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More Publishers Embrace Tremor Media's Acudeo Video Monetization Platform

Broadcast Interactive Media, Delve Networks, Diet.com, Minyanville, RipeDigital, Voxant Among Top Publishers to Implement Acudeo Video Monetization Platform

NEW YORK, NY, October 03, 2008 **/24-7PressRelease/** -- Tremor Media, the leading global online video advertising network, announced today that adoption of its Acudeo Video Monetization Platform has grown to more than 400 Web publishers including Broadcast Interactive Media, Delve Networks, Minyanville, RipeDigital and Voxant, among many others. The rapid adoption of Acudeo has enabled Tremor Media to build the largest, most flexible in-stream ad network in the industry.

Acudeo solves the complexities involved with video ad delivery and provides a solution that offers the same ease and ad server compatibility that publishers are accustomed to for their banner advertising. Acudeo allows publishers to schedule and dynamically deliver in-stream video and overlay ads from multiple ad sources through one central console, maximizing ad delivery opportunities and revenue.

"We're thrilled at the overwhelmingly positive response and feedback that we've received from the industry about our Acudeo Video Monetization Platform," said Jason Glickman, CEO, Tremor Media. "The rapid adoption of Acudeo by publishers large and small has proven that there was a tremendous need for a versatile tool for Web sites to more easily manage their video ad serving operations, and I'm proud to say that we were able to successfully fulfill that need by building the Acudeo platform ."

"The Acudeo platform has provided us with the ability to easily monetize our video assets, and provide us with the flexibility to use multiple ad formats to create the user experience we want for our audience while maintaining a positive revenue stream," said Will Suarez, VP of Ad Sales, Minyanville Publishing. "With Acudeo, we were able to immediately access high quality advertising from leading brands, and monetize our streaming video content without having to replace our current ad serving infrastructure."

"Our customers are looking for video advertising solutions and we are pleased to help them monetize their video streams with a variety of ad units through Acudeo. As online advertising continues to evolve and gain higher CPM's, we look forward to providing this option to more and more content publishers who use the Delve advanced video platform," said Alex Castro, Delve's CEO.

Other sites that have adopted the Acudeo platform include Africam, Blastro, Car Fax Depot, Diet.com, Film Annex, HomeBuzz, Meevio, Red Orbit, Ripe Digital, SmallBusinessTV, VidShadow, and The Winery Channel .

About Tremor Media

Tremor Media is the leading online video advertising network providing advertisers with both in-banner and in-stream video advertising opportunities on over 1,400 top-tier publisher sites with more than 126 million unique visitors per month and is ranked #7 in comScore's VideoMetrics AdFocus report.

Tremor also offers the Acudeo Video Monetization Platform for publishers, a full suite of products and services to monetize streaming video and maximize ROI. Tremor's full service solutions offer the necessary tools for advertisers and publishers to utilize online video advertising as a powerful interactive medium. For more information visit: <http://www.tremormedia.com>