

# PACKET VISION, ARENA BLM AND DOLLOND & AITCHISON BRING FOCUS TO ADDRESSABLE TV ADVERTISING

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Addressable advertising over IPTV provides agencies and advertisers with greater control

London – 12 June, 2008: Packet Vision, the pioneer of advanced video advertising and Arena BLM, the Havas-owned media planning and buying agency, have successfully transmitted a highly-targeted television advertising campaign for Dollond and Aitchison (D&A) on Channel 4 over an IPTV network.

Arena BLM is responsible for D&A's media planning and buying. The agency was keen to exploit the targeting potential of IPTV for its client. It booked a campaign which features a D&A lifeguard saving a woman who is drowning in a sea of glasses, to run on Channel 4 and to be seen only by students. Packet Vision addressable advertising technology then targeted the campaign at student halls of residence through Inuk's Freewire service - an IPTV network which provides triple play services to universities across the UK. Scheduled spots ran during programmes including Countdown, Deal or No Deal, Hollyoaks and The Simpsons.

Barry Llewellyn, VP sales and marketing at Packet Vision said: "IPTV is proving how effective addressable advertising can be. Packet Vision is bringing an unprecedented level of control and measurability to TV advertising campaign management – we're providing agencies with the tools to continue building innovative, effective and responsible campaigns in an age when advertisers need to work harder and harder to make their advertising stand out. Highly relevant advertising is key to its effectiveness."

"In many ways this is just the beginning. As campaigns develop we are seeking to improve the measurability and return on investment, so that agencies can pass these benefits back to their clients."

Caroline Binfield, Business Director of Television at Arena BLM said: "This innovative technology allows our client to target niche and highly relevant audiences, which will drive improved efficiency of the advertising campaign and ultimately better business performance."

D&A said: "New technology has the potential to deliver competitive advantage, so I am delighted that D&A can be involved in the testing of this innovative approach to communicating with this specific target group."

Andy Barnes, Sales Director, Channel 4 said: "The Channel 4 programming schedule attracts many different viewer groups, and we will always stay ahead of the curve when it comes to understanding how new technologies can add greater value for advertisers wishing to reach them."

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About Packet Vision

Packet Vision is the pioneer of advanced video advertising. Its managed advertising service provides highly granular targeting on the basis of lifestyle and location over IPTV. As the service develops it will also include mobile TV, web TV and future video platforms.

Packet Vision has developed an innovative delivery platform based on IP technology, together with a low-risk, low capital-investment business model. It allows generic commercials to be replaced with specific, targeted ads, achieving a high level of granularity. The service supports local ad insertion, and enables advertisers to select their audience according to demographic or geographic profile as well as personal preferences, psychographics, interests and viewing habits. The same ad avail can then be sold many times over, substantially increasing its value per home and improving the relevance of advertising for TV viewers.

Since its launch in 2004, Packet Vision has announced commercial trials in the United States and Europe, and has partnered with market leading IPTV network operators, middleware and application providers, broadcasters, advertising agencies, aggregators and advertisers. The company has offices in the UK, the US and France.

For more information, please visit [www.packetvision.com](http://www.packetvision.com) or contact:

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