

The Kitara Media Content+ Solution offers video content providers expanded reach for their content libraries with a highly engaged syndicated target audience. We have formed content partnerships with independent producers, premier media companies and content syndication networks.

- Publish video content at scale with an extended reach
- Engage with the right audience utilizing data intelligence
- Compliment brand promotions with contextually placed video and customized platforms
- Monetize video content multiple ways with expanded options

We believe video offers the best medium for storytelling and enhances brand reach across desktops and devices. Leveraging the PROPEL+ technology platform and our complimentary services, we make it simple to curate, match and distribute video content to relevant audiences. We provide video content providers full reporting and access to the data intelligence we utilize to optimize engagement and track video content distribution.

VIDEO+ PORTFOLIO

We believe all videos are not created equal and different video story formats appeal to different audiences and objectives. Our focus is to provide interactive video narratives that improve a brand's storytelling ability with consumers. We have developed the Kitara Media Video+ Portfolio of multimedia platforms that enhances audience engagement, campaign performance and advertising monetization including:

- Video Slideshows
- Video Surveys
- Video Quizzes
- Video Q&As

We customize campaigns with one or more video story formats to leverage the right video content with the right advertising opportunities while contextually complimenting editorial placement. Independently, we have developed our own library of nearly 5,000 premium videos and interactive multimedia video products and continue to produce video content on a monthly basis.

AUDIENCE+ ANALYZER

We understand the value of safely targeting the right audience for the right campaign. Advertisers rely on engaging consumers to deliver performance, ensure targeted message recall and expand monetization. Utilizing both proprietary and third party data intelligence tools, the Kitara Media Audience+ Analyzer is a toolkit that integrates and analyzes data to report on key metrics associated with the audience of a campaign including:

- Demographic and Psychographic Audience Metrics
- Viewability and Engagement Metrics
- Brand Safety Metrics

Leveraging the Propel+ technology platform, we provide advertisers full reporting and access to the data intelligence to optimize engagement and expand monetization.

Learn more about the Kitara Media Publisher+ Solution by visiting www.kitaramedia.com.