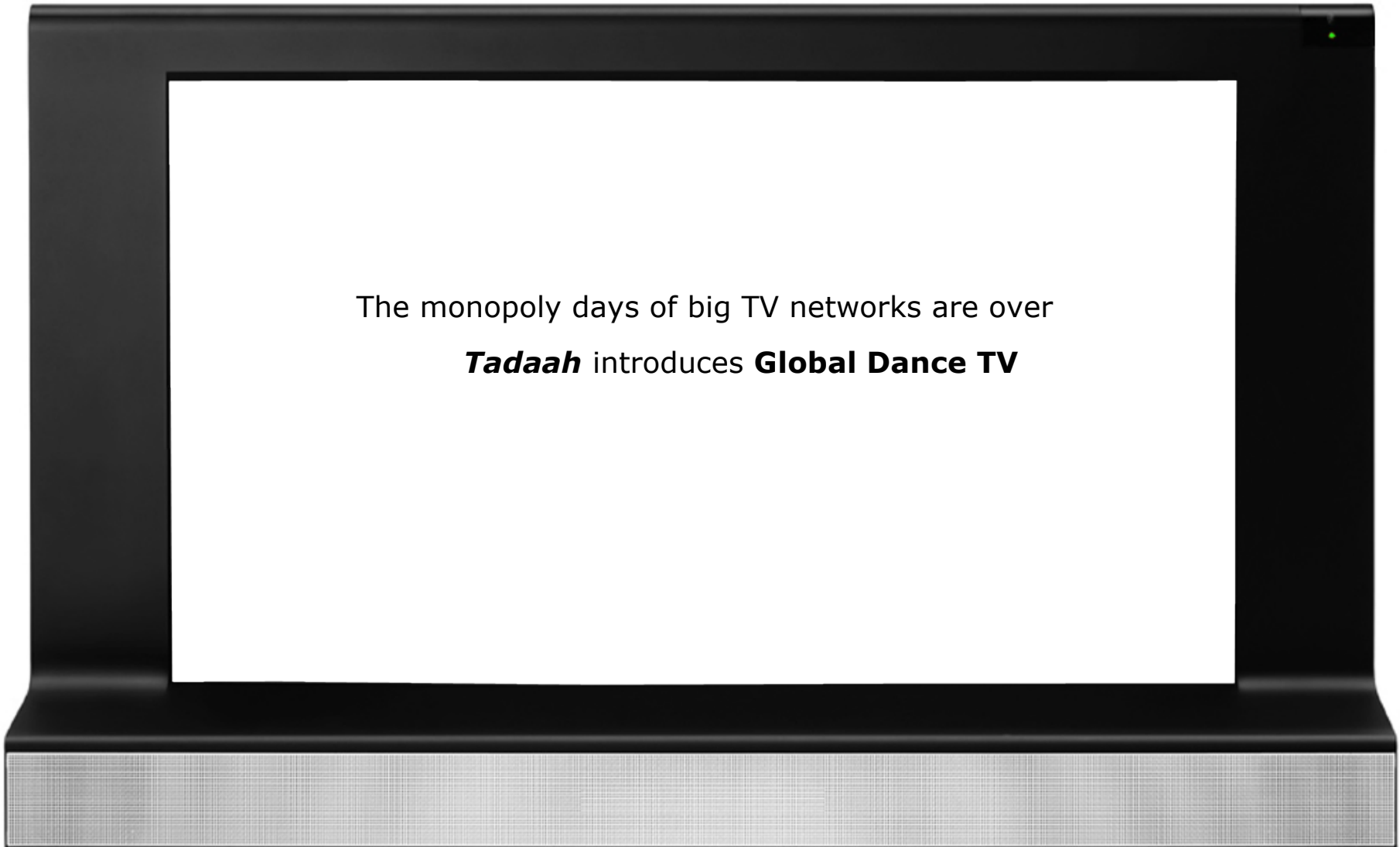




via **Tadaah**





The monopoly days of big TV networks are over
Tadaah introduces **Global Dance TV**

Reach thousands of highly targeted viewers on **Global Dance TV** and other sports TV channels via **Tadaah**



