Affine
SYSTEMS
POWERED BY VISION

YouTube

adap.tv YuMe

ACCESS 8 BILLION BRAND-SAFE MONTHLY IMPRESSIONS

msn Yahoo! VIDEO

metacafe

SCALE YOUR DIGITAL CAMPAIGNS ACROSS THE VIDEO WEB

Targeted   *Brand-Safe*   *Easy-to-Buy*

AFFINE MAKES IT EASY

YOUR EXISTING IN-STREAM OR DISPLAY CREATIVES
YOUR AD TAGS, VAST TAGS, OR EVEN DIRECT UPLOADS
YOUR CURRENT AD SYSTEM REPORTING

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catch me in an all-new season
starting nov. 10
click here ▶

SESAME STREET .org

0:52/2:57   360p

YOUR AD ON SAFE, TARGETED VIDEOS

AFFINE SUPPORTS:

ATLAS
DART
TURN
INVITEMEDIA
DATAXU
MEDIAMATH
X+1
AGGREGATE KNOWLEDGE

THE CAMPAIGN BRIEF

AFFINE TRANSLATES YOUR BRAND STRATEGY AND CAMPAIGN OBJECTIVES INTO BRAND-SAFE VISUAL TARGETS
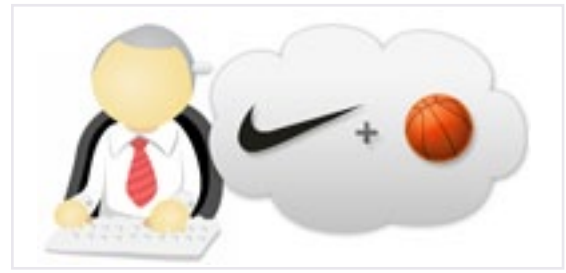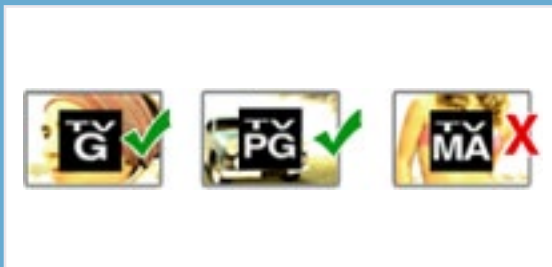

CREATE DETECTORS

AFFINE BUILDS UNIQUE VISUAL DETECTORS THAT CAN "SEE" YOUR OBJECTS, FACES OR TOPICS IN VIDEOS

SCAN THE VIDEO WEB

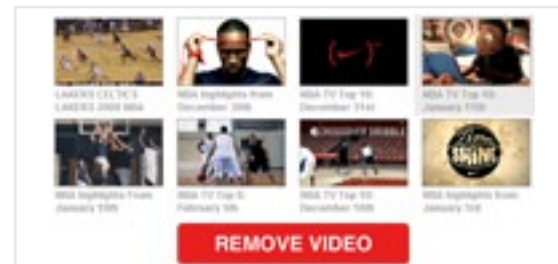AFFINE DETECTORS SCAN VISUAL STREAMS OF THE WEB TO FIND INVENTORY WITH YOUR TARGETS

BRAND-SAFETY FILTERING

AFFINE FILTERS "SEE" AND PROTECT YOUR BRAND FROM PORNOGRAPHY OR LOW-QUALITY WEBCAM, CELLPHONE AND HOME VIDEOS

VIDEO INVENTORY REVIEW

YOUR CAMPAIGN INVENTORY IS COMPLETELY TRANSPARENT, ALLOWING PER-VIDEO EXCLUSION AT ANY TIME

CAMPAIGN DELIVERY & OPTIMIZATION

AFFINE CONTINUALLY OPTIMIZES VIDEO INVENTORY BASED ON CAMPAIGN METRICS, THEN REPORTS VIA ANY AGENCY CONSOLE

Date: **15 April 2010**
For: **Lexus**
And: **Varick Media Management**
From: **Affine Systems Video-Targeting Platform**

Proposal Description: Unique Opportunity to Leverage Affine's Content-Targeting Platform to Support Lexus

Targeting Like No Other
Using Affine's Next-Gen Content Analysis and Targeting Engine

- *Detectors*: Affine builds unique visual detectors for your campaign that can "see" objects, faces or topics in a video, allowing targeting based on the visual stream of individual videos.
- *Filtering*: Affine detectors can "see" and protect your brand from unsafe pornographic content; or low production quality webcam, cellphone or home video content.

