

## MOGULUS ADDS TO ITS MONETIZATION OPTIONS WITH ADAP.TV PLUG-IN

LEADING INTERNET VIDEO PLATFORM ENRICHES ITS ECOSYSTEM FOR CUSTOMERS



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**NEW YORK** (May 12, 2009) - Mogulus, the most powerful live-broadcast platform on the Internet, today announced it is expanding the range of options to help its customers monetize their streaming video webcasts with the addition of a plug-in from Adap.tv.

By expanding its already robust Internet video ecosystem to include Adap.tv's capabilities as an integrator of advertising, Mogulus gives its PRO services customers a richer choice of features and functions to use in deriving advertising-based revenue from their streaming video programs. Mogulus is the only online video platform that combines live, 24/7 linear and on-demand broadcast video.

Mogulus is participating in Adap.TV's Player Partner Program to add to the set of media-management services and video-publishing tools available to help customers monetize their video feeds.

"Integrating Adap.tv's One Source 2.0 platform as a plug-in to our Mogulus Pro service is a key milestone in enabling Mogulus Pro customers to monetize their live streaming content with pre-roll and overlay inventory from their own internal servers and third-party networks," said Mogulus co-founder and CEO Max Haot. "Since monetization is such a key part of the value we deliver to our customers, we're very pleased to partner with Adap.tv."

### ABOUT MOGULUS

Mogulus is the most powerful live broadcast platform on the internet. Producers can use the Mogulus browser-based Studio application to create LIVE, scheduled and on-demand internet television to broadcast anywhere on the web through a single player widget. Our service comes in two flavors Free (ad-supported) and Pro (white-label, no-ads, pay for usage). Unique features include the ability to mix multiple live cameras, imported videos clips, and overlay graphics. With Mogulus, producers can broadcast live from a mobile phone; use a customizable flash player with integrated chat; and develop a branded channel page on Mogulus.com that incorporates interactive chat.

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