



Google TV Ads

An Advertiser Overview

A winning combination

The Power of Television



Sight, Sound
and Motion



Google
TV Ads

The Benefits of Online



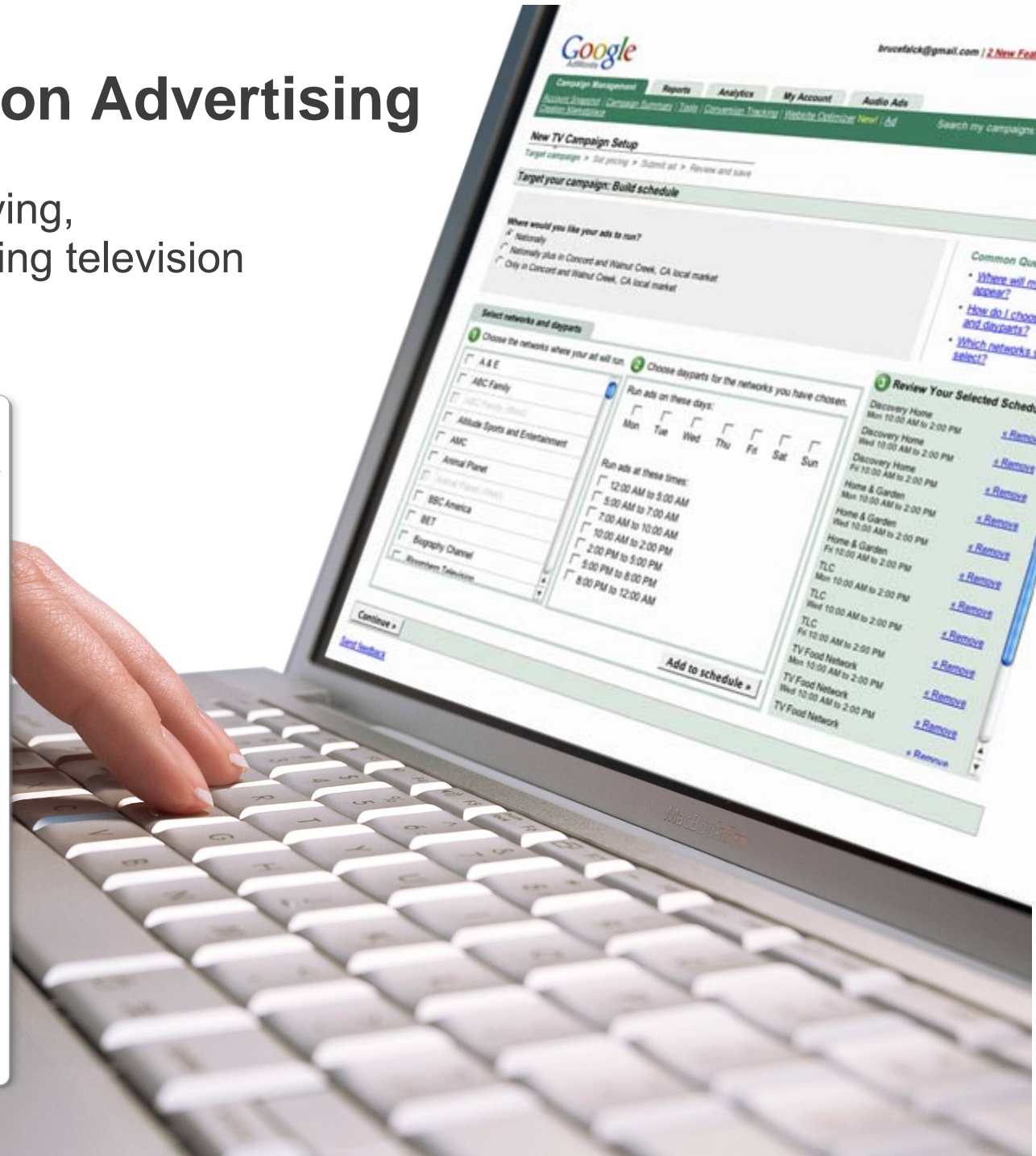
Measurement,
Accountability,
Optimization

Google Television Advertising

A digital system for buying, measuring, and delivering television ads more effectively.

