



## Ooyala FAQ

### KEY MESSAGES:

- **NTT Partnership:** In 2009, Ooyala signed a Memorandum of Understanding to provide video solutions to the Japan market. The NTT SMARTCONNECT Relationship is the first example of the two companies working together.
- **Aggressive Expansion Plan in Japan:** Ooyala will be working closely with NTT SMARTCONNECT to sell a localized version of the Backlot platform. In the coming weeks, Ooyala will launch both a localized site and localized video publishing product.
- **Non-Exclusive:** This is a non-exclusive relationship between Ooyala and NTT SMARTCONNECT. Ooyala will be growing both its number of partnerships and staff in Japan.

### COMPANY VISION:

Through deeper viewer insight and a comprehensive video platform, Ooyala is personalizing the Online video experience – for media and non-media companies – across the three screens (Mobile, TV and Web/Browser).

### COMPANY OVERVIEW:

Ooyala is a leading video technology company that provides a comprehensive suite of publishing, analytics, and monetization capabilities. With Ooyala's Online video platform, content owners gain deep viewer insights that drive increased video engagement and monetization opportunities. Ooyala serves global media companies and Web marketers including Warner Brothers, Wenner Media, Fremantle, Dell Computers and Electronic Arts.

### KEY DIFFERENTIATORS:

#### 1) Comprehensiveness

Ooyala provides a single, end-to-end platform with an integrated, intuitive interface to manage both VOD and Live streams

- Enterprise-level video platform that reliably scales as business needs grows
- Avoids the hassles and cost of managing multiple vendors
- Intuitive interface designed for non-technical users

#### 2) Viewer Insight

Ooyala provides actionable analytics that help drive engagement and targeted advertising

- Robust suite of real-time analytics
- Both viewer and behavioral analytics
- Ad placement optimization capabilities

#### 3) Advanced Monetization

Ooyala empowers publishers to maximize the value of their content through a set of advanced monetization tools

- Access to Ooyala ad server
- Integration with leading 3rd-party ad networks & ad servers
- Yield management of ads across multiple ad networks / servers





## KEY OOYALA STATS:

- Company founded April, 2007
- Currently 70+ employees
- In 2009, the company saw a fivefold increase in its self-serve business and grew its customer base from 30 contracted customers to over 300 globally. Ooyala already has over a dozen Japan-based customers.
- Via the Ooyala player, Ooyala reach over 50 million unique users a month.
- Ooyala delivers several 100 million streams per month.
- Ooyala's transcoding system processes over 60,000 hours of video per month. This is more content than all of the major US networks, produce in a year.
- Ooyala was the first to support HD delivery in flash over HTTP without a plug-in. (May 2007)
- Ooyala has the only real-time video analytics engine.
- In 2009, Forrester Research named Ooyala one of the leading video platforms and the leader in video monetization and analytics.

## FAQ ABOUT PARTNERSHIP:

- Q. What does the partnership mean?  
A. NTT SMARTCONNECT is creating a team that will be selling localized versions of the Ooyala products.
- Q. Will Ooyala sell direct to Japanese customers?  
A. Ooyala remains committed to providing the best possible experience to our customers and partners. In 2010, we plan to build out our team in Japan and sign new partnerships.
- Q. Why did NTT SMARTCONNECT select Ooyala?  
A. NTT SMARTCONNECT was impressed with Ooyala's focus on innovation and comprehensiveness of its publishing platform.
- Q. Will Ooyala be localizing the publishing products?  
A. Yes, in the coming weeks, Ooyala will be releasing a localized version of the Backlot publishing platform and a new reseller portal that will be used to manage the accounts created.
- Q. Who will support the Japanese customers?  
A. Ooyala will provide first-line support for all direct customers and second-line support for customers who are sold via the NTT SMARTCONNECT relationship.

## GENERAL FAQ:

- Q. Why was the company founded?  
A. The mission of the company has always been to provide the platform that helps companies deliver the most personalized video experience possible to their end-viewers. In a world where the viewer has the ability to choose from tens of millions of videos, it has become increasingly important for the curators of content to push the most appropriate and relevant content to their viewers. With the platform we've built, we help companies keep their viewers engaged longer.





- Q. What does the company do?
- A. Ooyala is a leading video technology company that provides a comprehensive suite of publishing, analytics, and monetization capabilities. With Ooyala's Online video platform, content owners gain deep viewer insights that drive increased video engagement and monetization opportunities. Ooyala serves global media companies and Web marketers including Warner Brothers, Wenner Media, Fremantle, Dell Computers, General Mills and Electronic Arts.
- Q. Why is the company different from other OVPs?
- A. Unlike most OVPs that only provide a content management system, Ooyala is a technology company that provides a comprehensive suite of video services and products. Our goal has always been to build new and innovative technology that helps content owners deliver a better and more targeted video experience to their viewers. For example, by offering sophisticated analytics and ad serving on the same platform, we can help companies learn from the viewing behavior of their audiences and directly feed those learnings back to their monetization strategies.
- Q. What do you think of the mobile space and what, if anything is Ooyala doing to go after this market?
- A. Video delivery on mobile devices is still a small fraction of the total video consumed Online. That said, it is the fastest growing segment. Today, we transcode and deliver video to a number of devices, but have placed specific product bets on Android and the iPhone. If you go to our homepage on your iPhone, we will play video natively without the need of a plug-in or application. We have a number of customers that are already leveraging this technology.
- Q. What is Ooyala's Over-the-Top strategy?
- A. We are working with a handful of partners including Boxee, Yahoo TV Connect and Roku to deliver Online video to the living room.
- Q. What do you think the Online Video industry needs in order to hit escape velocity?
- A. Online video viewership is already doubling year-over-year globally. According to Forrester, Online video viewership is expected to grow by over 300% in the next 3 years and the average time spent watching Online video content will go from 5 hours a month, to over 100 hours per month. The usage numbers have achieved a reasonable level of scale. What is needed now is a monetization model that is built for the Web that will help media companies capture more revenue from every minute of video that is produced and consumed.
- Q. What is Ooyala doing to help solve the monetization problem?
- A. Our goal is to personalize the entire video experience, not only the content that is being recommended. This requires that we find the right combination of content and monetization model that works for consumers -- independent of the devices on which they're consuming video. In addition to offering our own ad server, we will also be releasing subscription and pay-per-view monetization tools for content owners to unlock the total value of their content.
- Q. What about the non-media space - are you seeing growth there?
- A. Yes, about 50% of our customers today are marketers. They are finding that video is a more efficient and engaging way to build brand affinity with their customers. For example, we power over 30 different properties for Electronic Arts, because they know that next to playing video games, video is the only way to capture the essence of the product they sell. We're also seeing great adoption from companies like General Mills, Cerner and Electronic Arts, who are using video as a way to publish customer testimonials.





Q. So what's in store for Ooyala in 2010?

A. We are focused on aggressively growing the company both in the US and internationally. In addition to hiring employees in Europe and Asia, we are in the process of signing large reseller deals that will help us to scale our business efficiently. In 2010, we will continue to focus our product development on new ways for content owners to monetize their content.

Q. What do you think of Microsoft's Silverlight?

A. We believe it's a good solution and expect to integrate them sometime in the near future.