



SeeSaw appoints Video Initiatives as ad sales partner

SeeSaw, the new online TV service set to launch in the coming months, has today announced the appointment of **Video Initiatives**, Media Initiatives Group's (MIG) online video advertising arm as its ad sales partner.

Video Initiatives will sell all advertising inventory on the platform, with the exception of some key broadcaster content where supply agreements include the right to sell their advertising within their content. Video Initiatives will sell BBC Worldwide content in the deal announced earlier this week and a raft of great programmes from UK independent producers, International studios and major sports governing bodies.

Matt Rennie, Commercial Director, SeeSaw commented: "SeeSaw is all about watching great TV. I think brands will be impressed with the premium environment we've built and the opportunity they'll have to connect with our audience. We're delighted to be working with Video Initiatives; they have a great track record and are ideally positioned to help deliver our vision."

Alan Greaney, CEO, Media Initiatives Group commented: "The launch of the SeeSaw platform is one of the most exciting developments on the media horizon. With unrivalled experience of the UK's online video landscape, Video Initiatives is in the ideal position to maximise SeeSaw's commercial proposition and we look forward to working with the team to establish this important newcomer within the market."

SeeSaw will offer the best of British content supported by high quality international and US programming. SeeSaw also recently announced a major content partnership with BBC Worldwide including premium UK broadcast content.

To receive further updates on the service including details of when registration for the beta testing opens, follow SeeSaw on Twitter:

www.twitter.com/SeeSawTV

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Notes to Editors:

1. SeeSaw

SeeSaw is the online TV service from Arqiva, which is set to launch in the next few months. Arqiva secured the technology and brand name from Project Kangaroo, the Joint Venture between BBC, ITV and Channel 4. As a leading provider of digital networks, Arqiva has extensive expertise and experience in delivering high quality content through terrestrial and satellite broadcasting in the UK. SeeSaw has appointed a senior level management team including CEO Pierre-Jean Sebert and Platform Controller John Keeling.

2. Video Initiatives

Owned by Media Initiatives Group, Video Initiatives is the UK's leading online video advertising platform, representing some of the world's largest and most recognisable video publishers. Since its launch in 2007, Video Initiatives has worked tirelessly to become *the* video ad specialists in the country, building unrivalled experience in selling non-traditional ad formats within the UK market.
www.video-initiatives.com