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Edited by the Marketingservicestalk Editorial Team on **29 September 2008**

Etype Video to provide UK inventory to Mochi Media

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Etype Video, Media Initiatives Group's online video advertising division, has secured a contract to provide UK inventory to Mochi Media through its online games advertising network, Mochiads.

Etype Video will help drive creative execution to deliver the most relevant message to Mochi Media's active gaming audience. It will provide Mochi Media with video advertisements in formats including pre-game, which shows as the game is loading, and inter-level advertisements, which appear during natural breaks in game play.

Rob Gay, managing director at Etype Video, said: 'The Flash games in the Mochiads network offer wide appeal across gender and age groups and can reach people who would never normally consider themselves gamers via viral campaigns and over social networks.'

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