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**TV GUIDE** **TV GUIDE** **TV GUIDE**

**ebizz.tv TV Guide Channel**  
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**ebizz.tv Comedy Channel**

**I Love Property American Channel**

**Investment Channel**

[www.ebizz.tv](http://www.ebizz.tv) **eTV** Your Guide to Web TV

**RECOMMENDED CHANNELS**

**ebizz.tv Movies Channel**

**Star Fashion VIP Channel**

**ebizz.tv Live Channel**

**ebizz.tv Sports Television**

ebizz.tv is a new, free and open-source platform for internet television and video. An intuitive interface lets users subscribe to channels, watch video, and build a video library. Our publishing software lets you broadcast full-screen video to thousands of people at virtually no cost.

**eTV** **TALENT SEARCH**  
We are looking for TV hosts, models, cameramen,



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**Well established media labels, extensive network and excellent range: realize your campaign goals in the quality network EBIZZ TV.**

## **High Quality – Our Labels:**

You can profit from the competence of well-known media labels, such as: **Elle, TV Guide, Ford Models, Victoria's Secret, Billboard, US Weekly, TMZ Investment, NBC, Sony, Lionsgate, HSN 1, MontyPhyton, Mad TV, National Lampoon, Coldwell Banker, Remax U.V.A.**

## **Extensive Range – Our Network:**

With a monthly amount of 21 Million unique users in Veoh-Network and over 500 of its own TV-channels as well as 4000 related channels, ebizz.tv has one of the most broadly reaching networks among the online-offers.

## **Competence of Content – Our Topic categories:**

You can use our high-quality channels for specific topic categories such as finance, traveling, cars, lifestyle and many more.





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## Eye-catching Advertisement – Our Formats:

Book a preroll 7-15 seconds for 25 Euros or switch on a Video or spot advertisement for 25 Euros- 7-15 seconds, 35 Euros – 30 seconds, 45 Euros – 60 seconds on all EBIZZ.TV channels or on the explicit topic channels of your choice.

Place your own label channel for a CPM of 28 Euros or take advantage of our premium offer of a CPM of 35 Euros.

For this purpose your channel will be placed on top of the homepage in the current animation, and also a choice on the super banner, below page header, medium rectangle or skyscraper. The promotion is scheduled for 3 months. A renewal of the run-time can be arranged in accordance to the catalogue price if requested.

In both options, you may choose the following insertion units separately or in a combination: Germany, Austria, Switzerland, EU, Europe, USA, Asia. There are no specific tariffs for these insertions. The CPM price of the basis option and the premium option are relevant here.

The time span for booking can be 3 months, 6 months or 12 months. At 6 months, we award a rebate of 15% and at 12 months a rebate of 25%.

For the set-up of the video channel, all technical services included, € 1.700 will be charged.





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## The facts about our network

### Country (Monthly Unique User):

- USA: 12,855,714
- UK: 1,316,753
- Germany: 525,215
- Austria: 39,671
- Switzerland: 69,398
- Asia: 5,950,367
- EU: 3,548,720

Since its launch in 2002, the EBIZZ.TV/Veoh network has experienced a strong growth rate.

### February 2009 Statistics:

- Unique User reaches 19 Million
- Page Views: 350 million (210 million in Video Streams)
- Time on Site: 49 minutes per Month (17 minutes per visit)

EBIZZ.TV Veoh.com has reached a target group of young, educated and influential users.

- Average age: 32
- Men/Women: 62%/38%
- Secondary school education: 34%
- Full employment in a career: 70%
- Manager: 23%
- Average household income: \$77,000





