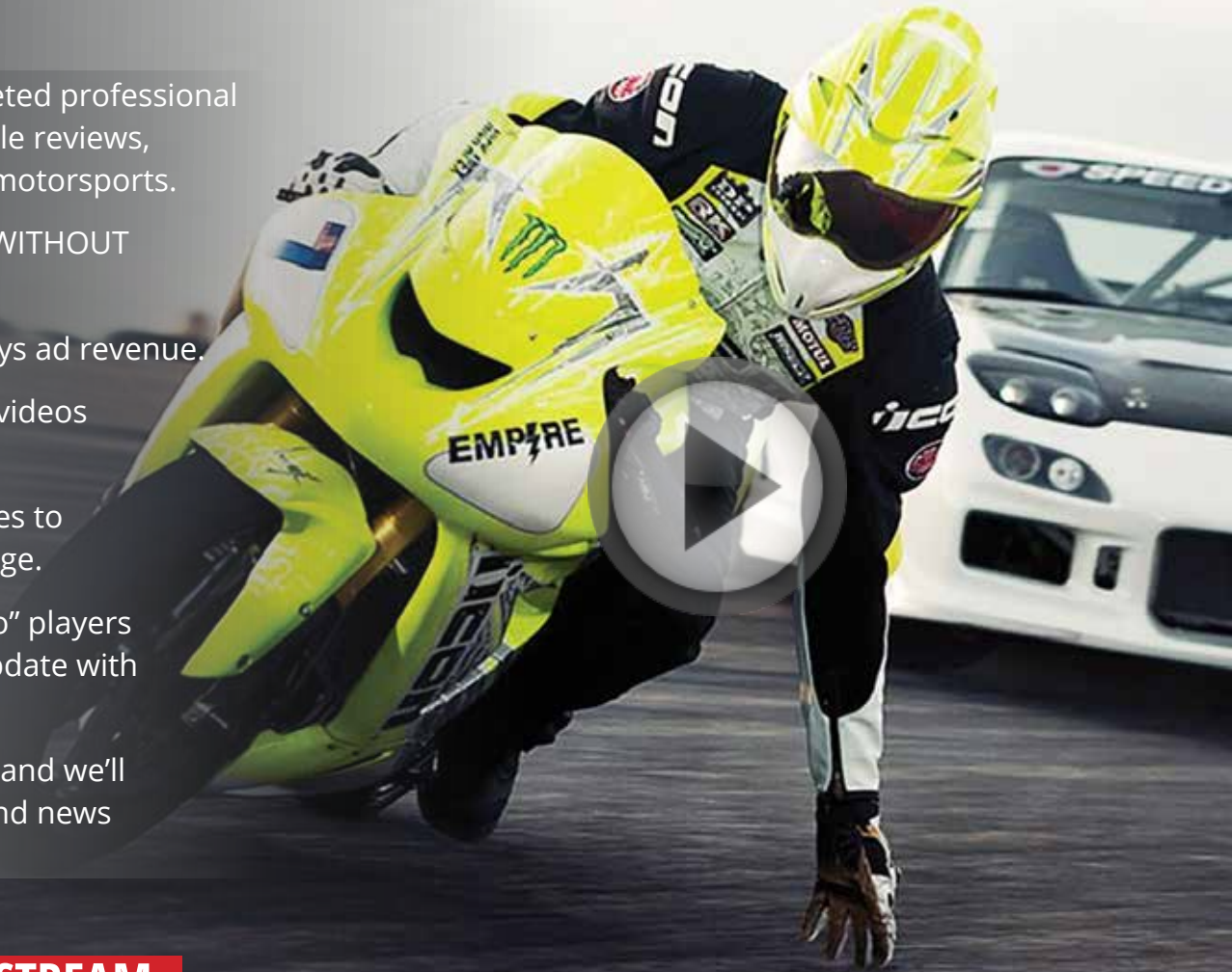


## ADD PREMIUM VIDEO CONTENT TO YOUR SITE QUICKLY AND EASILY!

Digital Throttle is proud to provide a variety of turn-key opportunities to increase ad revenue for your site and provide readers with quality content. Install one of our custom-built players and enjoy the following benefits:

- **CONTENT** Quality, licensed and targeted professional content covering topics such as vehicle reviews, technical how-to, new products and motorsports.
- **REVENUE** Better monetize your site WITHOUT cluttering up pages with more ads.
- **FREE** Our video solution is FREE & pays ad revenue.
- **SEO** Video content and time viewing videos improves your site's SEO score.
- **SIZES** Players come in a variety of sizes to fill just about any empty spot on a page.
- **AUTOMATED** Install our "Plug and Go" players that feature targeted playlists that update with new videos daily.
- **FEED** Subscribe to Video Syndication and we'll email codes of new videos for blog and news sections of your site.

