

emuse absolutely

CREATING A NEW PARADIGM FOR PARTICIPATIVE ADVERTISING

emuse absolutely is the largest independent cross platform advertising solution, providing advertisers with the opportunity to run interactive campaigns simultaneously across multiple platforms, through one supplier.

Interactive advertising has increasingly become a crucial part of many campaigns, yet to date advertisers have been forced to deal with a confusing range of different suppliers to achieve a fully interactive offering. This process is complex and time consuming with separate systems, technology and platforms to deal with, as well as a multitude of specialist agencies, the reality has meant that it can be a complex and time consuming process.

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Advertisers wishing to deliver a unique brand experience not catered for within a template, can commission a bespoke build to suit their needs.

emuse absolutely manage every part of the process; from planning and development to reporting and billing. This single point of contact for a cross platform execution leads to a vastly simplified process for advertisers.

emuse absolutely also offer full Pre-Sales support for broadcasters, including marketing materials, applications mock-ups and demos.



With this first of a kind venture, advertisers can now run interactive campaigns simultaneously across digital satellite (DSAT), digital terrestrial television (DTT), mobile and online through one supplier - effectively creating a 'one-stop-shop' for advertisers. As other technologies and platforms come on stream the offering will extend to include these. These extensions will initially include digital cable (DCAB) and IPTV.

emuse absolutely offer a number of advertising templates, designed to allow advertisers to deliver rich product information, whilst engaging viewers in extended brand interactions and experiences. The off-the-shelf templates enable advertisers to choose from a ready selection of easy to understand, broadcast and viewer tested templates, making the most efficient use of the relevant broadcast platform.

Advertiser benefits include:

- Greater ROI
- Viewer Metrics
- Greater choice of product
- Exposure to new technologies
- Protection from technical complexities
- Vastly simplified process
- Consolidated reporting database across all platforms

Broadcaster benefits include:

- Greater offering to clients
- New revenue opportunities
- Reduced cost of entry
- Protection from technical complexities
- Freedom to package services as desired

