



Pluggd, Inc. Presentation

Maximizing Online Video's Potential Requires Changing
the Way We Think About Search & Advertising.

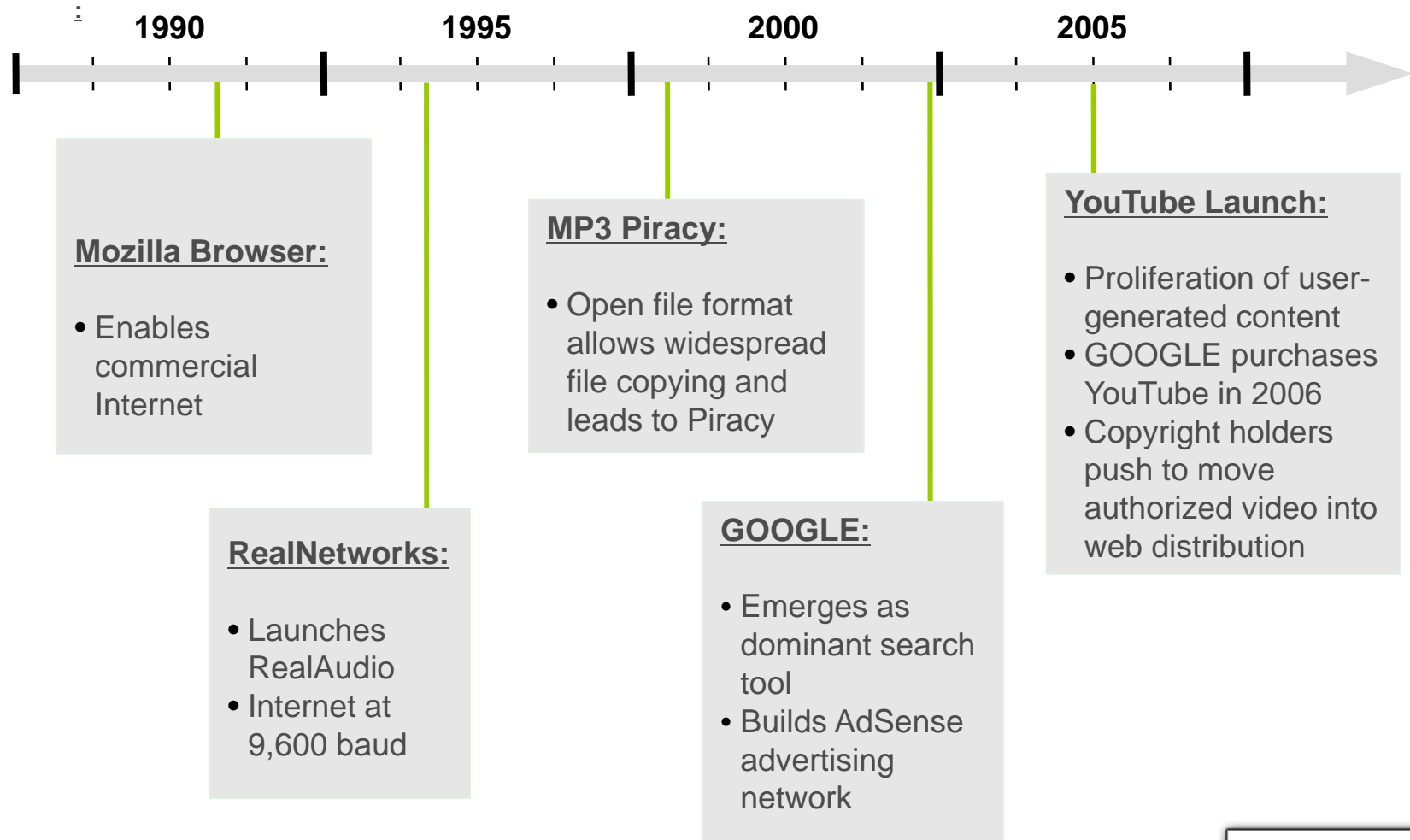
Alex Castro, CEO

Voice Search Summit

San Diego, California



Audio-Video Technology Milestones



Google's Influence

- A better algorithm for text-based searching led to Google search dominance-- 70% of all searches.
- AdSense created an advertiser-driven marketplace for key word ads.
- But video files are only identified by meta-data and brief descriptions.
- Users have to play video to discover what is inside . . .

