



Dennis Publishing signs up Videoplaza to monetise online video

'Monetizer' will help the publisher manage online video content across all its consumer titles

London, UK - 7 October 2010: Videoplaza, the European leader in ad serving technology for managing and monetising online video, today announced a partnership with leading UK consumer publisher Dennis Publishing. The publisher chose Videoplaza thanks to its expertise in the burgeoning video arena and for the company's ability to help Dennis grow and better monetise its video inventory. Videoplaza's 'Monetizer' will be used to manage online video across all of Dennis Publishing's titles, including Maxim, Evo, Auto Express and Kontraband.

The partnership also includes monetisation capability for video advertising on mobile devices, tablets, digital magazines and other environments Dennis chooses to operate in.

Sorosh Tavakoli, Founder and CEO of Videoplaza, commented: "We're excited to be working with Dennis Publishing. Traditional magazine publishers are changing their workflows to produce more and more video content for their users to enjoy. We're seeing this across the markets we operate in and are looking forward to helping Dennis Publishing grow and increase their monetisation ability across their iconic titles."

Videoplaza operates in a variety of markets where the levels of maturity and sophistication of advertising technology and tactics differ. As such it has the experience necessary to take on an advisory role with its publishing clients, ensuring opportunities for new video revenue streams are identified and their viability explored.

Luke Walker, Project Manager at Dennis Publishing commented: "We chose to work with Videoplaza as we realise video is a complex area and we want to be working with the leaders in this field. Videoplaza's experience of working with broadcasters and publishers across Europe means they have the know-how, which, along with the product, will help us generate improved workflows and increased revenue. This also means that the team at Videoplaza will be able to

push us to the next level with video, highlighting opportunities and ensuring we can take advantage of them. We recognise this experience and are confident it will be of great benefit to us when growing our online video business.”

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

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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 3rd 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 Unanimis (UK). For more information, visit <http://www.videoplaza.com>

About Dennis Publishing

Dennis Publishing is one of the world's leading independent publishers. Founded in 1974, the group consists of a number of operating companies in both the UK and USA. Although the companies have experienced explosive growth over the past five years, success hasn't diminished our frontier spirit. As a privately held group of companies, the Dennis Group is dedicated to delivering what customers and advertisers want, rather than concentrating on the somewhat narrower goals of stockholders and analysts. Dennis Publishing is one of the world's fastest-growing independently owned media companies. Group turnover exceeds £85 million a year, excluding our subsidiary companies. The company publishes over 50 magazines, digital magazines, websites and mobile sites in the UK (including The Week, Monkey, Auto Express, PC Pro, Viz and Maxim) and The Week in the US. Dennis is also a major shareholder in Seymour Distribution and Dovetail Services Ltd. Dennis Publishing is privately owned by Felix Dennis.

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