

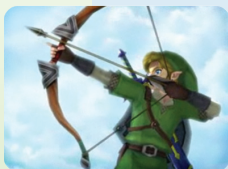


The **World's Largest**
Distributor of
Online Trailers

Movies



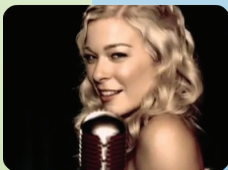
Video Games



TV



Music Videos



Content

With over 500,000 unique video assets from over 1,000 content providers, IVA has established a reputation as the archive of record for audio visual samples. Here are just a few of our content partners:



Movie Previews

The newest releases, the greatest classics and everything in between: Thrillers, Westerns, Horror, Sci-Fi, Family, Comedy, you name it. Includes title, director, cast, rating, studio genre. Plus it's matched to the data you need: Rovi, IMDB, Muze, UPC, ISAN.

Game Previews

Everything gamers want: the newest games, action trailers, "making of" segments and lots more. Database includes title, rating, publisher, platform.

Music Videos

We've gathered one of the world's best collections of rock, pop, rap, R&B, and country - all matched to the data you need: Rovi, Gracenote, ISAN, iTunes, UPC, ISRC.

TV Previews

TV shows have arrived on the web, and we're right there with all the latest previews! Plus network info, date and time, episode, season, studio, genre, cast, and the publisher ID.

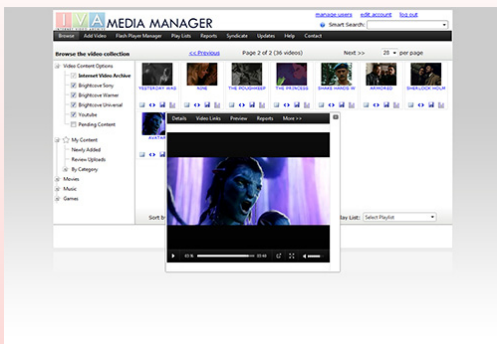
Products and Services

IVA has helped hundreds of clients leverage the popularity of movies, music, video games, and TV on their websites. We connect you to the largest collection of previews in the world. New content is added daily, plus we feature contests and exclusives every week!

EASY IMPLEMENTATION: IVA's proprietary Launchpad API offers the fastest and most accurate way to connect your site to our preview stream. Connect by title, genre, new movies, new DVDs, song, artist or more. Includes all the meta-data fans want - plus the data matching you need: Rovi (AMG, TV Guide, Muze), IMDB, UPC, ISAN, Amazon, iTunes.

SEAMLESS CONTENT MANAGEMENT: Our Media Manager provides an end-to-end solution for integrating video on your site. Browse, search, build playlists, customize your player, generate reports, integrate your own proprietary content. Best of all, Media Manager is *free with each subscription*.

Media Manager



CUSTOMIZABLE PLAYER

- Build your own look and feel
- Create custom play lists
- Facebook, Twitter, share codes
- Syndicate to other sites

INTEGRATED ADVERTISING Built-in pre-roll with overlay ad delivery. Plus we're hooked up to over 50 video ad networks to help you monetize your site.

Products and Services

INTERNATIONAL IVA has long had a presence in Europe (LoveFilm.com has been our client for years.) Now, we're gearing up for even more international capability with work on geo-targeting, language translations, and affiliate networks. If you do business outside the US, or are thinking about international expansion, let's talk!

FOUR SCREEN SUPPORT Over 15 different formats enable high quality previews on web, mobile, iPad, and IPTV. From iPhone, Blackberry, and Droid to Sony Bravia and whatever's next, we've got you covered.



ROBUST REPORTING Comprehensive reporting capability gets you the analytics you need: plays, user engagement, gigs used. Our integrated data even includes mobile phone usage.

DIGITIZING, ENCODING, HOSTING

- Easy-to-use upload file tool
- Meta-data entry form
- Multiple formats accepted
- Fast encoding
- FREE content storage

RELIABLE DELIVERY Our partnerships with Microsoft's Azure and Level (3) Communications provide:

- Thousands of server nodes around the world.
- Multi-tiered cache architecture
- 10GigE technology
- Global fiber-optics

CUSTOMER SERVICE

- Our account reps are knowledgeable and experienced about all facets of video delivery
- Tech help is available 24/7

Promotional Network

From the most recognized brands to the most innovative new companies, our network of promotional partners reaches a potential audience of nearly 300 million people each month:



IVA's VideoDetective.com is one of the web's top sites for movie and TV trailers. A regular schedule of contests and promotions keeps our ever-expanding movie community coming back for more.

 **Singing FOOL** IVA's SingingFool.com is devoted exclusively to music video. Our half a million subscribers help drive our revolutionary new crowd-sourced recommendation engine.



IVA's AllGamePreviews.com is our newest site for previewing new games. The content keeps growing along with the client list. Games are hotter than ever.

AGGRESSIVE PROMOTION

- Daily posts on Video Detective's Blog
- Facebook, Twitter accounts
- Weekly consumer newsletter
- Channel partner cross promotions
- Digital tear sheets on contests



Online Trailers

it's what we do

Better than
Anyone

Over 500,000
movie, game, tv
and music video assets

Nearly 300 million
potential viewers
each month

Internet Video Archive

207 White Horse Pike

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www.InternetVideoArchive.com

www.VideoDetective.com