How Web Video Differs from TV

- A January, 2008, Pew Internet study showed that 48 percent of Internet users in the U.S. alone visited video sites
- Video on TV is by “appointment” or must be saved via Tivo or DVR
- Users expect ads at specified intervals on TV-- and can skip through them using Tivo
- Web viewers don't want to invest 30-60 seconds of their attention to watch an ad before a short video clip
...

Strategies for Monetizing Video

- Ten Billion videos played in the US in December, 2007 (comScore Video Metrix)
- But Advertisers are very cautious about user generated content due to fears of brand association with unknown material
- In February, Google announced a new program to match advertisers with copyrighted material on YouTube
- Most advertisers seem comfortable with Pre-Roll, which can be bundled with a TV video ad sale . . .

What are the alternatives to Pre-Roll?

- Better methods for inserting video at points in the program where users are most receptive-- which explains Yahoo's \$160 Million acquisition of Maven (announced Feb. 12, 2008)
- Sponsored Text Ads from Veoh, YouTube & others
- Developing effective video overlays-- now tested on YouTube and other sites-- which allow users to pause the video and view ads when they want to . . .

Pluggd is working on solutions to Video Search and Video Monetization

- Because web users still use text-based search tools to discover audio and video files
- New technology enables users to look inside files before hitting “play”
- The goal is to increase user engagement and ad targeting possibilities
- We expect these solutions to come to market in mid-2008

Next Generation Search Technology

There's a market need to do for video search what Google did for text-based search:

- Crawl video files and convert speech to text
- Analyze words based on advanced language models
- Generate a unique "Map" to guide users to relevant content within each video (or audio file)

What Publishers Want . . .

- Create a better user experience for watching video, that gives users direct access to the topics they are most interested in viewing
- Serve ads that are effective and contextual, not distracting and forced
- Encourage more consumption of video per visit and return visits to their sites

What Advertisers Want . . .


- Pre-screen users who have searched by topic to find relevant content, reducing the “randomness” of web viewing
- Allowing viewers to experience the content they want to watch in “lean forward” mode
- Enabling contextual ad serving
- Resulting in higher viewership and click-through rates

“Search Inside” Demo

Choose a video

Pluggd Demos inquiries@pluggd.com

Step 1:
Users watch the videos
they like



Search the video...

PLAY DEMO

Enter any search term

Pluggd Demos

inquiries@pluggd.com

Step 1:
Users watch the videos
they like

Step 2:
Users enter a search in
the Search Bar, just like a
search engine



⏪ PAUSE DEMO

Locate topic in the HeatMap

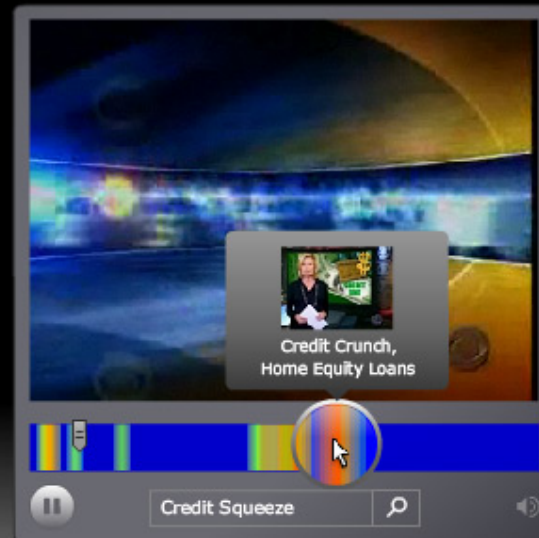
Pluggd Demos

inquiries@pluggd.com

Step 1:
Users watch the videos
they like

Step 2:
Users enter a search in
the Search Bar, just like a
search engine

Step 3:
**The HeatMap shows
how closely content in
the video relates to the
users' search**



⏪ || PAUSE DEMO

Skip to the topic of choice!

