

Top-Tier Ad Companies Betting on Joost

April 27 2007

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According to a company representative, Joost will offer these marketers 30-second mid-roll spots as well as other unique formats when it officially launches, including a small digital overlay ads as well as widgets.

Formerly known as the Venice Project, Joost was founded by the creators of Skype and Kazaa, and is geared toward bringing the TV experience to a Web-based platform.

Joost currently offers a downloadable application, which is still in beta, and includes content such as programs from partners Viacom and CBS.

Joost said on Thursday it has worked with more than 20 media and brand agencies to develop advertising campaigns for their clients. One such group, the Interpublic Group, through its Emerging Media Lab, has entered into a year-long strategic partnership with Joost.

Joost also says it will measure user consumption habits and advertising efficacy – including ad awareness, receptivity, engagement, brand

enhancement and intent-to-purchase – for its launch partners.

"Joost has attracted partners from every major brand category because we offer an advertising platform that is similar to TV, with high-quality programming; and we're providing unparalleled user statistics and insights, as well as an unmatched level of interactivity, targetability and measurability," said David Clark, Joost's executive vice president of global advertising, in a statement.

"Our launch partners and their creative teams are a tremendous asset for Joost, as we work together to create inventive ads that allow them to reach and interact with consumers in new and compelling ways," he continued.

Creative executions, which will be added to Joost on an ongoing basis, include both conventional advertising units, similar to those found on TV and the Internet, such as stills, spots, overlays and widgets; and innovative types of advertising, such as branded entertainment and channel sponsorship and promotion. Users will be able to learn more about the advertised brands by clicking through the interface, Joost said.

The Joost service can be accessed with a broadband Internet connection and offers broadcast-quality content to viewers for free. A full list of advertising launch partners can be found on Joost's Web site.

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