

2008 Innovation #3: Deliver Your Message Quickly

TRIBUNE
INTERACTIVE

QuickStream:

QuickStream is a 3-5 second pre-roll that makes it simple for any advertiser to create a video ad campaign. This ad unit runs before user-initiated content and delivers a quick, minimally intrusive message to users with an audio tagline similar to an animated billboard on television. It offers high visibility and is easy to execute.

This turn-key ad product is perfect for advertisers that lack online video creative because Tribune Interactive fully produces the QuickStream ad.

Advantages:

- 1) Your message is quickly delivered prior to video content and completed before a user has time to click away
- 2) The low level of intrusiveness creates a positive user experience
- 3) Ideal for gaining consumer consideration and extending the message of online campaigns
- 4) We remove the typical obstacles to running an online video campaign by creating your QuickStream ad – complete with audio (optional)

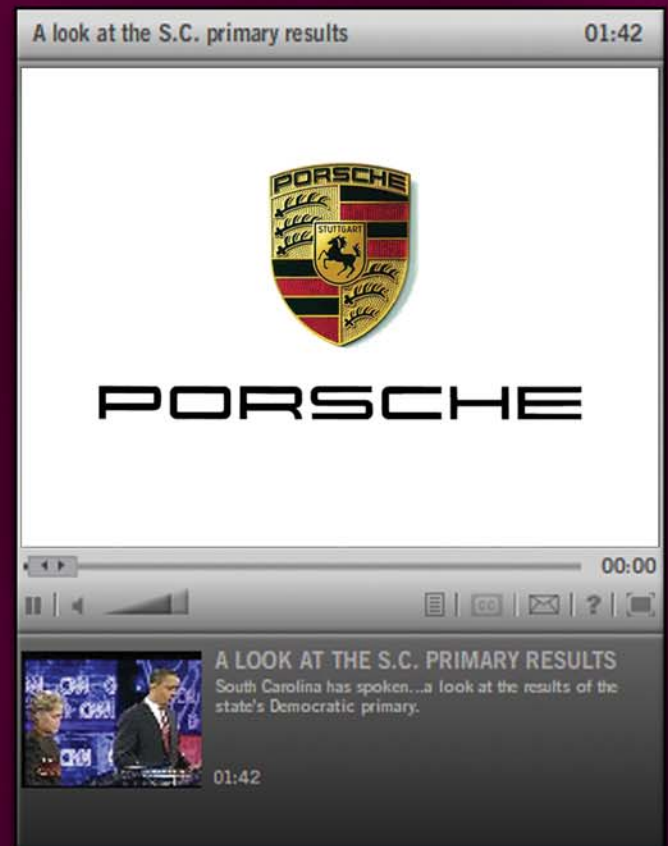
Facts:

- TI serves 5 million video streams each month
- News stories are the most viewed type of online content, according to recent studies* – more than 60 percent of TI content is news**
- Daily online video usage is up 50 percent in the past year across all sites***
- Online video ads deliver your message to an engaged audience

No video pre-roll?

No problem.

QuickStream makes it possible for all advertisers to run on video.



Visit <http://www.tribuneinteractive.com/clients/videoads/quickstream.html> for a QuickStream example.

Sources: * Tribune Magid Media Futures June 07, ** Omniture Dec 07, *** Tribune Magid Media Futures June 07

Please contact a sales representative in your area for more information about Tribune Interactive online advertising opportunities.