Product Status

- Launched May 2007
- **Beta I** trial launched in May 2007
- **100,000** ads run on **94** channels
- **Tens of millions** of impressions served daily
- Reaching **30 million** Dish Network subscribers



Google TV Ads Clients and Feedback

The logo for priceline, featuring the word "priceline" in a bold, black, sans-serif font. Above the letters "i" and "c" are two red dots connected by a thin orange arc.The logo for BR-111, featuring the text "BR-111" in a large, blue, serif font. To the left of the text is a green vine-like graphic. Below the text, in a smaller font, is "EXOTIC HARDWOOD FLOORING".The logo for buy.com, featuring the text "buy.com" in a white, bold, sans-serif font, centered within a black rectangular background.The logo for FragranceNet.com, featuring a purple perfume bottle icon to the left of the text "FragranceNet.com" in a purple, sans-serif font.The logo for Jenny Craig, featuring the name "Jenny Craig" in a large, orange, cursive script font. To the right is a blue geometric logo consisting of a cube-like structure with internal lines, and below it, the text "eAcceleration" in a bold, black, sans-serif font.The logo for E*TRADE FINANCIAL, featuring the text "E*TRADE" in a bold, black, sans-serif font with a green asterisk between "E" and "TRADE". Below it, the word "FINANCIAL" is written in a smaller, bold, black, sans-serif font.The logo for medPointe, featuring the text "medPointe" in a bold, blue, sans-serif font. Below it, the tagline "making medicine better" is written in a smaller, italicized, blue, sans-serif font.

“To me, Google TV Ads is the **biggest advancement** in the evolution of buying TV commercials that I’ve ever seen. The **tracking** and **flexibility** of Google TV Ads have tremendous value to both our direct marketing and branding campaigns...The **ROI benefits are tremendous**.

-Jeff Wisot, Vice President, Marketing, Buy.com

“The difference between our first experience with TV advertising and **Google TV Ads** is like **night and day**.”

-Erica Biser, Creative Director, BR-111

“We think it's the **wave of the future**. [As Google expands its footprint and inventory beyond Dish] **we'll be right there** buying it from them.”

-Mary Fritz-Wilson, Director of Media and Analysis, Jenny Craig

Benefits: Measurement, Accountability, Optimization



Measurement

- Millions of set top boxes → more accurate data
- Measure currently unmeasured networks
- Second-by-second commercial viewership data



Accountability

- Only pay for impressions delivered
- No make goods
- No bundling—advertise on networks you choose



Optimization

- All digital, end-to-end
- 100 channels all in one place
- Adjust your media plan on the fly
- Reports within 24 hours

Measurement: Key Benefits



- Millions of set top boxes = More accurate, second-by-second measurement
- Measure “long tail” channels for the first time
- Learn and experiment with next day second-by-second ad viewership data
 - What is the most efficient pricing strategy for me?
 - What day parts work best for my target?
 - Can I more effectively reach my target by running on major channels or niche channels? What’s the right combination?

Optimization: Learn and Adjust in Real Time

Google AdWords™ Demo Report | May 14, 2007 - Jul 30, 2007 -- (GMT-08:00) Pacific Time
 CAMPAIGNS: All

[Close Report](#)

Export report as: Choose format: [.csv \(for excel\)](#), [.csv](#), [.tsv](#), [.xml](#) [\[?\]](#)

Showing rows 101 - 200 of 7,831 .

