



DoubleClick In-Stream

BENEFITS AT A GLANCE

- Monetize your streaming video assets while maintaining flexibility and control.
- Streamline in-stream advertising along with rich media and display advertising.
- Access trusted reporting and metrics.

Address the exploding popularity of online video with a video ad serving solution that makes it easy to monetize your video assets. DoubleClick In-Stream saves time managing video ad serving and increases your value to advertisers and agencies with proven industry-leading metrics and unique in-stream ad effects. All with the backing of DoubleClick's world-class services and support.

Maintain Efficiency with DART® Integration

DoubleClick In-Stream helps keep ad operations efficient by integrating with the trusted trafficking, targeting, forecasting and reporting features of the DART for Publishers (DFP) platform. The integration ensures that your ad operations workflow stays in one system. As a result, video trafficking and the synchronization of companion ads are handled directly in the familiar DART interface. DFP provides accurate forecasts for your sales team with a single proven system for determining how much video inventory is available to sell. Additionally, DFP includes all the tools needed to quickly compile campaign reports. In short, the integration of DoubleClick In-Stream and DFP allows your video ads to be managed in the same streamlined way that rich media and display ads are managed.

Rely on Industry-Leading Reporting

With DoubleClick In-Stream you'll never lose an online video buy for lack of metrics. Our industry-leading reporting automatically tracks extensive metrics including mutes, midpoints, pauses, restarts, average view times, and fullscreen views. Plus, it provides the ability to support third-party tracking.

Our reporting capabilities on in-stream ads ensure you'll be able to meet the advanced reporting needs of agencies and advertisers. For starters, our in-stream metrics are IAB-compliant. They support integrated Ad-ID codes, which is the universal advertising coding standard jointly developed and owned by The Association of National Advertisers, Inc. (ANA) and the American Association of Advertising Agencies (AAAA). This makes it easier for advertisers and agencies to compare their in-stream metrics to their television metrics. Lastly, reports can be generated for custom metrics on individual video ads without any special coding.

Push the Envelope with Video Ad Effects

DoubleClick In-Stream helps you respond to advertisers and agencies looking to create unique, exciting branded experiences by providing easy access to custom effects. Plus, with DoubleClick In-Stream the user experience and ad effects are completely in your control. You'll have the flexibility and control to monetize your video in a way that balances the needs of the advertiser with the needs of your viewers. Just a few of the effects available include:

- The Sweet Spot™ – Clickable video that allows users to explore featured items in detail.
- Shadow Ads – A road-blocked creative that displays directly below the video only when it is playing.
- Bugs – A persistent floating ad on top of the video content as a companion to a video.
- Video Ad Curtain – Complete coverage of the video player with a rich media ad that expands while a video ad plays.
- Video Roadblocks – The synchronization of a video ad with any number of companion ads.
- Telescoping – The display of a long-form version of the video ad at the user's request.
- Interactive Video – Interactive elements in the video ad, such as polls or games.

Enjoy a Trusted Partnership

By utilizing DoubleClick In-Stream for video ad serving, you are assured a responsive and accountable partner. DoubleClick is the only company in the industry to be certified by the Service Strategies' Support Center Practices (SCP) program. This certification represents our ongoing commitment to service excellence and is backed by annual audits. In addition to our world-class support team, the service relationship with our customers is extended by our consultative sales team and Innovation Lab. This assures consultative selling, successful implementations and ongoing access to innovation.

Learn More and Contact Us

Visit www.dartmotif.com/instream to learn more about DoubleClick In-Stream. To get in touch with a DoubleClick representative, please call us at 1-866-459-7606 or email us at insidesales@doubleclick.com.

About DoubleClick

DoubleClick is a global leader in digital marketing technology and services. From its position at the nerve center of digital marketing, DoubleClick provides unique insights and insider knowledge no one else can. Headquartered in New York, and with 17 offices and development hubs and 15 data centers worldwide, the company employs more than 1000 people. Learn more at www.doubleclick.com.



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