

Tremor Video Teams Up with 3MS to Amplify the Understanding of Video Viewability Issues

Jul 18, 2014

Donates 4 Million Impressions to PSA Campaign and Will Create Case Study

Tremor Video, Inc. (NYSE: TRMR), an advertising technology company elevating brand performance across all screens for the world's leading brands and publishers, today announced it will run a pro-bono campaign comprised of 4 million impressions to drive the industry forward in its understanding of the viewable impression for video, and to support the "3MS Creative Contest" in partnership with Making Measurement Make Sense (3MS), a cross-ecosystem initiative founded by the American Association of Advertising Agencies (4A's), the Association of National Advertisers (ANA), and the Interactive Advertising Bureau (IAB).

Tremor Video has teamed up with 3MS to help drive awareness of the important concept of viewability in the industry. The company's patented technology, VideoHub®, was the first video ad technology to be **accredited by the Media Rating Council (MRC)** for a video ad viewability metric, average viewability percentage, and recently received continued accreditation from the MRC. This metric represents the average percentage of a video ad that is viewable, as measured at specifically defined time intervals during the video's duration. This metric, combined with the transactional standard viewable video impression, as defined by the MRC, can provide marketers with the complete picture of how their campaign performed.

"The 3MS Creative Contest is truly about speaking to the industry in its own language – advertisements and creative content – and Tremor Video is helping 3MS to extend that message to broadcast the value of new measurement standards," said Duke Fanelli, representative of 3MS and EVP & CMO of the Association of National Advertisers. "We're pleased Tremor Video is participating in the PSA Contest as a judge and helping to build awareness for the viewable impression standards that will help to create much-needed clarity and measurement uniformity for both advertisers and publishers."

Tremor Video's in-house creative team will build a proprietary Super Pre-Roll unit that allows viewers to engage with the content to become aware of the viewability initiative while also driving entries. This Super Pre-Roll unit will run across Tremor Video's media network of premium sites to reach 4 million viewers. At the same time, Tremor Video will measure Viewable Impressions using a variety of viewability measurement providers as well as its own average viewability percentage measurement. This will provide an understanding of the relative difference between measuring viewable impressions and reporting on an ad's viewability throughout the duration of the ad. Furthermore, the case study will help quantify the variances between different standard measurement providers.

"Viewability has been, and will continue to be, a main focus for Tremor Video, and we're thrilled to partner with 3MS on this initiative that underscores the importance of viewability, and transparency overall," said Melinda McLaughlin, Chief Marketing Officer, Tremor Video. "We encourage others to make use of their networks to help spread this important message and drive the industry forward."

In June, 3MS invited the advertising industry to participate in the first-ever 3MS Creative Contest to educate the market about the pressing need for measurement standards, specifically the viewable impression metric. To kick off the contest two PSAs were created (**Banner Day** and **White Wall**) that bring to life situations where time and money have been wasted on advertisements that cannot be seen. They're now calling on the advertising world's creative expertise to showcase some of the best advertising creative that has never seen the light of day. For more details on the 3MS Creative Contest, including the full creative brief and deadlines, please visit www.measurementnow.net/competition.

About Tremor Video

Tremor Video (NYSE: TRMR) is transforming the video advertising experience across all screens for the world's leading brands. Our patented technology, VideoHub®, offers advertisers and publishers a complete programmatic solution to reach and engage consumers while providing new insights into what drives the success of brand advertising performance across multiple devices. Tremor Video is based in New York with offices throughout the US and across the globe. For more information, visit tremorvideo.com and find Tremor Video on [Twitter](#), [Facebook](#) and [LinkedIn](#).

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