



## **Artivision Joins Interactive Advertising Bureau (IAB)**

### *Plans to Support and Promote In-Video Advertising*

**January 1<sup>st</sup>, 2010 (Singapore)** – Artivision, provider of in-video advertising solutions, announced today that it has joined the IAB as a general member, an organization made up of industry leaders who determine and set standards for the online advertising world.

“We are pleased to be able to bring our expertise and experience with in-video advertising to IAB,” said Dvir Doron, General Manager, Media Division. “Our worldwide experience in working with publishers, advertisers, and ad-networks allows us to present a unique offering to the IAB and thus insuring that everyones interests are met.”

IAB is an organization that recommends advertising standards and guidelines that give advertisers and their agencies the ability to develop advertising content with consistent specifications that are accepted by most leading interactive publishers. This leads to greater efficiencies for the online ad-creation and media-buying communities, thereby increasing the value of doing business with IAB compliant vendors.

#### **About Artivision:**

Artivision’s Media division helps publishers and advertisers drive incremental value from online-video, using scalable automated in-video ad placements that adapt in real-time for optimal performance. Effectively capitalizing on actual user engagement and content consumption, Artivision’s video monetization platform, currently found in over a dozen countries, generates smart ad inventories from existing video assets, maintaining viewing experience while enhancing conversion. For more information please visit [www.arti-vision.com/media](http://www.arti-vision.com/media).

#### **About IAB:**

The Interactive Advertising Bureau (IAB) is comprised of more than 375 leading media and technology companies who are responsible for selling 86% of online advertising in the United States. On behalf of its members, the IAB is dedicated to the growth of the interactive advertising marketplace, of interactive’s share of total marketing spend, and of its members’ share of total marketing spend. The IAB educates marketers, agencies, media companies and the wider business community about the value of interactive advertising. Working with its member companies, the IAB evaluates and recommends standards and practices and fields critical research on interactive advertising. Founded in 1996, the IAB is headquartered in New York City with a Public Policy office in Washington, D.C. For more information, please visit [www.iab.net](http://www.iab.net).

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