



Providing a Superior Video User Experience

What do the Boston Symphony Orchestra, Harvard Business School Publishing, Intercontinental Hotels, Scion Broadband, Mitt Romney, and Bob Vila, the intrepid home improvement guru, all have in common?

Each one understands that while a picture might be worth the proverbial “thousand words”, the marketing and branding power of interactive online video can capture a viewer’s interest and imagination like nothing else available today—and they all have chosen [PermissionTV](#) of Waltham, MA as their Internet-based video platform provider.

Web-based video: The essential element in today’s marketing mix.

PermissionTV (PTV) offers an open-architected, flexible platform for delivering interactive video experiences over the web. The essential element in the marketing mix of forward-thinking companies, web-based video provides a highly effective channel to engage customers and build whole communities around a brand.

Instead of creating a video that everyone views the same way, with the PTV platform, clients can respond to the needs and preferences of the viewer by creating video experiences that offer users the ability to control effortlessly and seamlessly what they see and do.

The three-year-old company’s specialty is dynamically adjusting advertising and content in response to users’ selections and activities.

“Ours is the only platform that enables such high levels of engagement and customization,” says PermissionTV CEO Bob Lentz. “PermissionTV is completely focused on creating the richest user experience ever in online video. With our platform, clients can elevate a video experience from a passive state to being so interactive that viewers actually feel like they are there enjoying the Boston Symphony or touring the Intercontinental Hotel in Bangkok. That’s what differentiates PTV.”

Every PermissionTV client has a story to show.

When Bob Vila decided to deliver his popular television program over the Internet, he collaborated with Permission TV to take 10 years of television footage and create how-to tutorials and video vignettes which now appear on his web site.

“Using the PermissionTV platform and technology, we can pin-point areas in the video where Bob wants an advertisement to be inserted,” says Kathy Ruggiero, VP of Marketing at PermissionTV. “We go out to major advertising servers—for example Google or Dart—to find the advertising inventory available that is most relevant to the content in the video and actually return the ad with the greatest value.”



For example, if the Vila.com video is about installing a window, the PTV platform might select an ad from Pella® or Andersen™. “This can easily translate to higher response levels because the viewer has self-selected the category and is already engaged in trying to find out more about windows,” Ruggiero says.

PTV’s online video platform can also embed any type of “action” within a video experience. “We can embed a poll, for example, on Mitt Romney’s site,” says Ruggiero, “and depending on how a viewer answers the question, we can change the content to be more relevant to that particular user.”

PTV can also generate dynamic playlists to change in real-time the order in which information is presented. “For example, voters in the Midwest might care more about Romney’s position on agriculture,” Ruggiero says, “while the east and west coasts might have different priorities.”

Another PermissionTV client, the Boston Symphony Orchestra (BSO), recognizes that to expand its audience by adding younger listeners it is important



to include mediums that these potential subscribers frequently use and like. The BSO web site features an online video that showcases the beauty of their concerts.

“The really cool thing is that in an overlay at the bottom of the video, conductor Keith Lockhart explains the background of the piece and the instruments being played,” Ruggiero says.

This “overlay” capability can be used to extend a brand by educating an audience, providing additional links to other complementary information or even embedding advertising, depending on the marketing needs of a particular customer.

PermissionTV often becomes the central part of the client’s web site.

“Intercontinental Hotels is a good example of that,” says Ruggiero. “Each thumbnail video is of a different location where there is an InterContinental Hotel. Click Bangkok and the concierge of that hotel will take you through a guided tour. It’s like bringing a brochure to life and giving it a personality.”

The best way to appreciate PTV’s capabilities is to visit their clients’ web sites and see for yourself the exciting possibilities of this technology.

[Bob Vila](#)
[Mitt Romney](#)
[Boston Symphony Orchestra](#)

PermissionTV is open-architected and provides easy-to-use tools.

“Many online video companies offer proprietary technology,” Ruggiero says. “The PTV platform is completely open and very flexible. It’s a great advantage to our clients because it helps them leverage existing investments in front- and back-end systems and be in a position to easily adapt to future infrastructure requirements.”

PermissionTV provides tools that clients can use to design, manage, measure and continuously refine and improve their video interactions. The firm focuses on companies that already have video content available or are investing in building it out.

PTV is a software company, although on a services basis the firm can and does consult with client companies to guide the production. PTV offers creative/video production partners if needed.

“We are a technology company and not a consulting or creative firm,” says Ruggiero. “We facilitate the creation of superior, interactive video experiences by putting our tools in the hands of others. We are focused on enabling any organization that is committed to leveraging online video to support their marketing goals.”

Features also include a full set of integrated community-building tools—from simple things like “send to a friend” to embeddable players, RSS feeds, blogging, and tagging—to help companies attract, keep, and form a community around their Web channel and brand.

Through the management console, clients can dynamically make content changes and receive reports and analysis of how visitors are using their site. They can see where viewers drop off and which portions of their videos are more successful at engaging them.

ASP revenue model targets major brands and advertising and interactive agencies.

PermissionTV follows an ASP revenue model. The company receives an initial service charge to get a client up and running. After that clients pay a subscription fee.

PermissionTV’s direct sales force has successfully forged partnerships with leading advertising and interactive agencies, as well as high-profile brands, publishers and media companies and public interest groups.

“Agencies have become an extension of our sales force and a tremendous complimentary channel,” Ruggiero says. “For example, we worked with WHITTMANHART of Chicago to create an interactive web experience for the Toyota SCION, a car that appeals to a young male demographic. The video embedded on the Scion web site, which features edgy musicians and comedians that would appeal to their target market, operates on the PermissionTV platform, and it recently won the Web Marketing Association’s web award.”

In 2007, PermissionTV closed a \$12M C round. New investors, Castile Ventures and Point Judith Capital joined CommonAngels, CramerOnline, Inflection Point Investors in Wellesley, the Massachusetts Technology Development Corp., SAS Investors and the Venture Capital Fund of New England (VCFNE). The investment is being used to expand PTV’s strategic sales team and to continue delivering new solutions to leading corporations, media and entertainment companies, and advertising and interactive media agencies.

“We’re really excited about our market position and the customer demand we are seeing. Web-based video has such great interest and appeal and the market opportunity is increasingly significant,” says Lentz. “We are staying focused, expanding our R&D activity, and continuing to aggressively market to companies and creative agencies.”