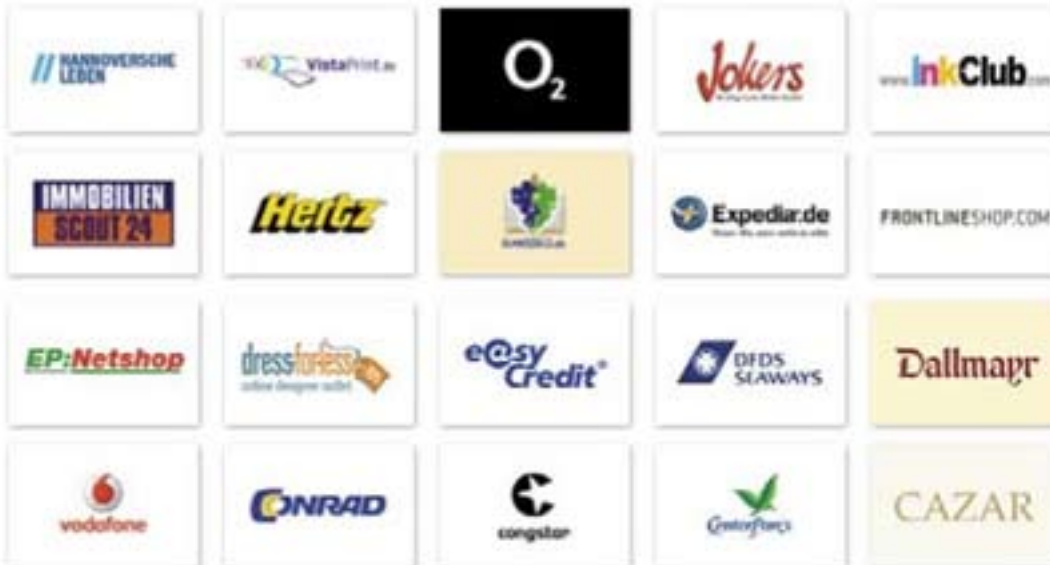
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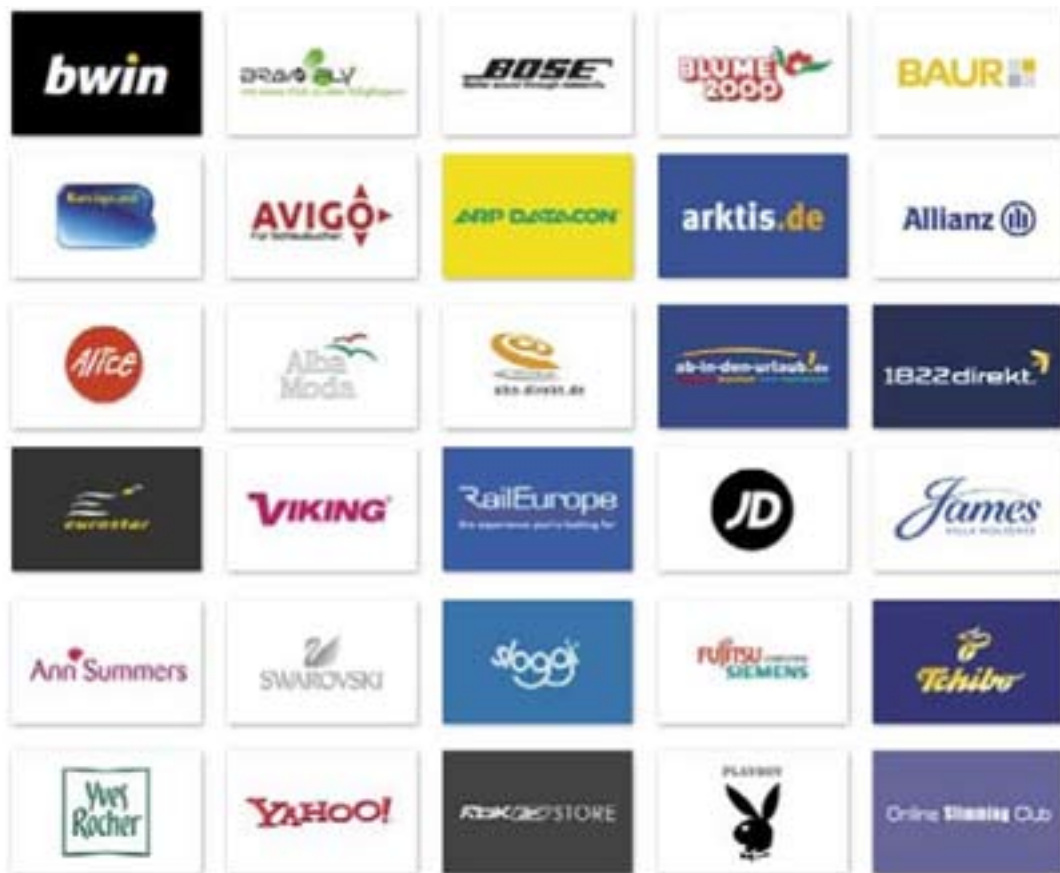
ONLINE PRICES					
Unit	Format in Pixel	Homepage	Other pages	Title rotation with other companies from same field	Title rotation with all companies advertised by Star Fashion
<b>Medium Rectangle, inside page content</b>	300x250	EUR 5 CPM	EUR 4.5 CPM	EUR 4 CPM	EUR 3 CPM
<b>Super banner, below page header</b>	728x90	EUR 4 CPM	EUR 3.5 CPM	EUR 3 CPM	EUR 2 CPM
<b>Top banner, below page header</b>	468x60	EUR 3 CPM	EUR 2.5 CPM	EUR 2 CPM	EUR 1 CPM
<b>Skyscraper, sidebar</b>	160x600	EUR 3 CPM	EUR 2.5 CPM	EUR 2 CPM	EUR 1 CPM
<b>Pop-ups (non-rich)</b>	to be discussed	EUR 4.5 CPM	EUR 4 CPM	-	-
<b>Rich Media Pop-ups</b>	to be discussed	EUR 5.5 CPM	EUR 5 CPM	-	-
<b>Split screen Ad</b>	300 x 500 up to 728 x180	EUR 8 CPM	EUR 7.5 CPM	EUR 7 CPM	-
<b>Flash Layer</b>	to be discussed	EUR 8.5 CPM	EUR 8 CPM	EUR 7 CPM	-
<b>Tandem Ad</b>	Flash format	EUR 8.5 CPM	EUR 8 CPM	EUR 7 CPM	-
<b>(egg. Super Banner + Skyscraper)</b>					
<b>Triple Ad (egg. Medium Rectangle + Flash Layer + Skyscraper)</b>	Flash format	EUR 10 CPM	EUR 9.5 CPM	EUR 8.5 CPM	-
<b>Interstitial</b>	800 x 600, Full screen	-	EUR 10 CPM	-	-
Special Advertising		Format		Prices	
<b>Newsletter Banner</b>		468 x 60 Pixel		EUR 1 CPM	
<b>Newsletter</b>		4 lines of 60 characters		EUR 1 CPM	
<b>Text link</b>		Up to 80 characters		EUR 0.5 CPM	
<b>Homepage Fixed Placement</b>		(size may vary)		EUR 1,000/month	
<b>Competitions</b>		(size may vary)		EUR 1000 + EUR 500 prizes	
<b>Discounts</b>	from 2500 EUR: 2.5% from 5000 EUR: 5%	from 10000 EUR: 10% from 15000 EUR: 15%	from 20000 EUR: 20% from 25000 EUR: 25%		

