

W&V Online with New stream5 Video Platform

Munich, 25.02.2010 - stream5, one of the leading providers of online video technology, wins the publisher Werben & Verkaufen (W&V) as customer. Germany's leading weekly magazine for the communication and media sector has launched a new, innovative video platform by stream5 in February.

The PREMIUM package of the stream5 Video Machine shows that W&V online trusts in professional video management. The main focus of the publisher is on marketing the video content and on ad server integration. Advertising spaces like pre-roll ads can now be controlled through their connection to the W&V ad server. stream5 makes sure that the online video advertising types defined by the IAB are rendered in the video player and can be measured according to the IVW standard. Starting immediately, all common video advertising formats can be booked as various marketing packages at W&V Online.

Furthermore, it has become easier to upload videos and embed them into articles for the editors. Pre-roll, mid-roll, post-roll, companion ads, and overlay banners that are shown in the environment of the video can now be clicked and link directly to the advertiser.

"The cooperation while realising the transfer to the stream5 video platform was very good, thanks to the good project management, dedication, and flexibility of stream5," says Claudia Maier, Head of Marketing & Digital Media at W&V.

"We are very happy to have convinced W&V, the leading vehicle of the communication and media industry, of our innovative online video technology," says Christoph Hölzlwimmer, CEO of stream5.

About stream5

stream5 is one of the leading providers of online video technology. The stream5 video platform facilitates the global playback of online videos on the three relevant media devices: the PC, mobile handsets and Internet-enabled TVs. The portfolio ranges from easy-to-implement video players to complete systems for Internet TV. The stream5 video platform enables companies to map the entire added value chain of video asset management: from acquiring online video content, managing it, shaping it and supplying it, to distributing it to various destinations, refinancing it and measuring it. All this gives companies the opportunity to create their own Internet TV, integrated video functions into their websites and use these features to best economic effect. stream5's customer portfolio currently includes O'Neill, Sport1, Das Vierte, Channel 21, earthTV, SnackTV, GameTV and Autoscout 24. Learn more at www.stream5.tv

This press release can also be obtained from our website at <http://www.stream5.tv/news/pressebereich/news-uebersicht/>.