



## **Videoplaza enters Belgian market by signing RTL Newmedia and appoints Richard D. Titus to the Board of Directors**

**London, UK, 19 October 2010:** Videoplaza, the European leader in ad serving technology for managing and monetising online video today announced an innovative partnership with Belgian RTL Newmedia, its first client in the country. In addition, Richard D. Titus, entrepreneur, investor and strategic adviser, joins Videoplaza's Board of Directors.

The partnership between Videoplaza and RTL Newmedia will allow seamless integration of advertisements into online videos and radio for the Belgian publisher, as well as providing a robust platform that can deliver to multiple devices. Videoplaza takes over the contract from Adswizz.

RTL Newmedia, part of RTL Belgium, the country's largest TV, radio and production company, will be using Videoplaza's ad server platform for to monetise online video, live radio and radio-on-demand, an approach that will help the company increase revenue streams from its online offering. Videoplaza will also work with the broadcaster to develop an iPhone app to take its services multi-platform to harness the opportunities presented by mobile technology.

The partnership is also Videoplaza's first foray into applying its technology to enable pre- and mid-rolls for online radio. Bringing radio ad serving capabilities to the company's offering provides existing and potential clients with the opportunity to apply Videoplaza's products to different channels to create greater value from the online audience.

Edouard de Witte, Deputy Director at RTL Newmedia commented on the partnership: "The industry has woken up to the promise of new revenue opportunities offered by online video. Adding radio and mobile technology platforms to the mix enables us to further tap into the full potential this type of unobtrusive ad serving offers. Videoplaza has the knowledge, expertise and technology that's needed for us to maximise advertising revenue. We believe that

Videoplaza's dynamic forecasting module will give us competitive advantage as it allows us to plan how to sell advertising space in the most efficient way."

Sorosh Tavakoli, Videoplaza Founder & CEO said: "We are delighted to announce the agreement with RTL Newmedia who wants to push the boundaries to delve further into the huge online advertising market. Entering a new market is always exciting and the solution we have created for RTL Newmedia is new for us, so it's exciting in a double sense. I'm confident that using pre- and mid-roll for both radio and video alongside mobile technologies will grow in significance moving forward. The partnership with RTL Newmedia will help us develop and refine our offering to help them – and other publishers - to make the most out of every single stream."

Also, serial entrepreneur Richard D. Titus has joined Videoplaza's board of directors, bringing his extensive media and technology experience and network to bear. Most recently he served as CEO of Associate Northcliffe Digital (AND), and is also an experienced angel investor and was (co-) founder of both Schematic and competitor Razorfish (LA), two of the largest interactive agencies in the world.

Tavakoli continued: "Getting Richard D. Titus with his experience and expertise on the board of directors will be of great benefit to us. The fact that he oversaw digital product groups at the BBC and was integral in the iPlayer and Canvas teams, as well as its mobile, audio and music products and services, means that he can provide insight and the most relevant strategic advice as Videoplaza plans to expand further."

With customers in fifteen European countries, Videoplaza continues to work closely with broadcasters, newspapers and other media companies across Europe to unlock the monetisation opportunities in online video.

*Ends*

### **About Videoplaza**

Videoplaza AB, a privately owned company based in Stockholm and London, is the leader in video ad serving solutions in Europe. Working with leading broadcasters, newspaper publishers and other premium media owners, Videoplaza offers a robust technology platform designed to help media companies maximise revenues in the complex online video environment. With the Videoplaza platform, publishers can monetise their content regardless of where the content is being consumed: on the publisher's own site, syndicated to 3<sup>rd</sup> parties and other emerging devices and platforms. Currently Videoplaza works closely with several leading European media

companies including TV4 Group (SE), Ekstrabladet (DK), La Vanguardia (ES), myvideorights.com (UK) and Dennis Publishing (UK). For more information, visit <http://www.videoplaza.com>

### **About RTL Newmedia**

RTL Newmedia is part of RTL Belgium. The mission of RTL Newmedia is the edition of content for all “new media” and in particular for the Internet, mobile and connected TV platforms. RTL Newmedia deals with various websites: rtlinfo.be, rtlvi.be, clubrtl.be, plugrtl.be, belrtl.be, radiocontact.be. In July, it launched an iPhone application for rtlinfo & rtlsport.

### **Media Contacts:**

Rickard Andersson  
IF Communications  
+44 (0) 7932 443 783  
[rickard@if-communications.com](mailto:rickard@if-communications.com)

Josefin Landgard, Head of Marketing  
Videoplaza  
+46 (70) 777 77 02  
[josefin.landgard@videoplaza.com](mailto:josefin.landgard@videoplaza.com)