

## Vobile Announces Commercial Deployment With Leading Video Sharing Website 56.com

---

Mon Mar 23, 2009 8:01am EDT

### Superior VideoDNA Technology Enables Content Management and Better Ad Targeting

SANTA CLARA, Calif., March 23 /PRNewswire/ -- Vobile, the leading provider of video content identification and management services, today announced the full commercial deployment of its VideoDNA content identification and management system with 56.com, one of the largest and most popular video sharing websites in China. The Vobile VideoDNA system augments 56.com's robust online video infrastructure with effective video content rights management and better ad targeting.

56.com offers 80 million video titles in its online library, including user generated and professionally created video clips, and attracts 120 million unique viewers each day. It is among the top 20 most popular social media sites in the world, ranked by the number of unique world-wide visitors according to comScore.

The VideoDNA content identification and management system analyzes each and every video clip uploaded to 56.com and applies appropriate business rules according to rights holders' specifications. A suite of monetization tools, including targeted video advertising, open new revenue potentials to rights holders.

"We are committed to deliver the best online video experience to our user community, and we always respect copyright," stated Jianjun Wang, CEO of 56.com. "The Vobile system empowers our users to share and enjoy video content freely. In addition to reducing the burden of daily video content management by technical measure and eliminating the risk of copyright infringement, the Vobile system helps enable additional revenue streams by better video ad targeting."

"We have been working closely with 56.com for the last several months. I am excited that our joint efforts bear fruit today," stated Yangbin Wang, CEO of Vobile. "Our VideoDNA technology has become the de-facto standard for content identification in the movie industry. This successful deployment again proves that our VideoDNA system can scale to meet the demand of the largest video sharing sites in the world. Together with 56.com and our content partners we are creating a better business model to monetize the explosive video distribution over the Internet."

#### About Vobile

Vobile(R) is the leading provider of video content identification and management services. Its core VideoDNA(TM) technology enables fully automated identification, tracking and management of any video and audio content with high performance, accuracy and scalability. Vobile operates the VideoDNA Database (VDDB(R)) in large scale for content identification and video search services. Founded in 2005, the company is headquartered in Santa Clara, California, with additional offices in China and United Kingdom. For more information, please visit the company website at <http://www.vobileinc.com>.

#### About 56.com

56.com is the largest online video sharing website in China. Based on slogan of "sharing video sharing happiness", now 56.com has 50 million registered users and 1.2 billion unique page views everyday. It is one of the 20 largest social media sites in the world, ranked by the number of unique visitors. In December of 2008, 56.com received an Internet video distribution license from the State Administration of Radio, Film and Television. It has received \$30 million investment from venture capital firms including Sequoia Capital, Steamboat and SIG.

Vobile, the Vobile logo and VDDB are registered trademarks of Vobile, Inc. VideoDNA and the VideoDNA logo are trademarks of Vobile, Inc.

Media Contact:  
Allyson Hoffman  
Vobile, Inc.  
Email: [pr@vobileinc.com](mailto:pr@vobileinc.com)

SOURCE Vobile

Allyson Hoffman, Vobile, Inc., +1-408-489-9774, [pr@vobileinc.com](mailto:pr@vobileinc.com)

© Thomson Reuters 2009. All rights reserved. Users may download and print extracts of content from this website for their own personal and non-commercial use only. Republication or redistribution of Thomson Reuters content, including by framing or similar means, is expressly prohibited without the prior written consent of Thomson Reuters. Thomson Reuters and its logo are registered trademarks or trademarks of the Thomson Reuters group of companies around the world.

---

Thomson Reuters journalists are subject to an Editorial Handbook which requires fair presentation and disclosure of relevant interests.