



Mochi Media Extends Online Video Advertising Partnership with Video Initiatives to Key New Markets

Partnership to Further Increase World's Largest Online Games Network's European Advertising Revenues

SAN FRANCISCO, CA — (August 20, 2009) — [Mochi Media](#), the world's largest online games network, announced today that it has extended its partnership with the Media Initiatives Group's independent online video advertising division, Video Initiatives, to deliver online video advertisements to audiences in key emerging online advertising markets, including Germany, Austria and Switzerland. The expanded partnership will build on the success of Mochi Media's partnership with Video Initiatives that provides video advertisements to consumers in the United Kingdom.

Mochi Media is the world's largest and fastest-growing online games advertising network according to comScore, enabling advertisers to reach nearly 100 million consumers worldwide each month. Flash games are becoming an increasingly attractive medium to top-tier advertisers because of their targeted reach into key demographics and their high level of engagement with gamers. Some of the companies that have previously run online video advertising campaigns in the UK through Mochi Media's and Video Initiatives' partnership include well known brands such as Johnson & Johnson, Xbox and COI, the UK Government's Central Office of Information.

"The opportunity to further develop the online game advertising industry across Europe is really exciting and our expanded partnership with Video Initiatives will be instrumental in building out our presence in some of the fastest growing European markets," said Jameson Hsu, co-founder and Chief Mochi, Mochi Media. "As the audience for Flash games continues to dramatically increase across these countries, there are great opportunities for Video Initiatives' high quality content to reach the wide array of demographic groups playing our catalogue of games."

Video Initiatives will provide Mochi Media with video ads in formats including pre-game, which shows as the game is loading, and inter-level advertisements, which appear during natural breaks in game play.

"Mochi Media's world class catalogue of online games is a natural fit with Video Initiatives' engaging video advertisements, as evidenced by the performance of our partnership in the United Kingdom," said Rob Gay, managing director at Media Initiatives Group. "Mochi Media's technology allows us to deliver our premium advertising content to online game audiences in an entertaining, non-intrusive way, which has proven to be highly effective."

About Mochi Media

Mochi Media is the world's largest casual online game network, serving the needs of thousands of Flash developers, reaching over 100 million unique users each month with a library of over 14,000 games, and enabling advertisers to reach engaged consumers with targeted display, text and video ads. The company's Flash game development products and services provide developers with tools to track distribution and usage analytics, enable version control and live updates to distributed games, and provide monetization via micro-transactions and real-time insertion of pre-game and in-game ads. Mochi Media's developers gain distribution opportunities to over 30,000 Web sites, as well as monetization opportunities by sharing in the ad and micro-transaction revenue generated by their games. Mochi Media is headquartered in downtown San Francisco.

About Video Initiatives

Owned by Media Initiatives Group, Video Initiatives is the UK's leading premium online ad platform, with over eight years of highly successful experience in managing publishers' online sales. Initially launched under the eType brand in 2007, the newly rebranded Video Initiatives trafficks more than 3.5 billion adverts per month. Since launching Media Initiatives Group's dedicated video division, the team has worked relentlessly to become the country's largest and most respected video ad specialists, building unrivalled experience in selling non-traditional ad formats within the UK market.

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