



## Comcast Spotlight and Mixpo Announce Agreement to Make Online Video Advertising more Accessible to Small and Mid-sized Advertisers

Advertisers Can Turn Existing Media Assets into Online Video Ad Units

**SEATTLE, WA and NEW YORK, NY** – September 22, 2008 – Mixpo, an online video advertising company dedicated to serving the small and medium-size business (SMB) market and Comcast Spotlight, the advertising sales division of Comcast Cable, today announced an agreement that will enable Comcast Spotlight to turn clients' existing on-air video advertising assets into online video advertising units, using Mixpo's patent-pending platform. Now, local advertising clients in Comcast Cable markets across the country can take advantage of Comcast's online advertising opportunities, including placement in standard display ads on Comcast.net, a top U.S. website and the portal for more than 14.6 million High-Speed Internet subscribers, or Vehix.com, a leading automotive portal owned by Comcast.

Comcast Spotlight's ad sales professionals will be utilizing Mixpo-powered services to make online advertising and its benefits, including improved lead capture and conversion, more accessible to advertisers of all sizes in nearly 90 markets.

Until recently, online video advertising has been focused mostly on monetizing content for the benefit of larger advertisers with pre- or post-roll ad creative. Now, Comcast Spotlight can leverage Mixpo's platform, to monetize and expand online display ad inventory for small and mid-sized advertisers. The local online video market is growing rapidly: The Kelsey Group's **U.S. Local Video Forecast (2007-2012)** (<http://www.kelseygroup.com/press/pr080625.asp>) projects that local online video ad revenues will increase to US\$1.5 billion by the end of 2012—representing 11.6% of their online budgets.

“We look forward to working with Mixpo and offering the SMB market more effective and efficient marketing solutions in online video advertising with accountability and tracking,” said Tom Straszewski, Comcast Spotlight's Senior Director of Online Sales. “We are experts in tailoring advertising to our clients' unique marketing needs, and this demonstrates our commitment to meeting these needs in the expanding digital media landscape.”

“We are very excited to be working with Comcast Spotlight to bring the power of online video advertising to local advertisers and leveraging their extensive online reach,” said Anupam Gupta, Mixpo President and CEO.”

The recently-launched Mixpo platform consists of five integrated components, including:

- **The VideoAd**, a dynamic video advertising player that will play in 300x250 standard IAB units on Comcast properties and delivers high-quality video AND direct response lead generation capability.
- **The Studio**, where companies can easily create high-quality VideoAds from existing video, photo, and audio files, from a broad range of stock media options;
- **Ad Rotation**, which allows companies to test and compare different versions of a VideoAd for effectiveness;

- **The Dashboard**, where clients measure how a VideoAd is performing by tracking the number of impressions and views, play-through and conversion, viewers' geographic locations, and referring sites;
- **Automatically generated landing pages for each VideoAd**, providing the search terms and other meta data to maximize exposure to more than 100 video sites powered by a range of search engines, including Google, Yahoo, and Blinkx.

#### **About Mixpo**

Mixpo is an online video advertising company dedicated to providing the local small and medium-size business (SMB) market with technology-based products that are both easy to use and effective in driving results. Through its pioneering online video advertising platform, Mixpo enables local publishers, interactive directories, and local search marketing companies to easily and affordably create, deploy, and optimize online video ads that drive measurable results and fuel more effective marketing campaigns for their clients. The company's turnkey Mixpo-To-Go channel program gives partners the flexibility to private-label the Mixpo platform, and easily integrate it into their advertising portfolios. For more information visit: <http://www.mixpo.com>.

#### **About Comcast Spotlight**

Comcast Spotlight, the advertising sales division of Comcast Cable, helps put the power of cable to use for local, regional, and national advertisers. It is focused on providing multi-platform marketing solutions to reach audiences most effectively and efficiently. Headquartered in New York with offices throughout the country, Comcast Spotlight has a presence in nearly 90 markets with approximately 30 million owned and represented subscribers. Comcast Spotlight is a trademark of Comcast Cable. For more information, visit [www.comcastspotlight.com](http://www.comcastspotlight.com).

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