



## SpotMixer Corporate Backgrounder

### **About SpotMixer**

SpotMixer, a new service from One True Media, empowers businesses to expand their marketing reach through online video advertising. SpotMixer gives businesses tools to create their own online video ads via its SpotMixer.com Web site. In addition, the company is introducing a new SpotMixer Platform that enables listings companies, guides or online yellow page sites to include self-service online video ad production as an integral component of their advertising programs.

SpotMixer tools are based on One True Media's groundbreaking self-service video creation and distribution platform, the #1 video editing site on the Web used by millions of consumers to produce and share professional-quality online videos. The tools are so intuitive that any business can now produce its own professional-quality video ads, using its own videos and photos, and distribute them to targeted audiences with just a few clicks. Designed specifically for the needs of small and medium businesses, SpotMixer eliminates the barriers to online video advertising by making it affordable, approachable, and measurable.

**Video Ad Creation:** With SpotMixer's intuitive step-by-step video ad creation tools, businesses can effortlessly upload and mix their own videos and photos, and even add licensed music from SpotMixer's extensive music library, for professional-quality results and optimal consumer engagement. Intuitive, industry-appropriate templates, audio mixing, and call-to-action tools help businesses produce tangible, measurable results without investing in expensive and resource-draining video production ventures.

**Search Optimization for Targeted Reach:** Businesses benefit from SpotMixer's experience and expertise in integrating online video with search engine optimization. For the first time, businesses can reach customers at the precise moment they are searching for specific products and services, presenting them with engaging video content that generates interest and reinforces brand.

**Online Distribution:** SpotMixer.com makes it easy for businesses to reach their target audiences via major online directories, guides, and listing services. Distribution channels include YouTube, Google and a host of others. Ads created on SpotMixer.com are created in formats that work for all of the service's distribution channels.

### **The SpotMixer Platform for Online Video Ad Creation, Optimization and Distribution**

With the SpotMixer Platform, any listings business can offer its customers tools for creating and distributing video ads, optimizing them for online search, and tracking results, all on a single, unified platform.

With the SpotMixer Platform, partners benefit from co-branding opportunities to seamlessly integrate self-service video ad creation into their existing advertising programs. By offering their customers SpotMixer's powerful yet intuitive tools, online directories and guides can enhance their services and gain a competitive advantage.

As an alternative to integration of the SpotMixer Platform, SpotMixer partners can enhance their revenue streams by automatically generating pre-created ads based on business listing data feeds. The ads automatically post to these listings, allowing business owners to edit them, for a fee.

Additionally, SpotMixer licenses its technology for back-end use, providing a quick and cost-effective way for any company to produce video ads for clients.

### **Founded**

SpotMixer, a service from One True Media, was launched in April 2008.

### **Investors**

Kleiner Perkins Caufield & Byers

### **Management Team**

Mark A. Moore, CEO and Founder  
John F. Love, COO and Founder  
Ian Lovejoy, CTO  
Ken Wang, VP, Product Management  
Brett Gardner, VP, Marketing

*“By partnering with SpotMixer, online directories and guides can immediately enhance and differentiate their services. They can offer their own branded online video creation tools, without major investment in proprietary technologies, that will produce measurable results and grow advertising revenues.”*

*“Up until now, small and medium businesses have been discouraged from leveraging rich media to attract and engage consumers. They have limited marketing budgets, and the prospect of creating videos and trying to distribute them online is both daunting and distracting from core business activities. With SpotMixer, it’s now easy and affordable for any business to benefit from consumers’ insatiable appetite for online video.”*

Mark A. Moore  
SpotMixer CEO and Co-founder

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**For more information about SpotMixer,  
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