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**INTERNET VIDEO ARCHIVE DEBUTS THE WORLD'S LARGEST
ENTERTAINMENT PREVIEW LIBRARY FOR WEBSITES SEEKING
ENTERTAINMENT CONTENT**

**IVA Provides Online Tools That Optimize Usage,
Maximize Distribution, and Measure Consumer Consumption of
Movie, Television, Video Game and Music Previews**

NEW YORK (December 4, 2008) -- In order to meet the increasing demand for previews of movies, television programs, video games and music videos, *Internet Video Archive (IVA)* has unveiled the largest library of this entertainment content to date -- and is making it available to online entertainment web sites immediately. While many companies have been established to facilitate digitizing, encoding, hosting and serving video, IVA is the only one to take the next step of also tagging, indexing, and collating videos with other critical data and video sources. By combining promotional videos from hundreds of renowned producers using numerous entertainment databases to cull key Internet resources, IVA offers a truly comprehensive digital video solution for entertainment marketing.

Hosted on the company's consumer websites www.videodetective.com and www.singingfool.com, IVA boasts over 500,000 unique video assets mapped to over one million entertainment products. IVA's current roster of content providers includes leaders in the movie (i.e. Disney, Warner Bros), television (i.e. NBC, FOX), video game (i.e. Nintendo, Atari) as well as music industries (i.e. Geffen, Island).

The "one-stop shop" appeal of this massive library combined with the powerful, easy-to-use tools for presenting them has made IVA the partner of choice for some of the world's biggest mobile (i.e. AT&T) and consumer electronic (i.e. Sony Bravia, Comcast) companies, as well as numerous entertainment (i.e. Fandango.com, TV Guide.com) and retail web sites (i.e. BarnesandNoble.com, VirginMEGA.com). All told the IVA network reaches a potential 95 million unique viewers per month.

"As the public's appetite for digital entertainment continues to grow, so does the need for the 'datafication' of entertainment." said IVA President and CEO Jed Horovitz, "IVA's commitment to addressing the needs of our clients on both ends of the industry pipeline fuels the continuing development of our collections and services. Our goal is to be the archive of record for entertainment previews."

In addition to offering the most extensive database of promotional video to leading Internet retailers and news providers, IVA enables its clients to leverage the popularity of entertainment previews through the company's powerful, easy-to-use tools including:

- **LaunchPad APIs** -- A combination of Application Programming Interfaces (APIs), RSS feeds and Widgets, this tool set enables clients to link to IVA content in conjunction with a number of key entertainment industry databases (i.e. Amazon, TV Guide, All Movie Guide)
- **Media Manager** -- This proprietary content management system allows clients to access and organize previews with ease, build play lists, integrate their own content as well as monitor how their viewers watch the previews.
- **Flash Player** -- IVA's flash player enables clients to customize the look and feel of their players, embed codes and links, as well as syndicate to other web sites.
- **Custom Digitizing/Encoding/Hosting** -- IVA currently encodes in 14 different formats that make it possible to watch high quality previews on three screens: web, mobile and Internet connect television

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