Campaign	Campaign Status	Creative	Network	Market	Play Time	Impression Status	CPM	Impressions	Cost	% View to End	Most Common Tune Out Time	Avg Viewing Time
CarCo National Campaign	Active	Creative #1	LIFE	National	May 29, 2007 3:58:24 AM EDT	Final	\$1.20	43,964	\$43.96	93.7%	21	28.6
CarCo National Campaign	Active	Creative #1	ESPN	National	May 28, 2007 12:01:17 AM EDT	Final	\$2.20	78,976	\$78.98	94.4%	15	28.4
CarCo National Campaign	Active	Creative #1	BET	National	May 29, 2007 4:58:56 AM EDT	Final	\$7.62	24,974	\$24.97	94.8%	22	28.3
CarCo National Campaign	Active	Creative #1	DCHOME	National	May 28, 2007 2:31:31 AM EDT	Final	\$5.10	2,832	\$2.83	89.9%	4	27.3
CarCo National Campaign	Active	Creative #1	TENNIS	National	May 28, 2007 3:53:07 AM EDT	Final	\$1.20	571	\$0.57	88.3%	9	27.6
CarCo National Campaign	Active	Creative #1	CNN	National	May 19, 2007 3:45:34 AM EDT	Final	\$5.00	24,105	\$24.10	95.6%	12	28.7
CarCo National Campaign	Active	Creative #1	CNN	National	May 28, 2007 3:45:14 AM EDT	Final	\$3.81	10,785	\$10.78	91.6%	6	28.0
CarCo National Campaign	Active	Creative #1	COMEDY	National	May 21, 2007 2:41:41 PM EDT	Final	\$8.42	48,237	\$48.24	97.4%	11	29.2
CarCo National Campaign	Active	Creative #1	COMEDY	National	May 30, 2007 5:59:46 AM EDT	Final	\$1.20	42,879	\$42.88	88.6%	8	26.6
CarCo National Campaign	Active	Creative #1	SOAP	National	May 29, 2007 3:31:51 AM EDT	Final	\$2.20	11,876	\$11.88	97.2%	16	29.0
CarCo National Campaign	Active	Creative #1	BRAVO	National	May 30, 2007 7:58:59 AM EDT	Final	\$3.81	12,088	\$12.09	93.3%	4	27.9
CarCo National Campaign	Active	Creative #1	BET	National	May 30, 2007 4:58:27 AM EDT	Final	\$4.12	20,810	\$20.81	92.2%	27	27.5
CarCo National Campaign	Active	Creative #1	LMN	National	May 27, 2007 11:47:35 AM EDT	Final	\$1.20	23,402	\$23.40	95.2%	19	28.4
CarCo National Campaign	Active	Creative #1	DCHOME	National	May 28, 2007 1:11:18 PM EDT	Final	\$7.20	2,786	\$2.79	91.8%	5	27.3
CarCo National Campaign	Active	Creative #1	ANIMAL	National	May 27, 2007 5:24:32 AM EDT	Final	\$3.30	975	\$0.98	91.4%	16	28.3

Go Deeper and Discover What Works For You



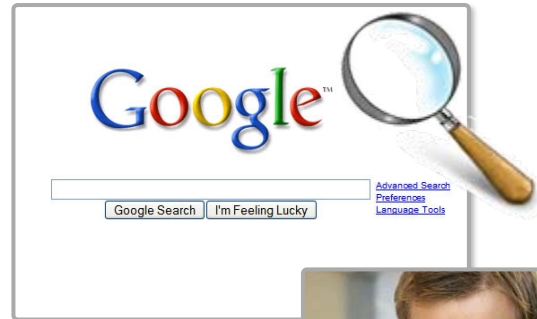
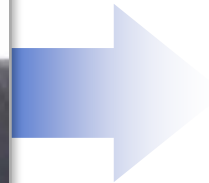
Google TV Ads Initial Inventory

Inventory

- National TV footprint reaches all markets
- 93 channels and all dayparts
- Reaching over 13mm households currently
- EchoStar inventory tripling this fall



