

Bob Vila and PermissionTV Maximize Online Video Advertising Content

BobVila.com Leverages PermissionTV's Flexible Platform to Increase Ad Revenue Through High-Impact Viewer Experiences

WALTHAM, Mass. – February 21, 2008 – [BobVila.com](#) and [PermissionTV](#), a leading online video platform provider, have launched a richer, more interactive Web video experience that effectively connects advertisers with relevant consumers. PermissionTV's [smartplayer™](#), an intelligent platform that responds to viewer needs and preferences, is now integrated with Google's AdSense™ for video beta advertising program to make advertising more impactful and useful for BobVila.com viewers. BobVila.com can now display targeted advertising content to extend user engagement time and help advertisers reach their target audiences in new and innovative ways.

BobVila.com's diverse video library includes 17 years of Vila's television archives and direct-to-broadband Web exclusives. PermissionTV's video delivery platform provides a flexible platform for the site to integrate highly targeted ad-serving capabilities based on video content, user demographics and viewing patterns. Through the integration with Google AdSense for video beta, the site can now deliver contextually-targeted advertisements based on a video's subject matter. For example, viewers who watch an instructional video about painting techniques can be shown InVideo graphical or text overlays featuring the most relevant advertisements, i.e. a paint brush retailer within five miles of their home.

“Throughout my career, I have tried to take the mystery out of home improvement projects – showing people that they really can do it themselves,” said Bob Vila. “Now we're making it easier than ever for people to access, by the topic of their choice, my 17-year collection of syndicated TV shows, our new 'how-to' videos and much, much more. Working with PermissionTV, we truly have made it possible for viewers to obtain the information they need to get their do-it-yourself projects done.”

By leveraging PermissionTV's flexible video platform, BobVila.com's branded interactive Web video experience is now more effectively integrating advertising into Web programming. By integrating the AdSense for video beta program with video ad serving technologies like DoubleClick's DART for Publishers and Motif, BobVila.com is automating the selection of the highest value ads in real time to help advertisers reach their target audience.

“Online video is a fundamental part of our business,” said Dan Newberry, Vice President of Advertising & Marketing, BobVila.com. “When in-house sales do not utilize the site's available video ad inventory, the AdSense for video beta program generates revenue without interrupting the high-quality video experience our site visitors expect.”

BobVila.com's online video plan has evolved and expanded considerably since first partnering with PermissionTV in 2005. Initially it focused on moving the existing programming library to Flash-based video and creating new content. Currently BobVila.com's marketing team can design, manage, measure and continuously refine video interactions.

“For decades, Bob Vila has led the home improvement market in continued reinvention,” said Bob Lentz, President and CEO, PermissionTV. “We helped unleash an Internet video strategy to provide a single access point for all things Bob Vila on the Internet. We provide the platform to support BobVila.com’s advertising objectives and enable the company to build highly customized Web video experiences with the design freedom, open framework and monetization options to meet current and future challenges.”

About PermissionTV

PermissionTV offers a flexible platform for delivering innovative and interactive video experiences on the Web. PermissionTV tools empower companies to use video to capture new audience, enhance relationships and maximize customer value. Many leading Fortune 1000 companies, agencies, publishers and public service groups such as Agency.com, Bob Vila, Boston Symphony Orchestra, FHM Magazine, Intercontinental Hotels, Mitt Romney and Harvard Business Publishing work with PermissionTV to generate awareness, engage prospects and deepen customer relationships. For more information, see www.permissiontv.com.

About BobVila.com

Created in 1996 by home improvement celebrity Bob Vila, BobVila.com is a consumer-focused Web site for people interested in home improvement, home repair, remodeling, home building, home design, and real estate. The company provides free resources for site users to research and plan projects, interact with other home enthusiasts, and watch, read and learn about the processes and techniques for projects ranging from major remodels to minor repairs. Available resources include articles, videos, helpful tips, home improvement glossaries, and interactive visualization and estimation tools. The site is located at <http://www.bobvila.com>.

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