

(News Release)

May 12, 2009  
Nippon Telegraph and Telephone Corporation  
Ooyala, Inc.

## **NTT and U.S. Venture Firm Ooyala to Explore Interactive Video Advertising Platform**

-Promoting interactive video advertising for the Japanese market-

Nippon Telegraph and Telephone Corporation (Headquarters: Chiyoda-ku, Tokyo; President and CEO: Satoshi Miura; hereafter, NTT) and Ooyala, Inc. (Headquarters: Mountain View, California; CEO: Bismarck Lepe; hereafter, Ooyala) today signed a memorandum of understanding launching a joint exploration of the business potential and technologies related to interactive video advertising\*.

\* Interactive video advertising enables the embedding of detailed information within video files for on-demand display, a technology that can be adapted to advertising use.

NTT and Ooyala are both seeking to create interactive video advertising business. Specifically, they hope to explore:

- provision of new services through an integration of Ooyala's in-video advertising platform with NTT's infrastructure services such as network and hosting services; and
- potential for customizing and refining an in-video advertising platform tailored to the Japanese market, and further expanding their business in the Asian region and globally.

NTT and Ooyala plan to immediately initiate a research team to study how to concretize this vision and explore possibilities for collaboration between the two enterprises.

(Reference)

### **About Ooyala**

Ooyala is a video technology company that provides an integrated platform enabling the delivery, management, and monetization of high quality video content.

Free trial Backlot accounts can be created by clicking here:

<http://www.ooyala.com/products/install>.

For more information please visit [www.ooyala.com](http://www.ooyala.com).

For further information, contact:

Noriyuki Kaya or Takafumi Iso  
Global Business Strategy Office  
Nippon Telegraph and Telephone Corporation  
Tel: +81-3-5205-5191

