



## **PRESS RELEASE**

### **Jivox and Hindustan Times enter into exclusive partnership to deliver online video ads**

**Mumbai, July 12, 2010** – Jivox, India's no. 1 online video advertising company has announced an exclusive partnership with HT Media to deliver video ads on HT Media online properties. HT Media owns and operates online properties including HindustanTimes.com, LiveMint.com and DesiMartini.com. With this agreement, inventory available on HT Media online properties will only be available on the Jivox video ad network, India's leading video advertising network.

Established in India in the year 2007, with a sales and development centre in Bangalore and sales offices in Mumbai and Delhi, Jivox, caters to the online video advertising market in India & the US. Since its inception, Jivox has been a pioneer in the online video advertising space, first introducing a broad range of customizable interactive features, dynamic companion banners, and comprehensive reporting and analytics as core differentiators in the expanding world of online ad networks.

"This is a great opportunity for our customers to have a combined print and online packaged solution for the widest reach and most engaging campaign possible. This will enable our advertisers in the Hindustan Times newspaper to rapidly deploy a video advertisement on our online properties using the powerful capabilities of the Jivox platform," **said an official spokesperson of Hindustan Times.**

"Over the past year, more customers have begun to allocate a significant portion of their advertising budget towards online video. India's largest domestic and multinational brands including Maruti, Mahindra and Mahindra, ICICI Bank, HDFC, Microsoft, Google, IBM, Sony, Canon, and Tata have advertised with great results on the Jivox video ad network. With this agreement, we are pleased to add a premier media property to our network in an exclusive relationship." **said Naren Nachiappan, Managing Director, India, Jivox.**

Jivox is an online video advertising platform that enables high impact, memorable conversations between brands and online viewers. The Jivox platform combines a powerful online video ad creation tool, proprietary targeting technology, and a growing network of premium Indian publishers to offer advertisers a complete service for online video advertising. Unique interactive features built into the Jivox video player foster higher engagement from viewers and allow for repurposing of television commercials for online consumption. Jivox advertising analytics tools provide accurate measurement of online video advertising campaigns using metrics such as the Video Engagement Score that are substantially more evolved than just click-through rates.

For more information about Jivox, please visit [www.jivox.co.in](http://www.jivox.co.in).

## **About HT Media Limited**

HT Media Limited, founded in 1924 when its flagship newspaper, Hindustan Times was inaugurated by Mahatma Gandhi, is one of India's largest media companies.

Produced by an editorial team known for its quality, innovation and integrity, Hindustan Times (English) and Hindustan (Hindi), have a combined daily circulation of 2.25 million copies and a readership base of 12.4 million readers to their credit. In addition to Hindustan Times and Hindustan, HT Media also publishes a national business newspaper, Mint. Mint is today the second-largest business newspaper in India, with presence in all the key markets of the country.

The Internet businesses of HT Media, incorporated under Firefly e-Ventures, operate leading websites HindustanTimes.com and livemint.com in the general and business news categories respectively. The company also operates Shine.com, India's fastest growing career portal.

HT Media, through its subsidiary HT Music and Entertainment Company Ltd., has made its foray into electronic media through the launch of the FM radio station – Fever 104. Currently available in Delhi, Mumbai, Bangalore and Kolkata, Fever 104 has established a strong presence as being one of the most vibrant channels on air.

For more information on HT Media Limited, please visit [www.htmedia.in](http://www.htmedia.in).