Turn-key Solution



### OUR VIDEO CONTENT READY TO STREAM



Automotive



Truck/SUV



Motorsports



Motorcycle



ATV & UTV

[www.digitalthrottle.tv](http://www.digitalthrottle.tv)

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# ADD PREMIUM VIDEO CONTENT TO YOUR SITE QUICKLY AND EASILY!

# LET'S DO SOMETHING TOGETHER

Frequently Asked

## THE PLAYERS

**Q. What does the solution cost:**

**A.** Free – you have unlimited access to all our players and licensed content for free. You actually EARN a share of video pre-roll ad revenue we sell into the players.

**Q. What size is it?**

**A.** We offer over 15 different size players to fit just about any open space on your site. Our smallest player is 300 pixels wide by 90 pixels high and our largest is our full-page video wall.

**Q. Where are the players installed?**

**A.** Because we offer so many different player sizes, we encourage you to install players on every page of your site. Sites use the content for homepage featured stories, sidebars, footers and open space on column rails.

**Q. What player are you using?**

**A.** We use the JW Player platform, one the most commonly-used players on the market.

**Q. Will the players work on mobile?**

**A.** Yes – all of our players are built for HTML5 and stream great on an device.

## THE CONTENT

**Q. Is the content targeted - I only want specific types of content?**

**A.** We personally view every video and assign each video to specific playlists. We presently have over 80 playlists to select from, including specific make/models such as "Ford Mustang" or

"Honda Motorcycles". Our main categories are Automotive, Truck/SUV, Motorcycle, ATV/UTV and Motorsports.

**Q. Who supplies your content?**

**A.** We license professional videos from a variety of TV shows, website editors, race coverage and manufactures of new vehicles. Most videos are under 3 minutes in length.

**Q. How often is new content uploaded?**

**A.** Daily! We add dozens of new videos daily, so your players and syndication feeds will always display fresh content.

**Q. What are my options for displaying the content?**

**A.** First log into your account at <https://portal.digitalthrottle.com> and click on "Video Players". There are two options: use our "plug & go" players or subscribe to receive daily emails that include new videos.

**Q. Tell me about "Plug and Go" players?**

**A.** You simply find a desired playlist and then select the player size that best fits your open space. Or if you're installing the player on its own page, select one of our video wall players for a premium user experience.

**Q. What's the "subscription service"?**

**A.** You manually install new videos through an email subscription. This is a great option for active sites that regularly feature news content, blog posts and moderated forums. You can select from over 80 playlists or enter keywords of matching video content you'd like to subscribe to. Then as videos are uploaded, we'll send you an email containing the embed code to install on your site pages. You can opt to receive one summary email at the end of each day or we'll send you an immediate email as new videos are uploaded.

## ADVERTISING

**Q. When and how do paid ads appear? Do they "auto-start"?**

**A.** Pre-roll video ads will only appear when a user intentionally clicks on a video to watch the content. We NEVER auto-start videos in any fashion. All our players are promoted as premium "user-initiated".

**Q. What type of ads are shown? Can they be skipped?**

**A.** We sell pre-roll video ads that can be skipped by the user after 7 seconds. Most pre-roll videos are 15 seconds in length and 30 seconds is the maximum length we run. Some players also feature 300x250 "companion" banners that are associated with the pre-roll advertisement. Some players also feature small sponsorship banners.

**Q. Can I opt out of paid advertising? Can I block certain ads?**

**A.** All our players will display paid advertising and can't be blocked. You can supply us a list of advertisers or industries you want to block on your site. As a rule, we only accept high-quality and "non-sensitive" advertising.

**Q. What advertisers will I see?**

**A.** Our direct sales will consume the bulk of video impressions. Our focus is exclusively vehicle markets, so you'll see ads from relevant brands promoting aftermarket parts, OE vehicle manufacturers and related industry brands.

**Q. How do I monitor my ad revenue? When do I get paid?**

**A.** Your video impressions and earnings are updated daily at <https://portal.digitalthrottle.com>. We will pay your video earnings Net 60 days from the end of each month; for example, March earnings are paid the end of May.

## SAMPLE PLAYER SIZES

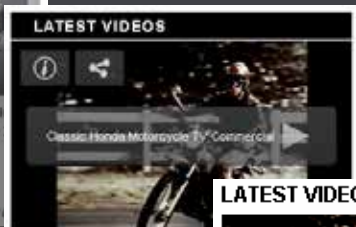
300 X 600



Bentley Motors has shown the future direction of and performance with the EXP 10 Speed 6 at the Geneva International Motor Show.



300 X 305



300 X 90

LATEST VIDEOS



700 X 116

Visit [www.digitalthrottle.tv/video-player](http://www.digitalthrottle.tv/video-player) for sample of all players.



[www.digitalthrottle.com](http://www.digitalthrottle.com)  
[marty.estes@digitalthrottle.com](mailto:marty.estes@digitalthrottle.com)