ▶ Uses keywords tagging to tie on-screen product with database of offers
- ▶ Enables viewers to seamlessly access offers by clicking on any product on a screen
- ▶ Utilizes advanced programming to match best possible offer to product selected
- ▶ Will use pattern recognition to automatically detect and match products on a screen to actual offers

EnContext Advertising™

EnContext “Under the Hood”

Brief Description of EnContext

One of the most exciting setups for EnContext is to work together with a data base on a remote server that is queried when an object on a screen is clicked. Data base then delivers the best possible Ad or Link to an advertiser’s website. Business and targeting rules including pricing, geo location, IP address, demographics, or additional information are used to optimize the result that is displayed on the screen

EnContext encoded program is broadcast

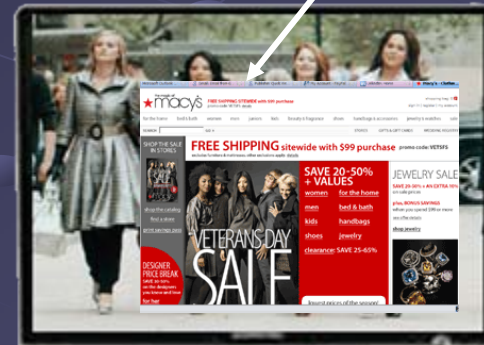


Command is executed and query is sent to data base



Result of query is sent back and displayed on viewer's video device

Viewer clicks on item on the screen



EnContext Advertising™

EnContext's Drivers

Visionary 1 – Jean Touboul brings to EnContext Advertising a long career in the entertainment industry and Internet space. Jean was an executive with entertainment giants Disney and Warner Bros. as well as Internet pioneers Commission Junction, ExecFocus.Net and Warwick.

Visionary 2 – Jim Popoff holds a Ph. D in Spatial Interaction Modeling from the University of Saskatchewan, Canada, and contributes retail expertise and quantitative modeling experience as a Sr. Scientist and Executive with Blockbuster, World Avenue and JP Morgan Chase

Our Mantra: To provide anyone in the world watching a TV show, movie or video on any device, the ability to point and click at products on a screen and be connected to a buying opportunity or information on a web site!

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Thank you

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