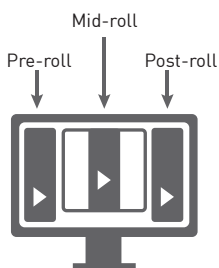




Advertising with the Tremolo Player

AEG Digital Media's *Tremolo Player* supports your advertising integration needs using video ads, banners, out-of-player advertisements and more. Our player provides a higher quality experience, which means longer view times that allow your brand to reach a larger audience over a longer period of time.

Video Ads



Tremolo can load an advertisement before, during, or after video content, much like a standard TV ad that runs 15–30 seconds.

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 player 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 Compliant: A video ad-servicing template his standardizes the video space, allowing us to run video at scale with standard delivery.

Banners



Companion Banners: 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 Banners: 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.

Live Midstream Insertion Ad: An ad that is inserted at any point during the length of the live streaming event.

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