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# RealVu Revolutionizes Internet Advertising Measurement With the Viewable Impression

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NEW YORK, NY, Jun 07 (MARKET WIRE) -- RealVu(R), a new advertising and media technology platform, is changing the way online advertisements are measured with the Viewable Impression metric. RealVu's Viewable Impression, now accredited by the Media Rating Council (MRC) is measured when ad content is loaded, rendered and 60 percent of the ad surface area is within the visible area of a viewer's browser window on an in-focus Web page for at least one second. This new metric will help drive increased revenue for publishers and offer advertisers greater assurance of the effectiveness of their online advertising campaigns.

David Cohen, EVP, US Director of Digital Communications at Universal McCann, states, "We find ourselves at a very interesting inflection point in our digital evolution. Increasing complexity coupled with a heightened focus on accountability makes the idea of purchasing a Viewable Impression a very seductive concept. We remain convinced that the Viewable Impression adds a greater degree of precision and accountability in digital viewership measurement. It also changes many of the fundamental tenets of our industry. It really could change everything."

"Before today, advertisers and publishers have had a hard time determining the true value of an impression since it has been hard to determine whether the user actually sees the ads or not. Hence, clicks became the default for accountability, even for brand advertising," says Kyoo Kim, VP of sales of the Msnbc Digital Network. "With an actual Viewable Impression metric, the impression becomes 100 percent accountable. With this methodology, an ad view simply cannot be recorded unless that ad appears in a viewable window to the consumer. Msnbc Digital Network believes that premium publishers can now use this technology to bring accountability and value to advertisers by running their brand messages in trusted environments where they know they will be actually seen."

Historically, advertisers paid for online ad campaigns based on an "impression" with no assurances that their ads were viewed or were displayed within the viewable area, skewing impression results and driving false pricing justifications. In fact, according to PricewaterhouseCoopers, more than 8.4 billion dollars in CPM advertising was spent in 2009. And with research suggesting that 50 percent of impressions don't appear, this translates to more than to 4.2 billion dollars spent on impressions that never appeared last year alone. With the Viewable Impression, an impression is not captured unless an ad is delivered to a viewable area of the screen for one second or more, overcoming limitations such as impression and click fraud that are inherent in existing impression based systems and eliminating the need for costly verification services.

"In 2004, we made some tough decisions in setting the Global Ad Impression guidelines for the Internet that honestly revolutionized overall Media Measurement and not only made Online the best measured media ever but also gave it a strategic advantage versus the other media," says Greg Stuart, former CEO of Interactive Advertising Bureau (IAB), the organization responsible for developing the global impression measurement for Internet Advertising. "However, it appears we missed a major factor by not accounting for whether an ad has the potential to be viewed on the screen because the technology to do so did not exist. I would strongly urge the

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Online media industry to continue to push to be the best measured media, especially in light of the new age of marketing accountability, and to investigate the adoption of the Viewable impression as the new and improved standard," adds Stuart.

According to George Ivie, MRC Executive Director/CEO, "At the MRC, our mission is to accredit audience measurement services that are valid, reliable and effective. After an extensive audit by an independent CPA firm to assess compliance with the MRC Standards for Media Rating Research and the IAB's Ad Impression Measurement Guidelines, the Viewable Impression metric was granted accreditation, becoming the first metric of its kind to earn accreditation by the MRC."

Benefits for Publishers:

- Effectively monetize content based on audience viewership
- Prevent inaccurate reporting to advertisers
- Sell inventory based on actual value, with the metrics to prove it
- Distinguish your website's value from others that can't guarantee comparable results for the same advertising dollar
- Increase value of "below the fold" inventory backed by results that reflect equal views to premier placements
- Manage all advertising campaigns in one place with a user-friendly dashboard

Benefits for Advertisers:

- Pay only for ads that reach a viewer
- Get analytical reports such as view time, reach, frequency, GRP and statistical market data based on individual viewers and actual views
- Eliminate non human views and clicks
- Eliminate the risk of poor ad placement by Web publishers
- Build, manage and store ads online for easy campaign deployment

Brad Krassner, CEO of RealVu says, "It's just common sense. An impression that does not appear has no value. Yet historically no one knew which impressions purchased actually loaded, rendered and appeared within the viewer's browser window. This has now changed. With the new accredited Viewable Impression, advertising can be bought and sold based on the most accountable impression metric in any industry. Now premier publishers and advertisers alike can finally turn to the Web with confidence as a source for credible ad campaigns that will deliver dollar for dollar value to their advertisers."

About MRC

The Media Rating Council (MRC) is a nonprofit industry association whose members consist of the blue chip companies of our industry including television and radio broadcasters, cablecasters, print organizations, advertisers, Internet organizations, advertising agencies and industry trade associations. The MRC charter is to maintain audience research confidence and credibility with the goal of securing for the industry audience measurement services that are valid, reliable and effective. The MRC was formed in 1964 at the urging of the United States Congress. Audience measurement services desiring MRC Accreditation are required to disclose to the MRC membership (and all customers) all methodological aspects of their service; comply with the MRC Minimum Standards For Media Rating Research; and submit to MRC designed audits to authenticate and illuminate their procedures. The membership evaluates these audits and the MRC Board grants Accreditation if deemed warranted. In addition, the MRC membership actively pursues research issues they consider priorities in an effort to improve the quality of Research in the marketplace. Further information about MRC's accreditation and auditing procedures can be obtained from: [www.mediaratingcouncil.org](http://www.mediaratingcouncil.org) or write to Executive Director, Media Rating Council, Inc., 420 Lexington Avenue, Suite 343, New York, NY 10170.

About RealVu(R):

RealVu is an advertising and media platform powered by a patented technology for the distribution of display advertising, rich media, video and webpage content that reliably reports how many times each individual ad is visible to a unique viewer, and for how long. RealVu is changing the way online advertisements are measured with its Viewable Impression metric. The Viewable Impression ensures value for advertisers, guaranteeing that an Internet advertisement has actually been delivered for one second or more with a least 60 percent of the ad mass in a viewable area on the browser screen. For publishers, RealVu drives increased revenue and lends greater credibility to their ad space

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with the guarantee that ads placed are ads viewed, protecting their customers' investments. Backed by accreditation from the Media Rating Council (MRC), RealVu's Viewable Impression ensures that advertisers and publishers alike are able to deliver on their campaigns with confidence. RealVu is a part of Rich Media Worldwide, LLC, a privately held company based in Salt Lake City, Utah, founded in 2002. For more information, visit [www.realvu.net](http://www.realvu.net).

Contact information:  
Rebecca Passo  
SHIFT Communications  
(617) 779-1817  
[rpasso@shiftcomm.com](mailto:rpasso@shiftcomm.com)

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