

**OVERLAY.TV** **EPK**  
FOR BLOGGERS & PRESS



**START A NEW VIRAL HIT WITH A FEW CLICKS.  
SING ALONG WITH YOUR FAVORITE ARTIST.  
SHOOP A VIDEO OR ADD A MEME.  
TELL SOMEONE WHAT YOU REALLY THINK.  
GO IN-VIDEO SHOPPING WITH YOUR FRIENDS.**



**overlay.tv**

Watch it. Click it. **Get it.**

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“CLIENTS ARE LOOKING FOR NEW AND CREATIVE WAYS TO USE ONLINE VIDEO ALL THE TIME. WE SEE OVERLAY.TV BEING PART OF THAT TOOLKIT, BECAUSE IT TRANSCENDS THE CREATIVE SPARK AND ENABLES ALL VIDEOS TO HAVE MORE RELEVANT LINKS AND CONTEXTUAL INFORMATION WITHIN THE ACTUAL FRAME THAN HAS EVER BEEN POSSIBLE UNTIL NOW.”

JAMIE BURKE, JWT

“INTERACTIVITY IS AN EVOLUTIONARY STEP FOR ONLINE VIDEO, WHICH UNTIL NOW HAS MIMICKED THE LINEAR TELEVISION EXPERIENCE. THE CAPABILITIES OF OVERLAY.TV MAKE ITS SERVICE ATTRACTIVE TO ADVERTISERS, PRODUCERS, V-LOGGERS, LIFECASTERS, AND OTHER CONTENT CREATORS WHO WANT TO LEVERAGE WEB DISTRIBUTION.”

THE INDUSTRY STANDARD

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“VIDEO CREATORS ARE STORYTELLERS AT THE END OF THE DAY, AND WE WILL USE WHATEVER TOOLS WE CAN THAT HELP US TELL THAT STORY IN A MORE ENGAGING AND RELEVANT WAY. OVERLAY.TV REALLY OPENS UP THE POSSIBILITIES BY ADDING A WHOLE LAYER OF INTERACTIVITY TO THE DIALOGUE WE CREATE, EVEN LETTING ME LINK TO ALTERNATE ENDINGS, ENTICING USERS TO FOLLOW LINKS OR SIMPLY ADD GRAPHICS AND TEXT THAT WERE TYPICALLY COMPLEX AND HARD TO MANAGE IN TRADITIONAL VIDEO EDITING TOOLS.”

KEVIN NALTS, YOUTUBE SUPERSTAR

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“I HAVE BEEN FORTUNATE ENOUGH TO HAVE TOURED SO MANY PLACES AND EXPERIENCED SO MANY THINGS THAT HAVE INSPIRED MY MUSIC. OVERLAY.TV IS A TOOL THAT ALLOWS ME TO VISUALLY SHOW MY FANS WHERE I'VE BEEN OR WHAT I'M DOING, AND ALSO SHARE THE INSPIRATIONS FROM EACH EVENT THAT HELPED ME CREATE MY MUSIC. I CAN USE THE OVERLAYS TO LINK TO INFORMATION ABOUT A PIECE OR PLACE I'VE BEEN, THE ACTUAL SONGS TO DOWNLOAD AND MORE. IN RETURN, FANS CAN SHARE THEIR THOUGHTS WITH ME, ADDING THEIR OWN STORIES ABOUT THE MUSIC.”

EARL KLUGH, JAZZ MUSICIAN

“AS A JOURNALIST AND BLOGGER, I USE OVERLAY.TV TO ADD MORE CONTEXT TO THE INFORMATION IN THE VIDEOS THAT I CREATE. WHEN I'M REVIEWING A PRODUCT OR SERVICE, I CAN NOW OFFER MORE INFORMATION, LINKS, WIDGETS, AND OTHER VIDEOS TO INTERACT WITH MY CONTENT. THIS GIVES ME A MORE POWERFUL INTERNET BROADCASTING TOOL THAT KEEPS ALL THAT RELEVANCE, CONTEXT, AND INTERACTIVITY THAT GOES ALONG FOR THE RIDE ANYWHERE THAT IT'S SHARED.”

