

Tremor Video Purchases InPlay Publisher Analytics Technology From TubeMogul

Deal Gives Tremor Video Robust, Enhanced Reporting on Publisher-side Video Performance while TubeMogul Retains its Promise of Complete Transparency and Detailed Reporting to Advertisers

NEW YORK--(BUSINESS WIRE)--Tremor Video, the largest independent online video advertising technology company, and TubeMogul, the fastest-growing media buying platform for video advertising, announced today that Tremor Video has purchased InPlay, TubeMogul's industry-leading video analytics for publishers. Tremor Video will integrate InPlay directly into VideoHub, its enterprise video platform, enabling a complete end-to-end video analytics solution for publishers.

InPlay helps publishers understand real-time engagement, viewership and performance data, and is relied on daily by hundreds of top media companies, video platforms and content creators. The transfer of ownership gives Tremor Video an industry-best set of publisher video analytics, allowing the company to give publishers and their partners the ability to measure, track, report and deliver on the signals driving the performance of video content.

TubeMogul, which started as a video measurement company for publishers, shifted its focus in the past year after launching the industry's first demand side platform for video advertising. Although TubeMogul is divesting its publisher analytics, the real-time reporting tools developed for TubeMogul's video advertising platform will be unaffected, giving clients uninterrupted access to audience, engagement and brand impact data by site and by ad.

The deal continues to enhance Tremor Video's VideoHub suite of products, making insights gathered from more than 1 billion video streams available to help publishers understand how their videos are discovered, what drives engagement and much more. InPlay will be available to all publishers as part of VideoHub for Publishers, launching in Q1 2012.

"Publishers are demanding an analytics suite that provides a clear picture of how viewers are interacting with content in order to determine what creates the most value for advertisers," said Bill Day, CEO of Tremor Video. "InPlay gives us industry-leading technology and a sound product that meets this market demand. By integrating with our existing VideoHub technology, Tremor Video can now offer our partners a view across the entire video landscape."

"TubeMogul InPlay was built to help publishers better understand their viewers to drive deeper engagement, and it has largely delivered on that promise," said Brett Wilson, Co-founder and CEO of TubeMogul. "As we shift our focus from publishers to brand advertisers, this deal helps us align our capabilities with the needs of marketers, while ensuring they get the transparency and reporting they have come to expect."

The InPlay acquisition is the latest in a series of deals for Tremor Video. The company's other recent purchases include ScanScout in November, 2010 and mobile ad platform Transpera in February of this

year. Tremor Video plans to continue to be acquisitive, fueled by \$37 million in funding raised earlier this year.

TubeMogul is also seeing tremendous growth, with recent partnerships in the connected TV, mobile and social space as well as new contracts with major agency trading desks worldwide. The company was recently named the seventh-fastest growing independent company in the San Francisco Bay Area, spanning Silicon Valley and beyond.

About Tremor Video

Tremor Video provides in-stream video advertising solutions to Fortune 1000 brand advertisers and top tier publishers. Widely regarded as the leader in online video advertising technology, the company leverages its award-winning decisioning engine, innovative video ad formats and publisher technology to deliver the campaign results and scale advertisers should expect from digital video. Tremor Video is the only video ad platform that can provide 100% brand safety by scanning and categorizing every single video stream before an ad is ever served. In addition, Tremor Video's award-winning SE2 technology gets smarter at finding and engaging viewers with every ad served, enabling the company to welcome and encourage pay-per-engagement pricing. Founded in 2005, Tremor Video is backed by top-tier investors, including Canaan Partners, Draper Fisher Jurvetson Growth, General Catalyst, Keating Capital, Meritech Capital Partners, Time Warner Investments, and W Capital Partners.

VideoHub, a division of Tremor Video, is a first of its kind analytics console that helps marketers and agencies monitor the complex video ecosystem to dynamically match ads with content and viewers, deliver upon marketing goals, and maximize brand impact. Unlike traditional video management platforms, VideoHub focuses on effectiveness and delivers real-time analytics for deep transparency across ads, content, viewers, and performance. To request a demo, visit videohub.tv.

About TubeMogul

TubeMogul is the only video marketing company built for branding. As a demand side platform for video, TubeMogul integrates real-time media buying, ad serving, targeting optimization and brand measurement into its PlayTime platform. Over half of the Fortune 500 use TubeMogul to simplify the delivery of video ads in any format, optimize the impact of their brand message and maximize the effect of every dollar they spend.

Founded in 2006, TubeMogul is based in Emeryville, CA with offices in New York, London, Chicago, Los Angeles, Toronto and Sydney.