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Auditudo Allows Live Insertion of Spots in Online Ad Pods

By Michael Learmonth—Published: September 29, 2009

Yahoo has a contract to sell ads on MLB.tv through the 2010 season; as of August, it started selling a lot more ads thanks to ad-serving technology from Auditudo, which allows Yahoo to sell multiple ads within commercial breaks, just like TV.

Rebecca Paoletti, Yahoo senior director of video, said the company is planning to use the technology for other live events, such as concerts. "Normally, the technology would allow just one ad call," she said. "This allows us to figure out how long the ad break is going to be and insert the right number of ads."

Auditudo's [CEO Adam] Cahan said the company is serving 3 million ad impressions per day for MLB.tv on Yahoo and 90 million a month since starting at the end of July.

ABOUT AUDITUDE Auditudo is a technology platform for video management and monetization, helping some of the biggest names in media.

With complicated business rules and reporting needs, online video poses unique opportunities and challenges. Auditudo can help you scale your video ad sales and unlock value by providing tools for you to manage content, ad targeting, ad delivery, and user experience.

The Auditudo platform helps satisfy the increasingly complex requirements of your advertisers while enabling sell-through with multi-party demand. That means category exclusions, share-of-voice, optimization across sellers, composite ads, multi-creative campaigns, ad pacing—to name just a few.

Our product is designed and engineered for intuitive campaign management, offering multi-dimensional forecasting and reporting, all in real-time.

We provide the type of insights that will drive your business, not your spreadsheets. To learn more, contact Mike Gaffney at Auditudo: (310) 616-6037 or mike@auditudo.com