Easy Advertising on GDTV via **Tadaah**

Index

The TV channel
Program-guide
Estimated viewers
Pay as you go
Statistics report
3 ad formats
How to advertise

Easy Advertising on GDTV via **Tadaah**

Global Dance TV

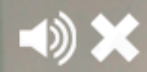
The TV channel will feature high quality video, in full screen

The TV channel can easily be seen on a normal TV with a single cable

Screen dumps of player on the next two slides



8:00	Gus Hansen Live from Monaco	10:00
10:00	Gus Hansen diary (15 min)	10:15
10:15	Winning ceremony '06 (15 min)	11:00



Sport

Entertainment

Educational

News



FCUM TV

Football Club United of Manchester

Now Playing - 10:52-11:10 Bamber Bridge Vs FCUM Highlights

Highlights Between Bamber Bridge and FCUM played on At Iron Gate

Duration 18 Mins



ThePlayR

Poker Channel

Now Playing - No Info

No Info Available

Duration No Info



Global Dance TV

Dance Program on TV

Now Playing - No Info

No Info Available

Duration No Info



8:00	Gus Hansen Live from Monaco	10:00
10:00	Gus Hansen diary (15 min)	10:15
10:15	Winning ceremony '06 (15 min)	11:00

Program-guide

Beta - Launch: 12th of May

Content: Beginner dancers and young adult dancers daily shows with a different venue each day. A variety of dances will be debuted including Shag, West Coast Swing, Lindy, Hand Dancing and Salsa. These shows will be hosted by popular young dancers well known throughout the dance community and dedicated to promoting dance to young people.

To watch a showcase on the content

<http://87.117.202.171/gdtv> (copy into the web-browser)

Estimated viewers:

10,000 unique targeted dance viewers every week watching 2 hours a day on average.

6 ad slots an hour x 10.000 targeted viewers x 1 hour x 7 days = 430.000 views

Target group:

The average age will be between 18 and 35 with an annual family income of over \$50,000.

This dance group segment is normally hard to target directly

"Pay as you go"

You determine a budget. When this is spent your commercial stops airing.

The budget can be determined on both a weekly and a monthly basis.

If your circumstances change non spent funds are refunded.

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Statistics report

Advertisers get a report with specific parameters every week.

Parameters:

- Viewers / impressions
- Exposure time clock wise
- Daily traffic
- Country
- City

3 Ad formats

- Buffer-mercial
- Full screen TV commercial
- Sponsor button

Buffer-mercial

Buffer-mercials are full screen and introduces the channel about to begin.

Buffer-mercial formats

- Still picture
- Animation
- Interactive flash game

The buffer-mercials are clickable enabling the possibility of direct shopping from the advertisers website.

Duration: 2-5 sec

CPM: 30 USD (CPM = views pr 1000)

Global Dance TV is sponsored by

DANCESHOESSTORE.COM
THE ONLINE BALLROOM DANCE SHOES MEGA STORE

via *Tadaah*

Full screen commercial

When a channel is being watched full screen commercials appear every 20 min. in between the television shows.

Features

- Animation
- Video clip
- Interactive flash game

Full screen commercials are clickable, enabling the possibility of directing traffic to the advertisers website.

Duration: 5-20 sec

CPM: 60 USD

Link to see example of commercial:

<http://87.117.202.171/gdtv>

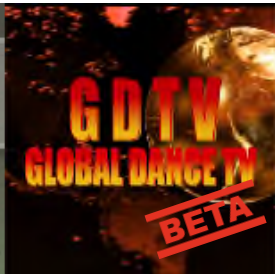
Channel sponsor button

The Sponsor button is placed on the top layer of the graphical user interface and appears every time the viewer is using the interface to navigate.

The channel sponsor button is clickable and enables direct shopping from the advertisers website.

Button size
50 x 50 pixels

CPM: 100 USD pr hour



8:00	Gus Hansen Live from Monaco	10:00
10:00	Gus Hansen diary (15 min)	10:15
10:15	Winning ceremony '06 (15 min)	11:00

How to advertise

1. Decide on ad format.
2. Set budget
3. Send commercial
4. Sign Contract
5. Invoice

Global Dance TV via *Tadaah*
Set television free