AMBER MAC, COMMANDN.TV

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WORD OF MOUTH

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**OVERLAY.TV** is launching the first interactive video platform that goes beyond the banner-ad and in-stream traffic generation models in place on the Internet today. The Overlay.TV solution empowers the crowd to easily add products, graphics, text, video-in-video and other widgets to better interact, engage, retain and even monetize audiences in a highly measurable way.



# CHANGING THE ONLINE VIDEO LANDSCAPE

# BUILD COMMUNITY WITH VIDEO

“WE’RE CLEARLY MOVING TO A WORLD OF DISTRIBUTED MEDIA PLATFORMS, RATHER THAN MEDIA ENDPOINTS. LIGHTWEIGHT APIs AND TOOLING ARE GOING TO BE NEEDED FOR EASILY SYNDICATED RICH VIDEO CONTENT, GENERATED BY USERS. THAT’S THE SPACE OVERLAY.TV IS ADDRESSING”

**JAMES GOVERNOR**  
PRINCIPAL ANALYST  
REDMONK

## EMPOWERS THE CROWD

Identify advertising opportunities in videos.  
Capitalize on their domain expertise and knowledge.

## ENABLES VIEWERS

Selectively consume videos in a way that is relevant to them.  
Enhanced viewing experience with deeper interaction.

## ENTICE ADVERTISERS & CONTENT OWNERS

Relevant direct response with broader reach and frequency.  
Deliver better targeting.

## LICENSES 3RD PARTY APPLICATION DEVELOPERS

Rapidly deliver video-commerce components.  
Immediately generate additional revenue streams.

Overlay.TV, an Ottawa web application developer focused on the use of video in social media, has launched a v1.0 release, giving video creators and viewers more freedom than ever to identify, tag and hyperlink content in any embeddable video. This release focuses on:

- \* enhancing the video commerce capabilities already showcased in the recent beta
- \* extending the flexibility and richness of widgets that can be placed on top of videos
- \* easier distribution across social media and sharing sites
- \* custom player integration for blogs, media and destination sites

Rob Lane, CEO, highlights the potential impact of a true viral utility in the video space. "Overlay.TV is all about turning the passive video experience into an interactive journey. Now video becomes a medium to communicate with, to start a conversation and to spread that conversation across the web within the four corners of the video."

Behind the scenes, Overlay widgets are monitored at an atomic level, utilizing direct integration to online product information (e-commerce). A comprehensive analysis of how videos are consumed, shared and ultimately acted upon is now possible.

According to Ben Watson, VP of Marketing and an advertising executive veteran, " With Overlay.TV we can directly attribute response to a relevant unit of engagement at its most atomic level. It's not just the effectiveness of a single video, but how it relates to a single , their connections, and the specific objects in that video and how they were consumed. This delivers the most information possible on the medium available and tells a much better story for analytics."

#### FAST FACTS

Founded by Tyler Cope, Rob Lane & Nadav Zin  
Series A financing completed in Q4 2007  
Beta launched Feb 14, 2008  
v1.0 launch September 4, 2008  
Built on Ruby on Rails, Java & Flash

THE BEGINNING



# THE PLATFORM

Overlay.TV is a true developer platform that provides for an extensible set of integration capabilities, enabling content producers, both amateur and professional, to easily add interactivity to their online video assets as part of their publishing process. Third party web application developers, video destination sites, e-commerce merchants, interactive agencies and even brand advertising sites can very easily deploy a white-labeled solution, and convert their lean-back video experience into an engaged, interactive and fun lean-forward environment which directly engages end-users as measured participants in the media they deliver.

Confident in its own architecture, Overlay.TV has not only opened it up to allow passionate users to customize the player's look-and-feel and build custom widgets, but also rebuilt its own site to use the same API to the



back-end. "We want to work with the online video community", says Tyler Cope, Chief Architect Overlay.TV, " to mould and shape this into the best possible platform."

Overlay.TV is implemented in Ruby on Rails and Flash, but the simple REST API provides access to data and services requested by our partners. All you need to get started is a developer key. At [developer.overlay.tv](http://developer.overlay.tv), API and SDK documentation, as well as sample apps in PHP and Rails can be found.