

## **INNOVATIVE INTERACTIVE VIDEO ADVERTISING COMPANY SECURES \$800,000 IN VC FUNDING AND SETS UP GLOBAL HQ IN LONDON**

Hot shot 24 year old Romanian Entrepreneur Emi Gal has just secured \$800,000 in financing for his company, Brainient, which is set to revolutionize the online video advertising industry. The financing round is led by Venture Capital Investor Arts Alliance, whose investments include LOVEFILM, Kenshoo, Opera Software and lastminute.com and a group of prominent individuals including Dave McClure, Sherry Coutu, Alex Hoye and Algy Williams.

Brainient has created an innovative platform that enables brands to easily add layers of interactive “add-ons” to their video adverts. Publishers & agencies can head to the BrainStudio Library and get access to “layers” which they can easily place inside their video adverts by using a drag & drop interface.

Video advertising has been on an incredible growth path over the past few years and is expected to reach \$3.3 billion globally by 2012. However, advertisers saw declining completion rates for video pre-rolls (video adverts that appear before a video stream) in the first half of 2010 versus 2009.

“According to eMarketer, 36% of online video viewers click away when they get a video pre-roll before the content they want to watch. I think interactive video advertising fills a crucial gap in the market as publishers and advertisers look for new ways to keep consumers engaged with their video adverts” said Mr. Gal.

Brainient’s layers are designed to help consumers interact with video adverts. “Think of being able to book a test-drive while watching a video advert for the new BMW Z4 or ordering a DVD while you watch the new Harry Potter trailer. We’ve created a platform that gives brands and advertising agencies endless possibilities for engaging viewers, and we think the timing couldn’t be better” said Emi.

By moving towards a more interactive advertising model, Emi strongly believes that Brainient can help boost the falling profits of newspapers, magazines and TV channels as they struggle to find a model to make online video profitable. “Interactive advertising helps brands create adverts that consumers actually enjoy, rather than forcing them to watch a pre-roll they don’t want to watch. And because the results they get are three to four times better, they’re willing to pay a premium, which helps video publishers make video advertising increasingly lucrative” adds Emi.

Brainient, which is Emi’s third company, was founded in late 2008. In 2009, the company won the early stage UK start-up competition Seedcamp Week, and received €50,000 in seed funding. It also became part of the Global Entrepreneur Programme, a UK Trade & Investment (UKTI) initiative helping entrepreneurs move to the UK and establish their Global headquarters here.

Thomas Hoegh, founder of Arts Alliance said: “Brainient is leading the way in a young but fast-growing market. We’re excited both by Brainient’s platform, and by Emi’s ability to quickly become a market leader in what is a complex and competitive space.”

### **Notes for Editor**

For further information please contact:

Emi Gal, CEO

emi@brainient.com

+44 (0) 778 721 2915

+44 (0) 203 286 9747

For further information on Brainient please visit <http://brainient.com/>