Inform yourself quickly and easily about the possible advertisement forms and prices of our labels and attain a brand new attractiveness for your media planning. For an optimal realization of your advertising message in a setting of strong labels, we offer a variety of innovative advertising devices: classical form of advertising, over the page and specials as well as different thematic and extensive range rotations.

In particular, we offer you the possibility of presenting your own Internet TV-sender in this extensive network. Either you send us your prepared videos or we can produce them for you according to your ideas and expectations.

Among the clients that have placed their banners are:







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Although most firms are rather reserved regarding the conduction of video services in an online-format, it is very popular subject among users.

In Germany, already 71% of the Internet users watch films online, among the attractive target group of 18 to 29 year olds is predominant. The potential for advertisers is therefore very high and the first successful campaigns prove this trend here in Germany and Austria.

Moving-images significantly change the user behaviour and thus the online advertisement market. Website operators are increasingly searching for possibilities of reaching the users through online videos. Viral campaigns are also being discussed, since 67% of the users of video-offers in the most important target group often send video links to friends and acquaintances. The classical TV-spot with a story gets extended in the Internet.





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Companies may already book ten to thirty second long spots on the EBIZZ Video Player or create their own channels.

Personalized services, sponsoring and search possibilities for videos open up new contacts for advertising companies. It is worth noting that hour long as well as all-day programmes can be released any time if desired.

EBIZZ TV is a leading global Internet label that is one of the most visited Internet video sites in Germany and Austria. We will willingly present detailed information about our visitors is requested.

