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StreamTheWorld Becomes First Streaming Provider To Offer In-Stream Targeted Ad Replacement to Entire Client Roster.

Las Vegas, April 21 2009. StreamTheWorld, a leading streaming technology and services company, is pleased to now offer in-stream targeted ad replacement to all of its clients.

Building on the industry wide practice of standard ad replacement, StreamTheWorld's solution, when combined with Ando Media's Targeted Ad Injector, allows for an in stream audio or video advertisement to be replaced with an ad that is specifically targeted against a multitude of variables including, but not limited, to geography and demographic.

In addition to being able to target in-stream, StreamTheWorld's solution also replaces advertisements at the source of the stream rather than the player, thereby increasing the number of platforms and devices that can take advantage of this new technology. Devices including the iPhone, the Blackberry smartphone as well as other distribution points such as desktop applications, IP tuners, iTunes or IPTV can now have advertisements specifically targeted to their device by using the StreamTheWorld network.

We have been running this solution for several months as a beta with a few key customers with successful results and we are now ready to offer this solution to all our clients, says Neil Sweeney, Senior Vice President North America. Not only does this solution increase our differentiation from other streaming networks, but it also represents a way in which our clients can create new revenue opportunities. This project has been on our technical road map for a very long time and we now feel that with the progression in advertising within the live TV and radio markets in North America that the timing was right to provide to broadcasters a new tool that will be helpful in creating new value in the advertising options they present to clients.

StreamTheWorld is currently highlighting Targeted Ad Replacement at NAB Show 2009 in Las Vegas. More information can be found at streamtheworld.com or by visiting us at booth #C755 in Central Hall.

About StreamTheWorld

StreamTheWorld is a streaming technology and services company specifically dedicated to broadcasters' online success. Founded in 2005, the company is currently streaming more than 1,000 radio and TV stations in more than 25 countries. The company already helps some of America's largest radio broadcasters, such as CBS, ESPN, AOL, Corus and Entercom, find new ways to leverage their online presence in a profitable manner. StreamTheWorld's fully integrated solution lets you address all your streaming needs, including User Experience, Advertising, Delivery and Metrics.

For additional information, please contact:

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