



## **PRESS RELEASE**

# **MensXP.com Launches Video Advertising to Help Brands Engage with Lifestyle Audience**

*Xpert Media, announces the launch of video advertising to help brands engage Lifestyle audience via Mensxp.com e-Magazine across screens using Jivox Platform.*

**Mumbai, 30<sup>th</sup> January, 2012** – Xpert Media, the owner of Mensxp.com, India's largest lifestyle e-magazine, today announced the launch of video advertising to help brands engage with lifestyle audience better by deliver engaging and informative ads. They will provide in-banner interactive video ad units and interactive mobile ad units for their customers. Xpert Media has chosen Jivox, world's leading multi-screen interactive video advertising company as the technology provider.

Xpert Media's MensXP.com, is India's biggest lifestyle website with over a million plus and strongly growing unique monthly readers. MensXP.com has established a loyal readership through its vast and rapidly growing repository of lifestyle content. Equipped with more than 50,000 self-help and how-tos, MensXP.com is the largest source of information related to lifestyle for Indian men. And it is taking things to a new level.

"The company is excited about its partnership with Jivox. Our teams will be working closely for certain game-changing integrations across multiple screens and various connected devices", **said Angad Bhatia, Managing Director, Xpert Media.**

"We welcome Xpert Media's adoption of the Jivox platform. MensXP.com is poised to be the most preferred destination for lifestyle audience and brands who want to target them." **said Rahul Tambewagh, Director, Platform Sales, Jivox.** "We have trained and certified their Ad Operations team for campaign optimization, ad creation, tag generation, mobile and in-banner integration."

### **About Xpert Media**

Xpert Media Technology (XPM) is India's leading integrated vertical media company designed to provide urban Indian readers with the largest library of lifestyle content. XPM's MensXP.com, is currently India's biggest Men's Lifestyle website with over a million plus and growing unique readers. MensXP.com has established a loyal readership through its vast and rapidly growing repository of lifestyle content.

## **About Jivox**

Jivox is the leading multi-screen interactive video advertising technology company. The Jivox platform enables networks, brand advertisers, digital agencies and publishers to deliver highly engaging video ads powered by interactive and social sharing features. Using Jivox creative tools, interactive video ads can be easily authored and delivered in-stream, in-banner, on mobile devices and tablets. Jivox technology eliminates typical challenges associated with delivering video ads across multiple screens and connected devices, such as HTML5/Flash, operating systems, browsers, video encoding, form factor and other issues. Jivox also provides sophisticated campaign performance tracking, brand awareness and purchase intent analytics for advertisers via BrandGage -- its proprietary real-time analytics platform. The Jivox platform is used by several hundred media companies and agencies including AdBrite, Bloomberg, Komllli, Weather Underground, Sun Times Media, InteractiveOne, Starcom, OMD, FUOR Digital, GroupM and Lee Enterprises. For examples of Jivox ads see: <http://www.jivox.com/demoads>.

Jivox is a privately held company headquartered in San Mateo, California with a development office in Bangalore and India sales offices in Bangalore and Mumbai. For more information about Jivox, please visit <http://www.jivox.co.in>.