

**BaronsMedia**



Powered by MonarchAds

**VIDEO SOLUTION**

**More Information?**

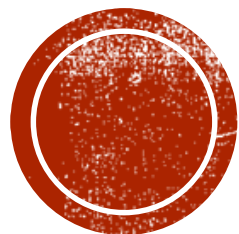
**Jason Rubenstein**, Director of Business Development

[JasonR@BaronsMedia.com](mailto:JasonR@BaronsMedia.com)

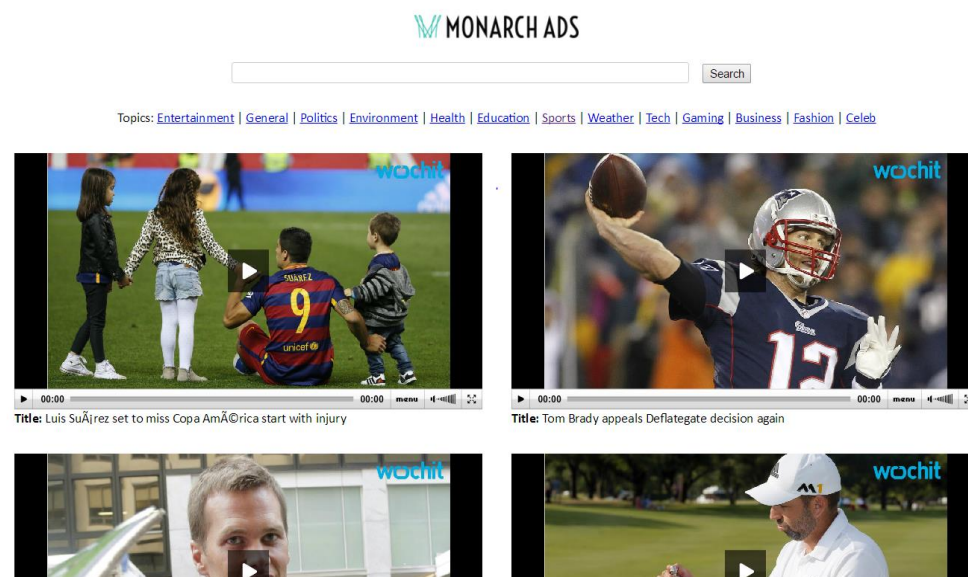
15915 Ventura Blvd. #301 Encino, CA 91436 | 818.290.7972

Barons Media offers a comprehensive video solution for publishers looking to monetize their video content. The solution is all encompassing including a flexible video player that can serve both flash and HTML5 compliant formats.

While flash across the web is quickly diminishing, compatibility is necessary as much of ad inventory continues to support the format. In an aggressively dynamic industry you can count on Barons Media to keep you informed of such advertising trends, ensuring an optimized monetization platform.



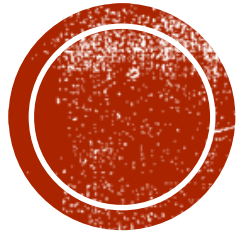
Our video player technology is both adaptive and customizable. We can skin the video playing technology to your liking and offer additional features such as thumbnails, automatic playlists and essentially anything you can dream up. We can also provide customized out-stream and in-article units which can be a great way to add video inventory to a site lacking video content.



# BARONS MEDIA VIDEO SOLUTION

If you offer long form content we can insert both Mid-Roll and Post-Roll ads in addition to the traditional Pre-Roll unit. Additional monetization units are available in the form of overlays and companion banners.

Video files are transcoded in house to reach optimal quality and speed needed to serve content and ads in an efficient manner. Content is then stored on our worldwide CDN, offering 99.9% uptime and high speeds no matter where you are in the world.

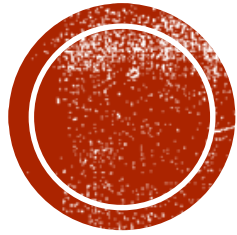


**BARONS MEDIA**  
**VIDEO SOLUTION**



The all-in-one solution will be delivered via JS code. It includes a player, your content, and an integrated demand stack. Content is available via third parties at an additional fee. Our all-in-one solution is free of charge provided we are exclusive in representing your video inventory.

