

## Auditode Acquisition FAQ

### What does Auditode do?

Auditode helps maximize the value of video content through advanced ad technology and monetization services so content owners and distributors can effectively monetize their content wherever users choose to view it. Auditode's flagship product is the Connect platform, an ad serving and decisioning technology targeted at premium video content owners and distributors that enables the insertion, trafficking, delivery, rights management, and analysis of online video ads.

### Why has Adobe acquired Auditode?

As a leader in the authoring, distribution, and measurement of digital consumer experiences, Adobe is uniquely positioned to provide an integrated solution for content owners by seamlessly connecting video authoring, publishing, monetization and measurement.



The acquisition of Auditode provides a key component to the integrated Adobe solution – a best-in-class ad serving platform for publishers looking to monetize their content with marketing messages appropriate for their audiences. When you combine the Auditode ad serving platform with Adobe's strength in authoring, publishing and measurement, the result is an unparalleled platform for publishers to create, publish, monetize and optimize their audiences across devices.

### Who are Auditode's customers?

Auditode provides a wide range of media companies the opportunity to monetize their video content across all IP connected devices. Examples include Comcast, Major League Baseball, Channel5, Dailymotion, FoxNews, Starz, News Distribution Network, Lionsgate, and Major League Gaming.

### What opportunity is the combined company addressing in the market?

The opportunity is to create an integrated solution that seamlessly connects authoring, publishing, monetization and measurement for premium video delivered over IP. This is great for Adobe's customers (premium video publishers, including broadcast and cable networks, distributors, and aggregators) as it enables them to increase revenue by maximizing the value of their content and also enabling them to offer their audiences a superior experience. Video audiences benefit from better user experience and more premium video content being available online as online content value increases.

Today, content delivery, ad management and analytics for video content and ads are separate workflows. This creates technical challenges for coordinating a great consumer experience and business challenges for maximizing revenue. First, inserting mid-roll ads, the most valuable ad type, is so complicated that publishers either create custom, un-scalable implementations or reduce their

overall revenue potential by relying solely on less valuable, easier-to-implement pre and post roll ads. With premium publishers able to command upwards of \$30 CPM on mid-roll inventory, this is significant money that is being left on the table.

**How will this acquisition benefit Auditudo Customers?**

Auditudo's customers will immediately start to benefit from the doubling of resources being applied to the Auditudo solution across engineering and support services. This will allow the team to build out and better support existing customers with this best in class ad serving platform. On top of this these customers will now be some of the first to benefit from the vision of the combined solution helping media and publishing customers better satisfy their audiences as well as maximizing monetization opportunities through advertising.

**How is this different from other Adobe solutions like SiteCatalyst and Test&Target?**

This solution will integrate tightly with SiteCatalyst and Test&Target. In the future, customers will be able to increase ad yield by using data via SiteCatalyst or Test&Target to make the best ad decision.

**Is Adobe committed to the Auditudo product lines?**

Adobe is very committed to Auditudo product lines and will continue to invest both in core ad management as well as creating an end-to-end solution integrating ad serving with media delivery and analytics. Customers will still be able to buy the Auditudo platform on a stand-alone basis, and will have the opportunity to benefit from the incremental features that are added as integration plans take shape throughout 2012.

**Will current Auditudo customer contracts continue to be honored?**

It is business as usual and customer contracts will be honored as they were before the close of this acquisition.

**Who should I contact if I have further questions about this acquisition?**

You should contact either your current Adobe or Auditudo account rep. If you aren't clear on who to contact then please email [auditudoquestions@adobe.com](mailto:auditudoquestions@adobe.com).



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