

# Online TV/Video Media Distribution Partner

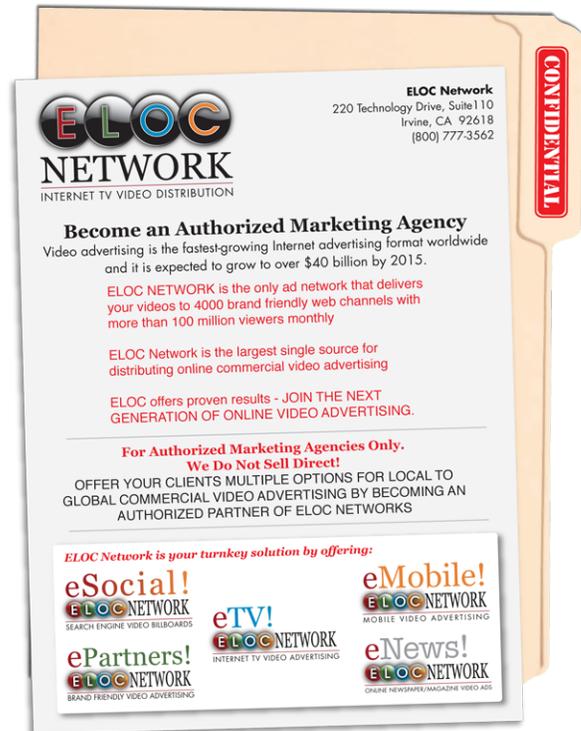
PRESENTED BY ELOC NETWORK – FOR MEDIA BUYERS

(949) 872 1965 - (800) 777-3562 or email: [agencyinfo@elocnetwork.com](mailto:agencyinfo@elocnetwork.com)

Preferred Agencies join the ELOC Network for local to global TV/Video/Radio online distribution reach.



Traditional TV advertising is changing! **ELOC Network** currently offers more than 4000 online brand friendly web channels with over 100 million consumer viewers monthly for companies to reach target audiences with online video ad campaigns. Consider ELOC the largest single source for purchasing discounted online TV/Video/radion commercial advertising inventory in the **UNITED STATES, EUROPE, ASIA AND LATIN AMERICA.**



## JOIN THE NEXT GENERATION OF VIDEO/TV ADVERTISING!

Our exclusive digital video advertising distribution networks and products give agencies & corporations the digital **media buying power** and experience for marketing and advertising online.

**ELOC Network is your Turn-key  
Online TV/Radio Advertising Solution by Offering:**



**Think of ELOC as your Video Advertising & Distribution Network Partner**

**Who is ELOC Network?**

ELOC Network, since 2002, a single consolidated source for online TV/Video media buys, the largest online TV/Video advertising & distribution network globally for advertising agencies.

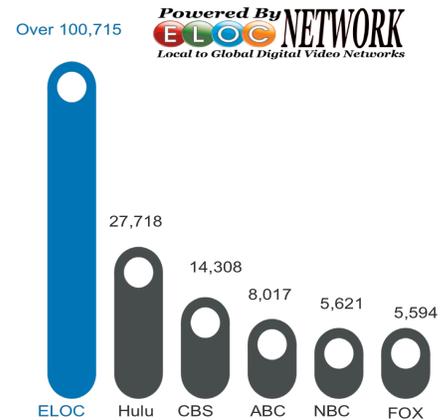
**OUR TEAM:**

Our management team has evolved from offline to online with a clear understanding of how to leverage **video content – digital media technologies – with online video/TV distribution networks**. Save time, money and mostly stress trying to put the pieces together to reach your customers. **THAT’S OUR JOB!**

**WHAT WE DO:**

**Where do you want to place your commercial ads?**

ELOC Network is the **only** commercial ad network that delivers immediate access to the largest most valued brands around the world with over 4000 plus Internet video/TV networks of more than 100 million viewers monthly.



ELOC Network offers a single source marketing solution for online video advertising; TV & radio has changed! ELOC Network offers a consolidated video ad network reach, local to global with over 100 million unique views worldwide through various video advertising platforms. The next generation of Television advertising, Place your ad campaign online!

*Video advertising is the fastest-growing Internet commercial advertising format worldwide and it is expected to grow to over \$40 billion by 2015.*

*WHY! Your customers are already there!*

Did you see the super bowl ads? They have more direct and social content than ever before using video advertng to interact with new and existing audiences.

**1 MILLION DOLLARS FOR A SUPER BOWL AD  
OVER 5 MILLION SOCIAL FANS AND PROSPECTS**

EN offers optional marketing choices to reach your target audience. Expect our team to create a video/TV advertising program that works with your marketing campaign initiatives and budgets!

**ELOC NETWORK! PRODUCTS**

Our online video ad network products are very effective for different types of marketing campaigns. Our approach is understanding your business, your target market and budget. **We drive traffic! We guarentee results!**

*Your Local or Global partner for online video advertising, planning, delivery & technology in the United States, Europe, Asia and Latin America*





## Video Advertising Network (EVAN) Introduction Products (e Social! ePartners! eTV! eMobile!) – Go Viral

**ELOC NETWORK! PRODUCT LINES:** Digital Media Buys & online TV Distribution services. ELOC Network offers advertising & marketing agencies with a variety of online TV/Radio media buying choices for clients. Purchase and distribute a portion of online media buys to an experienced digital media team. Get the **RIGHT** vertical advertising campaign that works for your clients and budget!