Explore our offer according to your interests. For further information, you may contact our sales team at [office@ebizz.tv](mailto:office@ebizz.tv).

Take advantage of this chance to address your target group in an affine environment! You have the possibility of using a high quality Internet TV channel and/or to sponsor the whole channel or TV-platform.



So that each of your advertisement messages is ideally realized, we offer you a variety of innovative advertisement methods. We are open to any of your ideas – talk to our sales team.

## Advertisement forms

### Super Banner

The Super Banner often uses the whole page width of a website. Due to its size (728 x 90 pixel), the super banner gets a place of its own in the banner bar and thus attracts the users attention.

### Skyscraper

This large format advertising device is difficult to overlook: With an size of 160 x 600 pixel, a skyscraper offers plenty of space for information as well as attractive visual effects. The skyscraper is usually placed on the right, aside from the actual website.

#### TECHNICAL SPECIFICATIONS

- 160x600 px FILESIZE
- Image: 20 kb (GIF/JPEG)
- Flash: 30 kb
- HTML: 30 kb (incl. HTML-Files, Gifs, JavaScript-Files etc.) DELIVERY send your advertisement medium preferably as a zip-file to [office@ebizz.tv](mailto:office@ebizz.tv)

#### FLASH SKYSCRAPER

Please take into account the adjoining Flash-specifications.

#### EXPANDING SKYSCRAPER

- Format: 160x600 / 350x600 (expanded)
- File size: max. 40 kb
- Control: FScommand adlayeropen (opening of the DIVs) FScommand adlayerclose (closing of the DIVs)



## HTML-SKYSCRAPER

- HTML Skyscraper must be delivered in zip-format.
- Please avoid JavaScript: Requests within <form action.> tags. (for example: <FORM ACTION="javascript:..."> Form method="get" instead of "post")
- HTML fragments instead of complete HTML sites, i.e. the banner should start with <table> and end with </table> .

## Medium Rectangle

The rectangle medium is distinguished by its positioning in the editorial area. Due to the spacious format of this element (300 x 250 pixel), the advertiser has much space for designing and information, which is the best tactic for catching the user's attention.

### TECHNICAL SPECIFICATIONS

#### FORMAT

- 300x250 px FILESIZE
- Image: 20 kb (GIF/JPEG)
- Flash: 30 kb • HTML: 30 kb (incl. HTML-Files, Gifs, JavaScript-Files etc.)

#### DELIVERY

send your advertisement medium preferably as a zip-file to [office@ebizz.tv](mailto:office@ebizz.tv)

#### FLASH RECTANGLE

Please take into account the adjoining Flash-specifications.

#### EXPANDING RECTANGLE

- Format: 300x250 / 500x500 (centred expanding down)
- File size: max. 40 kb
- Control: FScommand adlayeropen (opening of the DIVs) FScommand adlayerclose (closing of the DIVs)

#### HTML RECTANGLE

- HTML Rectangle must be delivered in zip-format.
- Please avoid JavaScript: Requests within <form action.> tags. (for example: <FORM ACTION="javascript:..."> Form method="get" instead of "post")
- HTML fragments instead of complete HTML sites, i.e. the banner should start with <table> and end with </table> .



## Half Page Ad

The half-page ad is the right advertisement format for branding-campaigns: it has a size of 300 x 600 pixel and an exclusive integration in the right column.

### TECHNICAL SPECIFICATIONS

#### FORMAT

- Image: 40 kb (GIF/JPEG)
- Flash: 40 kb
- HTML: 40 kb (incl. HTML-Files, Gifs, JavaScript-Files etc.)

#### DELIVERY

send your advertisement medium preferably as a zip-file to [office@ebizz.tv](mailto:office@ebizz.tv)

#### FLASH HALF PAGE AD

Please take into account the adjoining Flash-specifications

#### HTML HALF PAGE AD

- HTML Rectangle must be delivered in .zip format
- Please avoid JavaScript: Requests within <form action..> tags. (for example: <FORM ACTION="javascript:...."> Form method="get" instead of "post")
- HTML fragments instead of complete HTML sites, i.e. the banner should start with <table> and end with </table> .

## Flash Layer

With Flash layers it is possible to embed creative advertising messages in individual places on the website. No limits are set on creation and placing. This makes the advertisement message difficult to overlook in the context of the actual website.