Affine's Video Content Analysis & Targeting Platform first creates a custom list of videos based on Lexus's campaign brief, then targets this inventory across YouTube, Adap.TV and other video exchanges, representing 70% of online video viewing. We deliver Lexus's video advertising campaign using in-stream **prerolls** and **overlays** targeting video streams favored by American auto enthusiasts.

Massive scale, next-generation visual targeting, and video-level campaign transparency make Affine's offering to Lexus unique and powerful.

Targeting Process

- Filter inventory to ensure exclusion of adult-themed clips from the campaign
- Use In-stream Overlay + Companion ad combination for performance-based results
- Use Pre-roll ads for impression-based campaign component
- Optimize video campaign based on performance of above categories based on CTR or other conversion metrics
- Allocate video impressions across the campaign flight dates based on specific objectives outlined in the campaign brief
- Ads are mapped to video streams of the content being targeted. Optimization is highly dynamic to match the timely and viral nature of this type of video inventory.

Affine Systems - Spec Sheet

Advertiser:	Lexus
Agency:	Varick Media Management
Media Plan:	Auto Enthusiasts
Flight Date:	5/13-6/30/10

Site	Placement	Dimensions	Format	Start Date	End Date	Cost Method	Price	Clicks	Total Net Cost	Notes
YouTube	In-stream overlay + companion	480x70, transparent	jpg, gif, png, fla	5/13/	06/30/10	CPC	60 cent CPC	16,667	$10,000	to exclude offensive and low production quality content.
	+ 300x250 companion ad	300x25	jpg, gif, png, fla							
Plan Totals					**Totals:**				**$10,000**	

CONTACT INFORMATION	
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Traffic Contact	adops@affinesystems.com
Billing Contact	invoices@affinesystems.com

Pre-roll Advertisements

Other than length, the below specifications are only guidelines.

Length	15 or 30 seconds
Video Format	H.264, MPEG-2 or MPEG-4 preferred
Aspect Ratio	Native aspect ratio without letterboxing (examples: 4:3, 16:9)
Resolution	640x360 (16:9) or 480x360 (4:3) recommended
Audio Format	MP3 or AAC preferred
Frames per second	30

If the submitted video does not meet the technical specifications of the publisher, it will be transcoded into the correct format by Affine.

Animated Overlay Advertisements

Dimensions	480x70 pixels
Format	SWF with original FLA (if possible)
Flash Versions	Flash 8 / 9
Frames per second	25
Maximum size	100KB
Audio	No sound
Scaling	Creative should scale
Fixed origin	Origin is top left
Animation Time	10 Seconds
Minor elements	May appear up to 70px & be opaque (text and animations)
Major elements	Limited to bottom 55px, max 80% alpha (background)

Companion Display Ads

- Png or jpg image with a resolution of 300x250 or 300x60

Bringing Creatives into Spec

Affine is happy to modify any banner or overlay advertisements you might have to make them compatible with the Animated Overlay specifications listed above free of charge. Below are guidelines for this process. Typical turnaround is 1-2 days.

Formats	Image, animated SWF or ad tag that serves the correct creatives
Flash Files	For SWFs, the original FLA file is helpful. If not available we will decompile the SWF.
Ad Server Integration	If integration with a particular ad server/system is needed for accounting or reporting, please provide an ad tag and/or the tracking pixel that should be used.
Considerations	- If the resolution is close to 480x70 (ie an IAB full-banner), turnaround will be quicker - Animated ads get more clicks - The closer the creative is to meeting the overlay specs above, the quicker the turnaround will be