



METRICS

A High Video Watermark

Keeping track of ad placements in a three-channel or even 57-channel universe was one thing. But managing assets in a globally fragmented, several hundred channel world is altogether different. Traditional TV and broadcast measurement services have yet to fully encompass the new media landscape, but one new service aims to: New York-based Teletrax offers ad-monitoring reports that tell advertisers not only that a TV commercial was broadcast, but where and exactly when and for how long, within the specificity of one second.

Teletrax digitally embeds data, such as a time and date stamp, into a video. This watermarking system doesn't alter the footage or the signal format, but can't be removed without

POPIP

Marketers' spending for online video will account for an 89 percent growth rate in 2007. Spending on interactive video is projected to reach \$775 million, up from \$410 million in 2006, but still represents only 4.2 percent of online ad spending in the U.S. Compared with TV, video ad spending online will represent only 0.6 percent of TV ad budgets this year. By 2010, it will grow to nearly \$3 billion, says an eMarketer report.

destroying the content.

Once the video has this watermark, Teletrax's worldwide monitoring stations can track broadcasts, gathering details such as what station used the footage, where it was broadcast, and how much of the video was aired, the company says.

Clients can access broadcast monitoring data via e-mail or on a secure Web site. The sys-

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VIDEO

Opt-in Ads

Publishers have realized it's one thing to bring together hundreds of thousands of people to share videos. But it's quite another when

you start trying to figure out how to monetize all that activity, says Kevin Sladek, chief strategic officer of San Francisco-based VideoEgg.

To fill this gap, VideoEgg launched the Eggnetwork in September. The network recommends paid ads to consumers who download or upload specific kinds of content. When a consumer watches a video, advertisers on the network can invite him or her to opt in to view ads in the formats they prefer.

One format offers an ad ticker overlay that displays a suggested trailer or other ad unit at the bottom of a video as it plays. Another invites people to click on a paid ad at the end of a video, while a third deploys a prominent brand presence below the requested video as it plays, then shows a brief still frame ad followed by a 15- or 30-second post-roll spot. The network will offer targeting not only by video subject content but also by user-based demographics. **PL**

tem can track a single ad, a group of ads for a single campaign, or multiple ad campaigns for

one client. Clients include NBC News Channel and Reuters Television. **PL**

FoodNetwork.com's new online holiday planner lets users create personalized menus with short videos and recipes.