

**CLIENT: DENNIS NUGENT | VIDILLION**  
**PRESS RELEASE**  
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## **Vidillion Delivers over 300% Fill Rate with Proprietary Software**

*Vidillion Sets the Bar for CTV Advertising with over 300% Fill Rate Delivered to InstantTV Channel, Re-TV, DDM Broadcasting and Other Customers*

(PRESS RELEASE)—Last month marked another milestone for Vidillion as it consistently delivered over 300% fulfillment rate to many of its customers.

While some ad networks tell their customers that 40% to 50% ‘fill’ rate is “normal” for connected TV (CTV) advertising, Vidillion breaks the mold by delivering over 300% fill rate to its customers, which include InstantTV Channel, Re-TV, and DDM Broadcasting. The leading ad monetization platform for CTV, Vidillion was able to deliver up to 3 targeted ads per ad break, therefore maximizing the monetization potential for customers.

Vidillion’s patent-pending server-side software allows content owners to maximize revenue by analyzing ad availability, cost per ad view (cpm), ad length, and many other factors to determine which ads to deliver. It mediates between different ad networks, then exactly pod packs the ad break. This results in consistently higher fill rates and more revenue for content owners. In addition, with Vidillion’s proprietary technology, the ads are specifically targeted to the audience, their specific devices and demographics, thereby cutting through the noise and minimizing waste.

"Vidillion provides the highest fill rate numbers of any of the ad providers that we use in our Roku channels," states Scott Musser of InstantTV Channel. Vidillion delivered an average of 299% fill rate across all of its channels last month. This translates to an average of 3 ads for every ad break. One of InstantTV’s Roku channels, ToonTime TV, had a 437% fill rate, which translates to 4.37 ads for every ad break.

Greg Rhoades, CTO of DDM Broadcasting, adds, “With high hopes and low expectations we contacted Vidillion to begin our first attempt to monetize our new venture of streaming videos. We soon realized we caught the brass ring with Vidillion. Technical support was second to none. Staff was always ready to help find the correct answers to every issue as we learned to navigate this new television industry.” DDM has partnered with Vidillion since late 2014 on their first Roku Channel. Today, DDM has expanded with more Roku channels, and by August 2015, Vidillion was able to return an average of 2 ads per ad break, therefore maximizing revenue. Meanwhile, according to Jeremy Brunner of Re-TV, Vidillion returned an average of 298% fill rate across their network. One Roku channel, Horror-SciFi-Fantasy, had a 365% fill rate, which translates to 3.6 ads for every ad break.

Vidillion is a leading CTV ad service provider and monetization platform that pioneered a service that precisely targets streaming video audience based on content, device, and

demographics. It delivers 15- to 60- second video ads on both CTV and mobile devices on various platforms.

### **About Vidillion**

Vidillion built the first connected TV monetization platform, VidTizer. VidTizer enables video content owner and video service providers (VSPs) to make money from content viewed on connected TVs. Vidillion's proprietary patent-pending software allows precisely targeted ads based on device, profile, geography, language and context, and verifies ad delivery. VidTizer three-tier hierarchies of business rules maximizes the revenue from ad inventory and allows content distributors to limit ads to viewers based on profiles such as religion, language, device, content or other parameters. VidTizer includes the Vidillion Versatile Anonymous System proxy server that allows delivery of ads to non-VAST compliant devices. VidTizer uniquely offers content owners the means to monetize their video content on Connected TVs. For more information, please visit [www.vidillion.com](http://www.vidillion.com).

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### **About Instant TV Channel**

Instant TV Channel is a cloud-based tool for public and private Roku channel development. Instant TV Channel eliminates low-level and time-consuming programming details, shortening channel development time, reducing cost, and easing maintenance after a Roku channel is in production. Instant TV Channel provides a variety of unique features for your Roku channel, including Automatic Play, Content Searching, Content In-Channel Purchasing, and a built-in video ad server. Most changes made to a Roku channel can be made without resubmitting the channel to Roku for approval, shortening the turnaround time between design iterations. As soon as a change is made to a channel in an Instant TV Channel editor, it appears on all Roku devices that have the channel installed. Instant TV Channel significantly reduces the time and cost required to transform an initial concept into a completed Roku channel. For more information please visit [www.InstantTvChannel.com](http://www.InstantTvChannel.com) or call (717) 441-4386.

### **About DDM Broadcasting**

DDM Broadcasting was built on the DDM Promotions platform. DDM has long been an industry leader designing and promoting websites to be results oriented, effectively reaching the first pages of all the major search engines. The strategic, proprietary methods used by DDM in this process now have a proven track record of results at being effective in the monetization of content as a video service provider. DDM partners with ad delivery platforms that provide targeted ads with targeted content. DDM provides online video entertainment, cross promoted on connected TVs, websites, apps, social media and mobile devices. For more information, please contact [info \(at\) ddmpromo \(dot\) com](mailto:info@ddmpromo.com)

**About RE-TV**

RE-TV stands for Rewind Television, featuring classic TV shows, movies, along with rarely seen older programming broadcasting 24 hours a day, 7 days a week. RE-TV is "something for everyone" programming with everything you remember growing up. RE-TV is absolutely FREE. No fees, no sign-up, just simply add one of our channels from the Roku channel store and you're ready to watch! For more information visit [www.re-tvnetworks.com](http://www.re-tvnetworks.com).