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Step 1:
Users watch the videos they like

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Users enter a search in the Search Bar, just like a search engine

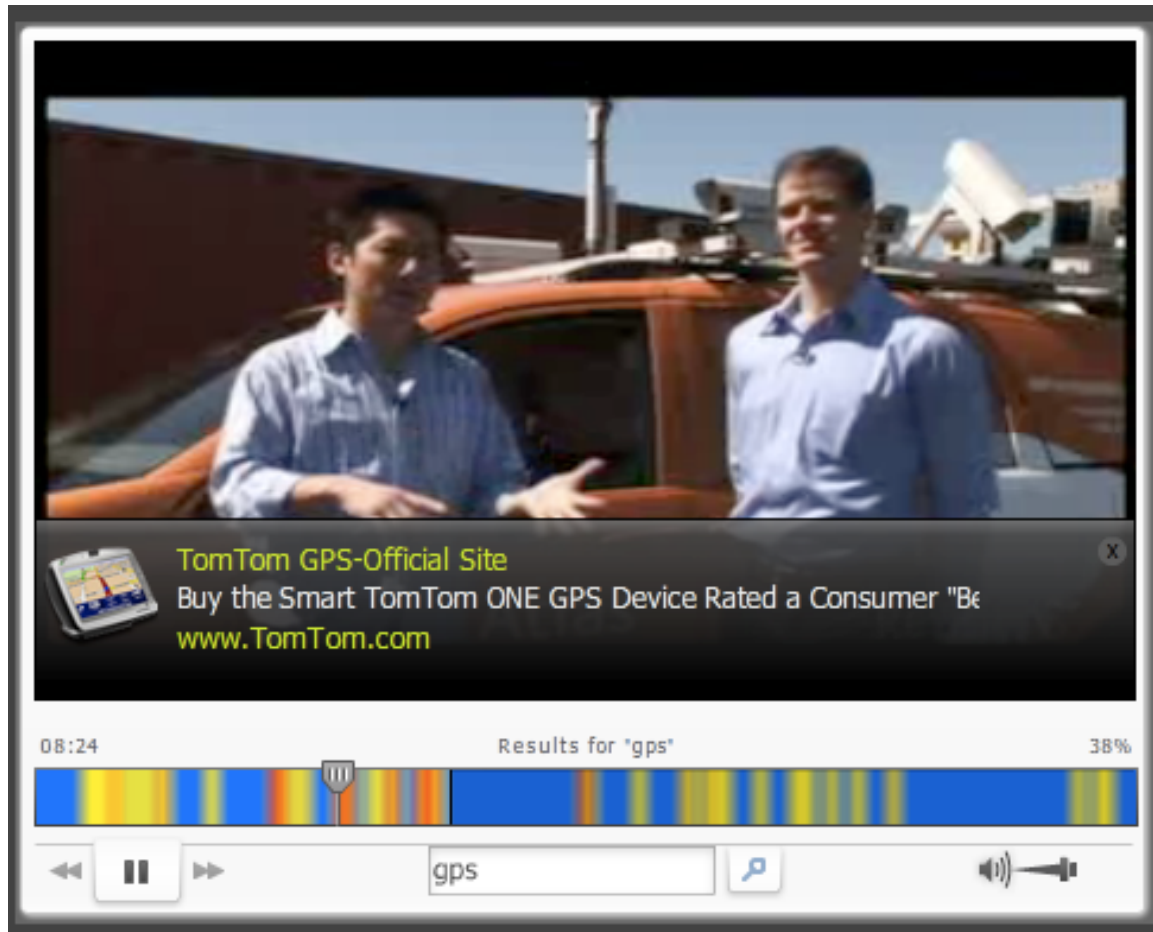
Step 3:
The HeatMap shows how closely content in the video relates to the users' search

Step 4:
Users click on the HeatMap to skip to the part of the video they want to see



⏪ || PAUSE DEMO

Search and Advertising Solutions



The screenshot shows a video player interface. The video content features two men in light blue shirts standing next to a red car with satellite equipment on the roof. An advertisement overlay is positioned at the bottom left of the video frame, containing a small image of a TomTom GPS device and the following text: "TomTom GPS-Official Site", "Buy the Smart TomTom ONE GPS Device Rated a Consumer 'B'", and "www.TomTom.com". Below the video frame, a "HeatMap" visualization is displayed, showing a horizontal bar with a color gradient from blue to yellow. The text "Results for 'gps'" is centered above the heatmap, and "08:24" and "38%" are shown at the left and right ends of the bar, respectively. The video player controls at the bottom include a play/pause button, a search input field containing the text "gps", and a volume control icon.

The **ad overlay** matches the video topic or user search to a relevant ad.

The “**HeatMap**” tells users which video sections most closely relate to their key word search.

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