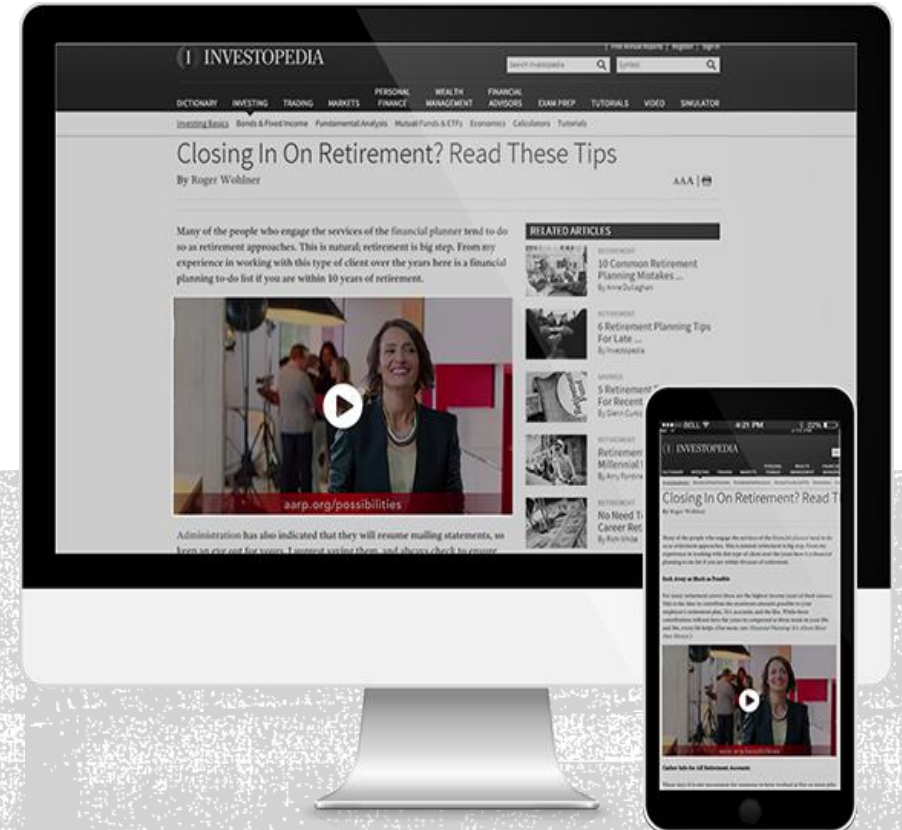
In addition to the benefits gained by utilizing our technology and demand stack, you also get a great team of industry veterans helping you along the way with everything from ad operations to sales.



Default Player Styles



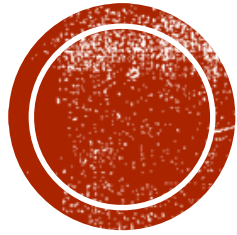
Skinned Player



# BARONS MEDIA VIDEO SOLUTION

# CTV OVERVIEW

As Barons Media expands relationships with exclusive and direct publishers, they have in turn moved on to new platforms such as OTT.



OTT inventory, also classified as CTV inventory, has grown tremendously. Publishers are turning to Barons Media not only for the monetization of CTV inventory, but also for the development of apps in house.

This has been a great advantage for Barons Media as they sign on exclusive publishers and help distribute their content in the CTV market. Many publishers have content online and are looking to branch into CTV. Barons Media has their in house team of developers and designers who develop apps for Roku and other devices.

As Agencies have consistently moved buys over to the digital space, CTV has become a fast growing target for buys. CTV incorporates everything advertisers love about TV buys but with a digital component.