TV And the Google Ecosystem



YouTube

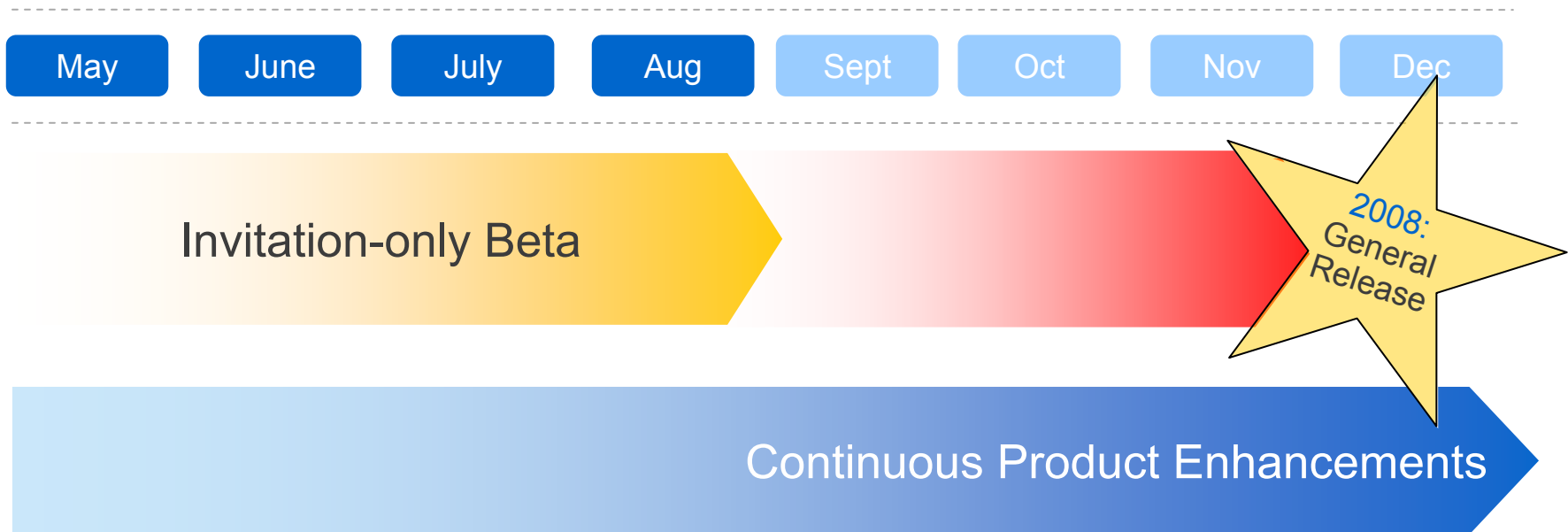


Television ads drive online activity

Advertise with Google TV Ads

Interested in learning more?

We are eager to engage with interested advertisers as we expand our participation in Google TV Ads.

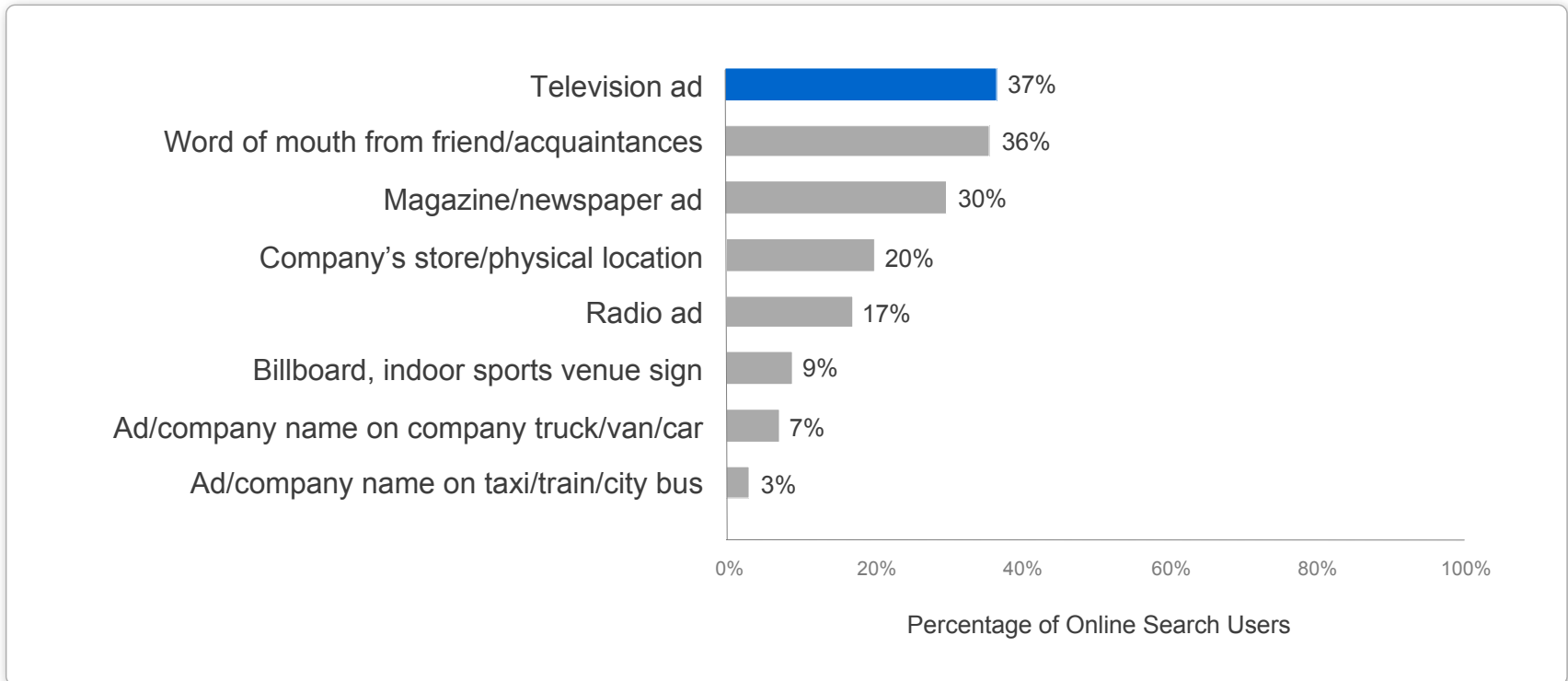




Thank You!

TV Advertising Drives Search

Percent of online users who performed a search due to exposure to offline content



Television is the most influential in driving search behavior