

LiveADs

WebStreamer LiveAds is a Rich Media solution that can push real-time data with low latency to any RIA or HTML banner Ad.

- Low latency from data feed source to banner.
- Can push any real-time information feed that can be brought into our data centre for subsequent real-time distribution. (Sport, Finance, Gaming, News etc).
- Can overlay LiveAds on video streams.
- The WebStreamer component of the system can be easily linked to by any agency creatives, who can continue to work as they do currently for static ad creation.
- Console to enter breaking news for broadcast directly to the LiveADs banners being served at the time. Optional editorial & compliance controls can be enabled manage to release process.
- We use DoubleClick DART AdServer but LiveAd banners are also compatible for use with customers / 3rd party AdServers e.g. AdForm, MS Atlas, Falk, etc where the real-time WebStreamer can be linked from our data centre.

Using our DART based service we provide the following:

- IP address geo-location with target granularity by country, city & district. e.g change language in Banner or change the Market index depending on country.
- Contextual-Targeting: By adding JavaScript to Publisher site the content on the LiveAd banner can be matched to the content on the page being viewed to make it more relevant.
- Automated rules based text streamed to the banner based on trigger points ie rising/falling or passing an alert level.
- Frequency capping; how many times a target can be sent an Ad.
- Time: if the Ad can only be sent during certain periods and before/after certain times.
- Re-Targeting: if someone viewed a banner 1 wk ago can be targeted subsequently even 1 week later.
- Behavioural-Targeting: depending on content of previous websites viewed the Ad can be targeted if deemed a suitable target profile.

WEB
STREAMER

Web Financial Group UK Ltd
Providian House,
16-18 Monument Street,
London, EC3R 8AJ., UK

Web Financial Group SA
C/ Pedro Teixeira, 8 - 1º
28020 Madrid
Espana

Web Financial Group France SARL
3, Ave de l'Opéra
75001 Paris
France

Web Financial Group Deutschland GmbH
Hofmannstr. 25-27
81379 München
Deutschland

Tel: +44 (0)207 868 1755

Tel: +34 91 417 5350
Fax: +34 91 187 0348

Tel: +33 1 42 86 15 17
Fax: +33 1 42 86 00 51

Tel: +49 (0)89 - 4 44 88 38 - 11
Fax: +49 (0)89 - 4 44 88 38 - 20

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