### TECHNICAL SPECIFICATIONS

- Flash layer must be clearly recognizable as advertisement. If necessary, for example through the use of words such as "Advertisement".
- The transparent areas of a layer are not allowed to have pushbuttons. Only visible elements may be clickable.

Please also take into account the adjoining Flash-specifications

#### FORMAT





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- 400x400 px
  - For the realization of an animation, a larger format is possible
- DATEIGRÖSSE
- 30 kb ANIMATION DURATION
  - max. 10 seconds CLOSE-BUTTON
  - The user must be able to close the advertising medium!
  - The “Close”-button must be recognizable as such, placed in the upper right corner and not on a transparent background.
  - function call to close the layers: `Fscommand(„adlayerhider“)`

#### DELIVERY

send your advertisement medium preferably as a zip-file to [office@ebizz.tv](mailto:office@ebizz.tv)

## Wallpaper

Wallpaper is a background that colours the upper and right margins of the website.

This eye-catching branding transports the advertising message more effectively and also makes it more recognizable.

#### TECHNICAL SPECIFICATIONS

Wallpapers usually make a border around the content and consist of a banner and a side object. There are several possibilities to realize this advertisement medium:

1. Individual dimensions of a wallpaper consist of a banner and a side object, which are adapted to the layout of the site. Please take into account the adjoining Flash-specifications, the hexadecimalcode will suffice for the background colour.
2. Standard advertisement forms and und background colour: The wallpaper consists of the standard advertisement forms Super banner 728x90, Skyscraper 160x600 and a background colour, for which we only need the hexadecimalcode.
3. Super banner and background graphics: The Wallpaper consists of a super banner 728x90 and a background graphic, which is depicted in a tiled (repeated) form. The background graphic can be delivered in a GIF or JPEG format.
4. Special formats: Should it occur that a theme is not realizable with the stated possibilities, please contact us.

#### FILESIZE

The weight of all advertisement forms is not allowed to exceed the sum of 60 kB.

#### DELIVERY

send your advertisement medium preferably as a zip-file to [office@ebizz.tv](mailto:office@ebizz.tv)





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## Pop-under

In the case of a pop-under, the ad is shown in a browser-window in the background. This extra window opened automatically in the baseboard and can be closed by the user.

### TECHNICAL SPECIFICATIONS

#### FORMAT

- max. 640x480 px FILESIZE
- Image: 20 kb (GIF/JPEG)
- Flash: 30 kb
- HTML: 30 kb (incl. HTML-Files, Gifs, JavaScript-Files etc.)

#### FLASH POP-UNDER

Please take into account the adjoining Flash-specifications,

#### DELIVERY

send your advertisement medium preferably as a zip-file to [office@ebizz.tv](mailto:office@ebizz.tv)



## Streaming Ad

Internet meets TV – and the spot becomes interactive as a streaming. The existing TV spot can be integrated in any advertisement device (no matter if it's a UAP advertising medium or a Flash layer) and sent directly to the net.

## Hosting through third party providers

- The dispatch of the advertising medium is conducted by a redirecting of the service provider. Therefore, please follow the specifications concerning the delivery of advertisement material.
- A spot should not be longer than 30 seconds.
- The sound is only to be activated by a user option (a click of a „sound on“-button).
- We advise a „Stop“, „Pause/Play“ and a „Sound on/off“-button as control elements. Offer the users the possibility to have another look at the spot. Automatic looping of the spot is not possible, though.
- Benefit from the opportunity of using a bandwidth survey, to offer the user optimal quality of streaming.

## Hosting

- For this advertisement form, we need the video-file that you would like to implement in one of the following formats: FLV, AVI, MPEG, MOV, WMV. Please give us the file in the best possible quality. Please note that the specifications (size and weight) for this advertisement material are the same as for those without an implemented streaming.



- A spot should be no longer than 30 seconds.
- The sound is only to be activated by a user option (a click of a „sound on“-button).
- We advise a „Stop“, „Pause/Play“ and a „Sound on/off“-button as control elements. Offer the users the possibility to have another look at the spot. Automatic looping of the spot is not possible, though.
- Please send us a Fallback-GIF to the ad material.
- For this advertisement form, 7 workdays lead-time are necessary.
- Further information is available on enquiry.

