



Vobile and Yume Partner To Expand Premium Video Ad Inventory

VideoDNA Enables Accurate Content Identification of Online Video Ad Inventory

Santa Clara, CA - April 7, 2009 - Vobile, the leading provider of video content identification and management services, and YuMe, the largest video advertising network representing over 500 premium video sites with over 500 million monthly streams, announced a strategic partnership that will enable publishers to increase their ad revenues through enhanced targeting. Vobile operates the most comprehensive database of authorized video fingerprints and metadata registry from major movie studios, television networks and record labels. YuMe is the industry's first and largest dedicated video advertising network and advertising management platform built exclusively for the new world of Web video.

YuMe uses advanced targeting technology and its vast network of publishers and advertisers to deliver effective campaigns by matching the needs of advertisers with the right video content. In cases when publisher content has little metadata, resulting ad revenues are lower. Vobile VideoDNA technology provides accurate content identification and enhanced metadata enabling YuMe to fully realize the monetization potential of publisher content.

“With the pervasive broadband Internet, video content can now be easily shared online with millions of viewers. The potential of online syndication is huge. However, ad revenue often falls short because unknown content cannot be fully monetized,” said Yangbin Wang, CEO of Vobile. “Together with YuMe, we offer a complete solution to help publishers maximize the ad revenue from their online content distribution.”

“We are committed to providing advertisers with as comprehensive and transparent a view as possible,” said Jayant Kadamdi, co-founder and President of YuMe. “With Vobile, we are now

able to extract show-level details for video content and provide advertisers with a complete picture of activity across our network.”

About Vobile

Vobile® is the leading provider of video content identification and management services. Its core VideoDNA™ 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®), which is the most comprehensive database of authorized video fingerprints and metadata registry from major movie studios, television networks and record labels. Founded in 2005, the company is headquartered in Santa Clara, California, with additional offices in China and the United Kingdom. For more information, please visit the company website at <http://www.vobileinc.com>.

About YuMe

YuMe is the first dedicated video advertising network and ad management platform built exclusively for the new world of Web video. With 500+ websites and more than 500 million video streams per month, the YuMe network provides both audience scale and quality reach for advertisers. The YuMe ad management platform give advertisers and publishers the unprecedented ability to identify, classify and track content to ensure brand safety, contextual relevance, controlled syndication, and consistent delivery across all digital media platforms – Web, downloads, mobile and IPTV. Key YuMe innovations include the first cross-platform ad solution and the ability to serve multiple ad formats and placements through a single, unified system. YuMe is a privately held company headquartered in Redwood City, CA and backed by Khosla Ventures, Accel Partners, BV Capital and DAG Ventures. For more information, visit YuMe’s website www.yume.com and the take2video blog at www.yume.com/blog.

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