

sevenload partners with TubeMogul for Viral Video Seeding

Cologne, July 9th, 2009 - sevenload announced today the launch of the new partnership with TubeMogul that will enable faster and better targeted distribution of viral videos on the web. This expansion in sevenload's partner network strengthens its position as a leading provider for video distribution solutions in Europe.

"Marketing experts from leading agencies around the world agree that viral video seeding is rapidly becoming a more efficient tool for pushing campaigns and is in increasingly high demand. Our partnership with TubeMogul allows us to offer our advertising customers an important service and an expanded product portfolio," said Andreas Heyden, COO of sevenload.

"sevenload's global popularity promises to give our users an unprecedented reach in Germany and abroad," says Brett Wilson, CEO and co-founder of TubeMogul.

How does Viral Video Seeding work using sevenload?

A professional approach to seeding viral campaigns is the key to success. sevenload's experienced seeding team identifies relevant environments on sevenload.com as well as on other social networks and blogs. During the active seeding phase these environments are analyzed based on target groups and distinctive user types. Throughout the campaign, the customer's viral video clip is seeded in HD quality, thus raising the user experience. In addition to placement across the sevenload.com network, the seeding team delivers is able to achieve additional success through exposing the content to additional networks such as YouTube, Facebook or MySpace.

sevenload engages in a proactive dialogue with the press and bloggers as well as relies on a transparent communication with targeted opinion leaders. To further evaluate and develop viral campaigns, sevenload is now able to use the detailed monitoring and analysis information provided by TubeMogul. Viral campaigns distributed across sevenload achieve a high conversion rate within a specified environment.

About TubeMogul:

TubeMogul is the first online video analytics and distribution company serving publishers large and small who need independent information about video performance on the Internet and automated upload to the Web's top video sharing sites. TubeMogul's Load & Track platform allows users to upload a video once and then automatically deploy it to the Web's top video sharing sites, such as YouTube. Users can then utilize TubeMogul's tracking technology, which aggregates video-viewing data from multiple sources, giving publishers an improved understanding of when, where and how often their videos are watched. TubeMogul offers tracking far beyond the traditional metric of video "views." TubeMogul InPlay, which can be activated within minutes, tracks rich, standardized viewership metrics such as audience engagement, attention span and site performance -- all in real-time.

About sevenload:

sevenload is one of the world's leading platforms for legal Web 2.0 content such as videos, photos and web TV. Every one of sevenload's over 1,000 web TV show formats offers independent, intelligent and creative content from users that produce their own content, as well as professional production companies. sevenload is an ideal partner for companies looking for possibilities in cross-media marketing, video advertising and branded entertainment. sevenload currently has twelve country portals in the USA, UK, Germany, France, Italy, Russia, Spain, Poland, India, Australia, Singapore and Turkey. sevenload's social media network can be found online at www.sevenload.com.

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