## Splitscreen Ad

The splitscreen ad (300 x 500, 300 x 600 up to 728 x 180 pixel) is an exclusive advertising form: It appears above the content for a few seconds and thus attracts attention and offers space for creative design. It is the best way of surprising the user.

### TECHNISCHE SPEZIFIKATIONEN

#### FORMAT

- 300x500 px
- 300x600 px FILESIZE
- Image: 30 kb (GIF/JPEG)
- Flash: 35 kb FLASH SPLITSCREEN AD Please take into account the adjoining Flash-specifications,

#### REDIRECT

The application of a redirect (I-Frame) is possible. We will then implement the animation of the ad medium.

#### DELIVERY

send your advertisement medium preferably as a zip-file to [office@ebizz.tv](mailto:office@ebizz.tv)



## Banderole Ad

The bandrole ad looks like a paper strip with the content “wrapped around” it. This advertisement form has the format of 770x250 pixel and is placed over the website in the centre.

### TECHNICAL SPECIFICATIONS

The bandrole ad is an exclusively placed advertisement form. With a format of 770x250, it offers enough space and is within the direct range of vision of the viewer.

Send us in this case an I-frame ad tag in the format of 770x250

#### FORMAT

- 770x250 px

#### FILESIZE

- max. 40 kb

#### FLASH BANDEROLE AD

Please take into account the adjoining Flash-specifications

#### REDIRECT

The application of a redirect (I-Frame) is possible. Tomorrow Focus will then implement the animation of the ad medium.

#### DELIVERY

send your advertisement medium preferably as a zip-file to [office@ebizz.tv](mailto:office@ebizz.tv)

## Expanding Ad

Expandable advertisement forms are ads that undergo changes in format. This change can either be controlled by a click or a mouseover of the user or happen automatically.

The initial format is always a UAP format. After the expansion, the advertisement medium returns to this format.

### TECHNICAL SPECIFICATIONS

Change in the size of the user operation. The following advertising devices may be used as expanding ads: Super banner, Skyscraper and Content Ads. We distinguish between:



1. On Click Expandable: This ad medium opens when the user clicks the according button and stays open until the user activates the close-button.
2. Mouse Over Expandable: an extra close button allows it to also close "on click".
3. Pre-Expanding: this ad medium opens automatically and closes automatically after 10 seconds. A clearly visible close-button allows the user to close it before the time is up. After this, the ad medium may act as an "on click" expanding ad.

#### FILESIZE

- max. 40 kB CLIPPING A clipping of the DIV-container is necessary to prevent the SWF-file from being transparent and lying over the content. Please use the following control commands:
- Opening of the DIVs: FScommand adlayeropen
- Closing of the DIVs: FScommand: adlayerclose

#### FORMAT

- Expanding Banner The super banner expands down from its initial area of 728x90 to 728x250 px.
- Expanding Skyscraper The skyscraper expands to the left from 160x600 to 350x600 px.
- Expanding Content Ad The content ad expands centred down from 300x250 to 500x500 px.

#### DELIVERY

send your advertisement medium preferably as a zip-file to [office@ebizz.tv](mailto:office@ebizz.tv)

#### FLASH SPECIFICATIONS

Please take into account the adjoining Flash-specifications.

## Peel Down Ad

The peel down ad is an advertisement form that unfolds completely only as a result of a user action. Initially in the form of a teaser in the upper right margin of the website, this ad form rolls down over the content of the site as a result of a mouse-over and displays a layer of the maximum size of 750 x 500 pixel with the actual advertisement message.

#### TECHNICAL SPECIFICATIONS

The peel down ad is a form of advertisement that unrolls over the content of the website due to a mouse-over-action. It consists of two separate SWF-Files that are change places after the user action.

For the implementation of this ad form, dart motif-templates are very convenient, since they already possess the control specifications and make a more exact tracking of the user actions possible.





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The peeldown ad is always used in combination with a super banner.

EXAMPLE

PeelDown-AD TEMPLATE

Download of the dart motif-templates (a description can be found in the zip-file)

FORMAT

TeaserAD 130x130 px

- Layer max. 750x500 px
- Super banner 728x90 px FILESIZE
- The file size of both PeelDown-SWF-files : max 50 KB
- The specifications relevant for the superbanner remain the same.

