

# TAP.TV DIGITAL NETWORKS

*Targeted Out-Of-Home Television*

***In Sports Bars***



***In Waiting Rooms***



**Targeting  
Hard-To-Reach Consumers  
With a Network of Networks**



***On The Go***



***At Play***



**tap.tv**

**TAP.tv BAR NETWORK**

**MEDIA KIT**

**January 1, 2010**

# The TAP.tv Advertiser Advantage

50,000,000 people watch television out-of-home every week without a TIVO control in their hands. These are valuable consumers that are spending less and less time with conventional media.

Only TAP.tv provides the combination of content and technology to effectively reach these consumers with your message... **WHEREVER THEY CONGREGATE**

## The Right Venues

TAP.tv focuses on reaching your target audience in venues where TV is a natural, integral part of the experience. That means higher dwell time, heightened attention and an assurance that your ads will be seen.

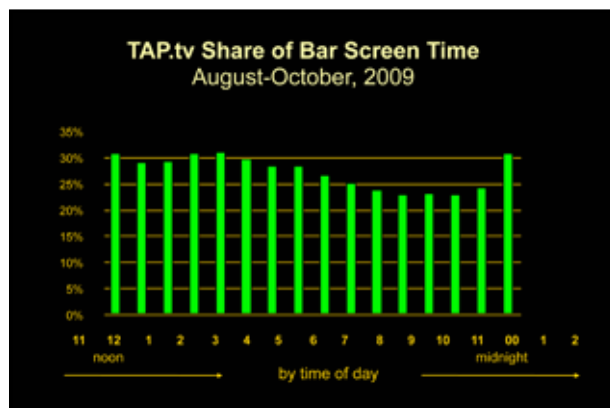


## The Right Content

Ads are viewed in direct proportion to the quality of the content in which they appear. TAP.tv combines a broad range of video content and real-time data feeds to create a variety of content channels. These channels achieve on-premise ratings that far eclipse any broadcast channels showing in our venues.

## The Right Technology

Deft use of IP-based content distribution and proprietary video technology enables TAP.tv to exceed the requirements of today's advertiser:



**“Real” TV Ads:** TAP.tv is much more compelling than “digital signage”. TAP.tv technology delivers an actual TV signal and real TV programming over our network. TAP’s advertisers can use the same commercials they use on conventional television. No need to compromise on creative quality.

**Targeting:** Advertising on TAP.tv is targetable right down to the individual venue. This allows targeting by geography, demographics and venue type. Expert scheduling systems also enable ad placement triggered by specific content such as news stories, sports results, weather forecasts, or viewer selected “on-demand” video clips.

**Compliance:** The ability of participating venues to run their own ads on TAP.tv assures compliance. The proof is in the numbers: to-date, TAP.tv accounts for nearly 30% of all screen time in our venues. . .making it the #1 network where TAP is installed.

**Accountability:** The TAP.tv system provides a complete, automated accounting of all content and advertising run in every venue in our network. The TAP.tv Pilot electronically meters all broadcast, satellite and TAP.tv activity, providing a complete view of content and ad exposure by the minute.

**Stickiness:** TAP.tv technology is embedded into the operational and marketing systems of its venue partners. We help the venue control all their video assets and we provide the tools to create the ads that run on the content we provide. As a result, TAP has achieved 100% retention of its installed base.

# TAP.tv Content Channels:

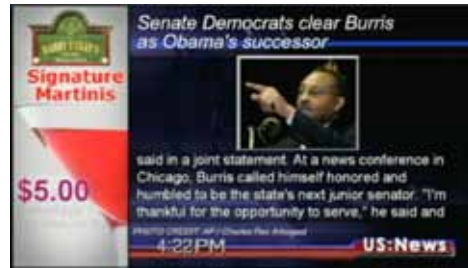
## Compelling Programming Assures Advertising Impact

### TAP X-Treme



Hundreds of sports, thousands of high impact video clips. On-demand feature allows patrons to customize their viewing experience.

### TAP News



AP News, Weather, Sports and Financial Updates...delivered in a format that bar owners want, and bar patrons watch.

### TAP Gameday



Real time updates on all the big games... driven by Stats Inc...make it a must-have companion to live sports coverage. Bar-specific Fantasy Leagues add even more interest.

### TAParazzi



Fashion, celebrities, gossip, video trivia games and more. Bars are meant to be fun...this content adds to the experience.

## The Bar Crowd: Young, Affluent, Hard To Reach...Until Now

The TAP.tv Bar Network reaches your core audience where they "live"

- 62% of Men 21-34 visited a bar in the past month
- 50% of Men 21-34 watched TV in a bar in the past month
- TAP delivers a 46% comp of Adults 21-34

The TAP.tv Bar Network delivers the hard-to-reach, high potential young male audience

| Demo       | Index | Product Use | Index |
|------------|-------|-------------|-------|
| Men        | 116   | Vodka       | 254   |
| Age 21-24  | 207   | Beer/Ale    | 188   |
| Age 25-29  | 166   | GNC         | 128   |
| Age 30-34  | 142   | Blackberry  | 159   |
| \$75K+ HHI | 127   | Westin      | 231   |

Source: ARB/MRI

**TAP REACHES THE CONSUMERS YOU NEED TO BUILD YOUR BRAND**

# TAP.tv Advertising Specifications

**Preferred Format:** Quicktime Uncompressed, Animation Codec

**Accepted Formats:** High Quality Quicktimes, High Quality H.264's , Mpeg2 Or Mpeg4 ( 8192 kbps or better )

**Least Preferred:** Encoded DVD's

**Duration:** 15 Seconds Or 30 Seconds ( additional units may be accommodated )

**Specifications:** Progressive ( non interlaced )

Frame rate: 30 frames per second

Pixel: aspect ratio Square

Color: NTSC RGB or better

For orientation and aspect ratio see Ad formats on next page

## The TAP.tv Bar Network

*The Fastest Growing Medium for Reaching  
the Elusive Young Adult Audience*

### Q1 2010

-500 Venues  
-New York, Los Angeles, Chicago,  
Philadelphia, Atlanta, Phoenix  
-Reaching 1,500,000 Viewers per Week

### Q4 2010

-1,000+ Venues  
-Top 20 Markets  
-3,000,000 Viewers per Week

### 2012

-5,000+ Venues  
-Top 50 Markets  
-15,000,000 Viewers per Week

Contact us for more details on current and future locations.

FOR MORE INFORMATION ON RATES AND PACKAGES

Contact us at 630-321-9600

or email us at [ads@tap.tv](mailto:ads@tap.tv)



RIGHT PLACE.  
RIGHT TIME.

tap.tv