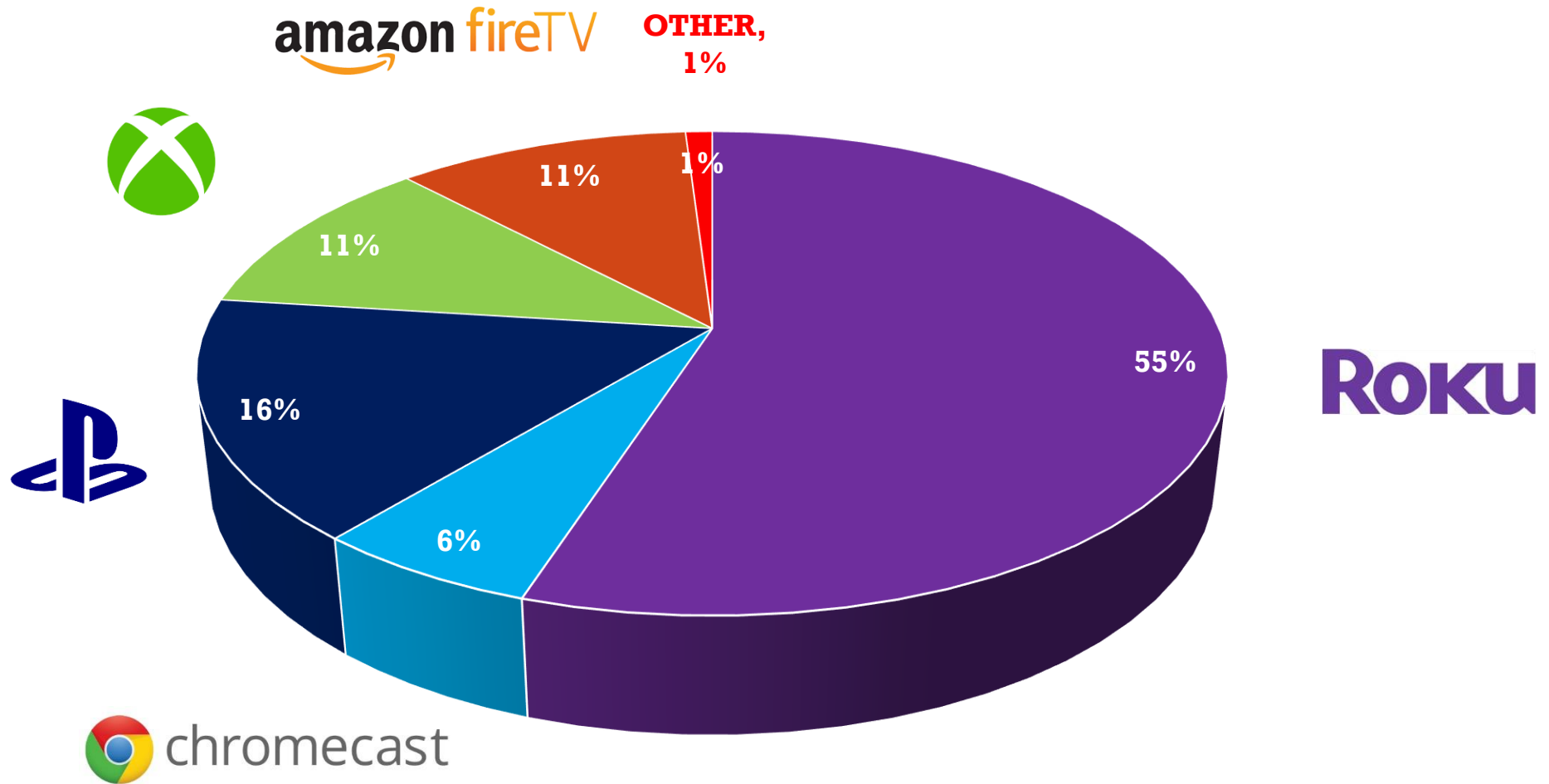
Barons Media continues to be a leader in the CTV market with over 60 million OTT impressions monthly, and remains to growing rapidly by recently launching their CTV SSP.



# 100+ Billion Impressions Across All Devices



# DEVICE BREAKDOWN

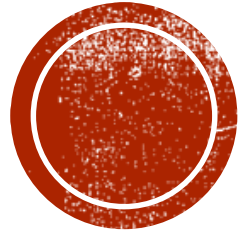


# EXCLUSIVE AND DIRECT PARTNERS



100+ Million unique visitor's per month!





**BARONS MEDIA IS HERE TO LEAD YOU THROUGH A  
SUCCESSFUL VIDEO INTEGRATION. PLEASE GET IN  
TOUCH WITH OUR SALES STAFF IF INTERESTED.**

**VIDEO SOLUTION**

**More Information?**

**Jason Rubenstein**, Director of Business Development

[JasonR@BaronsMedia.com](mailto:JasonR@BaronsMedia.com)

15915 Ventura Blvd. #301 Encino, CA 91436 | 818.290.7972

**THANK YOU!**