DELIVERY

send your advertisement medium preferably as a zip-file to [office@ebizz.tv](mailto:office@ebizz.tv)

## Tandem Ad

The tandem ad is a combination of standard advertisement forms, such as the super banner and the rectangle medium or the skyscraper and the super banner. Both ad devices may interact with each other

TECHNICAL SPECIFICATIONS

COMBINATION

- Super Banner (728x90)
- rectangle medium (300x250)
- Skyscraper (160x600)

FILESIZE + FORMAT

The specifications for the format and size correspond to those of the standard advertisement devices.

Super Banner, Skyscraper, Rectangle Medium

FLASH AD DEVICES

Please take into account the adjoining Flash-specifications.

DELIVERY

send your advertisement medium preferably as a zip-file to [office@ebizz.tv](mailto:office@ebizz.tv)





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## Triple Ad

The triple ad is a combination of a skyscraper, a rectangle medium and a super banner.

These three advertisement forms may interact.

### TECHNICAL SPECIFICATIONS

#### COMBINATION

- Super Banner (728x90)
- rectangle medium (300x250)
- Skyscraper (160x600)

#### FILESIZE + FORMAT

The specifications for the format and size correspond to those of the standard advertisement devices.

Super Banner, Skyscraper, Rectangle Medium

#### FLASH AD DEVICES

Please take into account the adjoining Flash-specifications.

#### DELIVERY

send your advertisement medium preferably as a zip-file to [office@ebizz.tv](mailto:office@ebizz.tv)

## Flash Layer + UAP Format

This combination corresponds to the tandem ad and is a simultaneous roll out combination of a Flash and of an optional UAP format (Super banner, skyscraper or rectangle medium). Both advertisement devices may interact.

### TECHNICAL SPECIFICATIONS

#### COMBINATION POSSIBILITIES

- Super Banner (728x90) and skyscraper (160x600)
- Super Banner (728x90) and rectangle medium (300x250)
- Skyscraper (160x600) and rectangle medium (300x250)

#### FILESIZE + FORMAT

The specifications for the format and size correspond to those of the standard advertisement devices.





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## FLASH AD DEVICES

Please take into account the adjoining Flash-specifications.

## DELIVERY

send your advertisement medium preferably as a zip-file to [office@ebizz.tv](mailto:office@ebizz.tv)

Video ad or Video spot with all the traditional online-formats.  
For the pricing on Top Table 'traditional Online-advertising.

## Video Ad

The broadcast video ad (pre roll) shows spots before the animated image coverage. The format is a 10-15 second long clickable open spot that is shown before the actual editorial video content.

## Video Spot

Please send us your spot in the best possible quality in one of the listed formats. We will decode it.

- Length: 10-15 seconds
- Size: mind. 384x288 px
- Delivery possible in the following formats: AVI, FLV



## Mobile Content Ad

The mobile content ad is the best possibility of getting into the vision range of the user in mobile portals. Due to its positioning in the middle of the mobile phone screen, all of the user's attention is attracted to the advertisement. The large size of this advertisement device offers much space for design and information.

### TECHNICAL SPECIFICATIONS

#### FILESIZE

- Image: 40 kb (GIF/JPEG)
- Flash: 40 kb
- HTML: 40 kb (incl. HTML-Files, Gifs, JavaScript-Files etc.)

#### DELIVERY

send your advertisement medium preferably as a zip-file to [office@ebizz.tv](mailto:office@ebizz.tv)

#### FLASH HALF PAGE AD

Please take into account the adjoining Flash-specifications.

#### HTML HALF PAGE AD

- HTML Rectangle must be delivered in .zip format.
- Please avoid JavaScript: Requests within <form action..> tags. (for example: <FORM ACTION="javascript:...."> Form method="get" instead of "post")
- HTML fragments instead of complete HTML sites, i.e. the banner should start with <table> and end with </table> .





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## How is your campaign going?

How many ad impressions have been delivered? Which advertisement device fulfils your communication goal? A professional campaign report makes it possible for you to get information online at any time about the success of your campaign. A campaign is considered completed when the whole sum of page impressions for all the placings has been achieved.

The reports are available in HTML-format and as PDF-files.





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