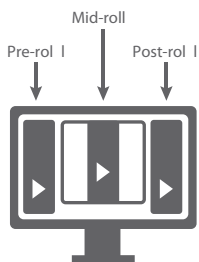


Our Tremolo Player supports your advertising and sponsorship needs with its offering of unique advertising functionalities including video ads, banners, out-of-player advertisements and more.

Video Ads

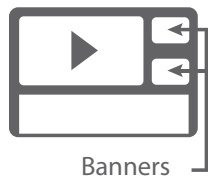


Video ads are typically 15-30 seconds, much like a television ad. Tremolo can load an advertisement that comes before, during, or after video content.

Interactive Pre-Roll: During a video advertisement, the main video becomes clickable with the ad URL, and the thumbnails stop working to navigate content if it is a multi-angle play deployment. Messages are sent to the page when ads start and end so we can make changes to the page layout during an ad if required.

Vast (video ad serving template): This standardizes the video space, allowing us to run video at scale with standard delivery.

Banners



Companion Banners: A companion banner is a banner ad that accompanies the video ad, serving as extra reinforcement for the video ad by running alongside it. This sustained ad visibility throughout the video experience keeps the viewer engaged, creating unique opportunities for advertisers. Tremolo can also track and call on companion banners. When developing your next online viewer campaign, consider using a companion banner.

Overlay and Banners: An overlay is an ad displayed on top of the video during playtime. If clicked on, the user will be taken to a webpage. Tremolo can display a banner on top of the video for as long or as short as the client wants. This banner can be an image provided by the client or a double-click ad.

Full Screen Banner: When a user enters full screen mode, an ad banner may display at the top or bottom of the screen. This may be set separately from the on-video ad described above, but the ad types are the same.

High Impact



Site Skin: The designable area that lives around the video player.

Page Ads: Tremolo tells the page when certain actions happen. These may be used to load ads or change the experience within the page. Here is a list of Tremolo actions:

- › Video starts playing
- › Video angle switches
- › On-video ad loads
- › On-video ad is removed
- › Full screen banner loads
- › Full screen banner is removed
- › Mid-roll ad starts
- › Mid-roll ad ends
- › Pre-roll ad starts
- › Pre-roll ad ends