The **ePartners!** A video/TV ad network that offers agencies with over 4000 brand-friendly websites worldwide, reach consumers immediately through online video/TV distribution. **ePartners!** Offers a low cost commercial packages and consolidated online distribution solutions. Distribute your commercials, reach target audiences, launch new products, and build brand awareness campaigns immediately.

Our brand friendly publishing partners generate more than one billion impressions a month with over 100 million unique viewers monthly.



The **eSocial!** Video/TV ad network offers agencies a proprietary online social video ad network to place billboards on first pages of search engines using your keywords to build your brand and establish authority. We guaranteed views! ELOC Network is proprietary social video ad network that distributes videos to over 1000 social video channels that reaches over 24 million fans, friends and subscribers worldwide.



**eTV!** Video Ad Network offers agencies with online video or commercial Internet TV advertising opportunities just like traditional Television networks. Our eTV! Network distributes videos to over 300 Internet TV channels that reach over 50 million unique viewers monthly.

*Internet TV is the NeXt Generation of Television advertising.*

**eMobile!** Video ad network offers agencies a unique and innovative solution to distribute viral and commercial videos via the most popular mobile platforms. Reach over 20 million unique mobile users monthly.



Our unique solution enables top brands to deliver the most engaging, measurable video ads to apps on iPhone, iPad and Android. Increase your video campaign reach to mobile and apps users. Our platform supports iPhone and Android and will increase user engagement and brand awareness. Get much higher CTR than with any other mediums.



**eNEWS!** Video ad network delivers local TV media nationally through a network of digital newspapers and magazines. A consolidated media-buying plan and distribution solution for agencies that want to reach online readers with video.

### Contact Us

If your agency is buying traditional Television media time, its time you add online TV/Video media buying to your next campaign. Contact us for a free marketing proposal and pricing quote. You will be glad you did!

ELOC Network works with you to implement the **RIGHT** online video/TV marketing campaign strategy that works for your agency! We look forward to helping you reach the stars!

All The Best,

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### Online Video (TV) Ads vs. TV Ads

©2002 - 2012 ELOC® Digital Media, all rights reserved. 220 Technology Drive, Suite 110A, Irvine, CA 92618  
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From Nielsen:

With most U.S. homes connected to broadband, the viewing of online video has never been easier. Whether watching a short clip on YouTube or an entire TV program, almost three-quarters (72%) of Internet users view videos online – amounting to 144 million people. To marketers, this presents a huge – and largely untapped – audience to reach. And while online advertising fell overall in 2009, **ad spend on online videos grew 41%**.

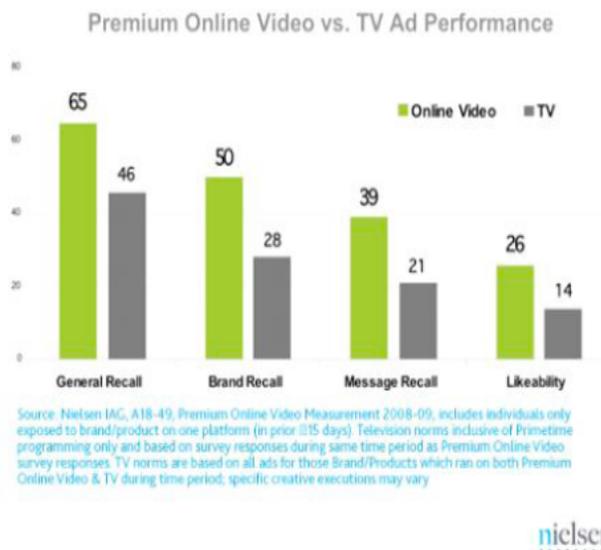
In a recent presentation at the Advertising Research Foundation’s annual RE: Think conference, Dave Kaplan, Senior Vice President, Product Leadership at Nielsen IAG, and Beth Uyenco, Director of Global Research at Microsoft, discussed the ins and outs of online advertising and how to effectively reach video viewers. Evaluating 238 brands encompassing 412 products in 951 ad executions in streaming full-episode TV programs, Nielsen IAG used the key brand impact metrics of ad recall, brand recall, message recall and likeability to determine the effectiveness of ads. More than 14,000 surveys were conducted.

The patterns they uncovered were consistent: video ads run during online full-episode TV programs yield deeper brand impact than corresponding on-air TV ads, with the difference most pronounced among younger viewers age 13-34.

What accounts for this variation in impact between online video and traditional TV?

Data shows that web video viewers are more engaged and attentive to the programs they are watching, which is likely a function of the viewing environment and the oft-required active mouse-clicking to initiated continue content. Online video is also still a relative novelty compared to traditional forms of media. Further, and most significantly, reduced ad clutter and the inability to easily skip ads are considerable recall-enhancing factors.

While creating a unique ad specifically for use in online video may be desirable, advertisers might want to consider that TV ads repurposed for online full episodes actually generated the top results. It may be that the TV executions possess higher production values, or that online full episode viewers still prefer the absorptive and passive nature of traditional-style TV spots.



“Advertisers might be able to save money by utilizing those ads already in the hopper. Even when controlling for exposure, we see that repurposed TV spots resonate quite well in the streaming full-episode environment,” said Kaplan.

All The best,

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