

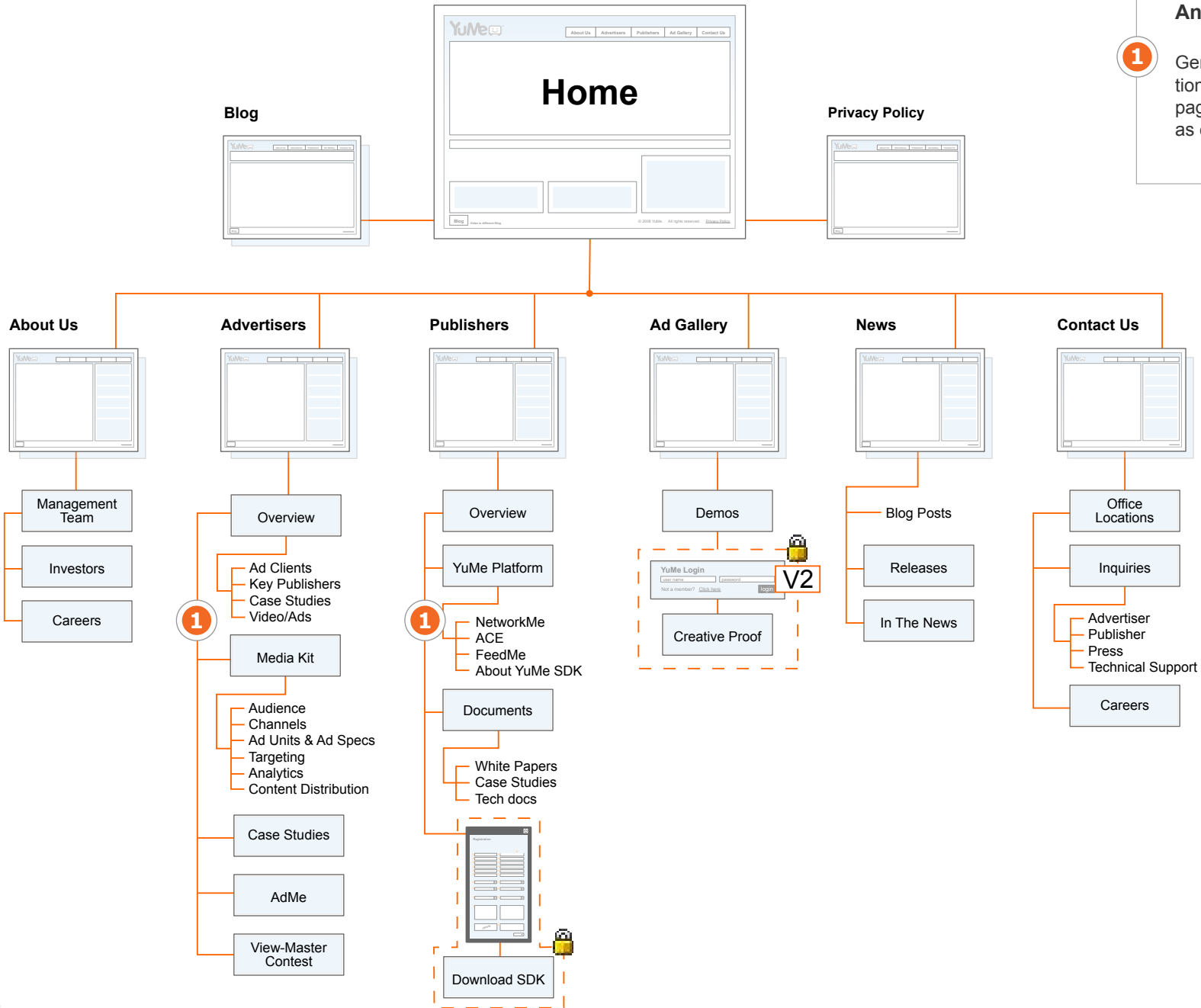


YuMe Website Redesign
Sitemap & Wires v4.2
September 22, 2008

YuMe Sitemap: Website

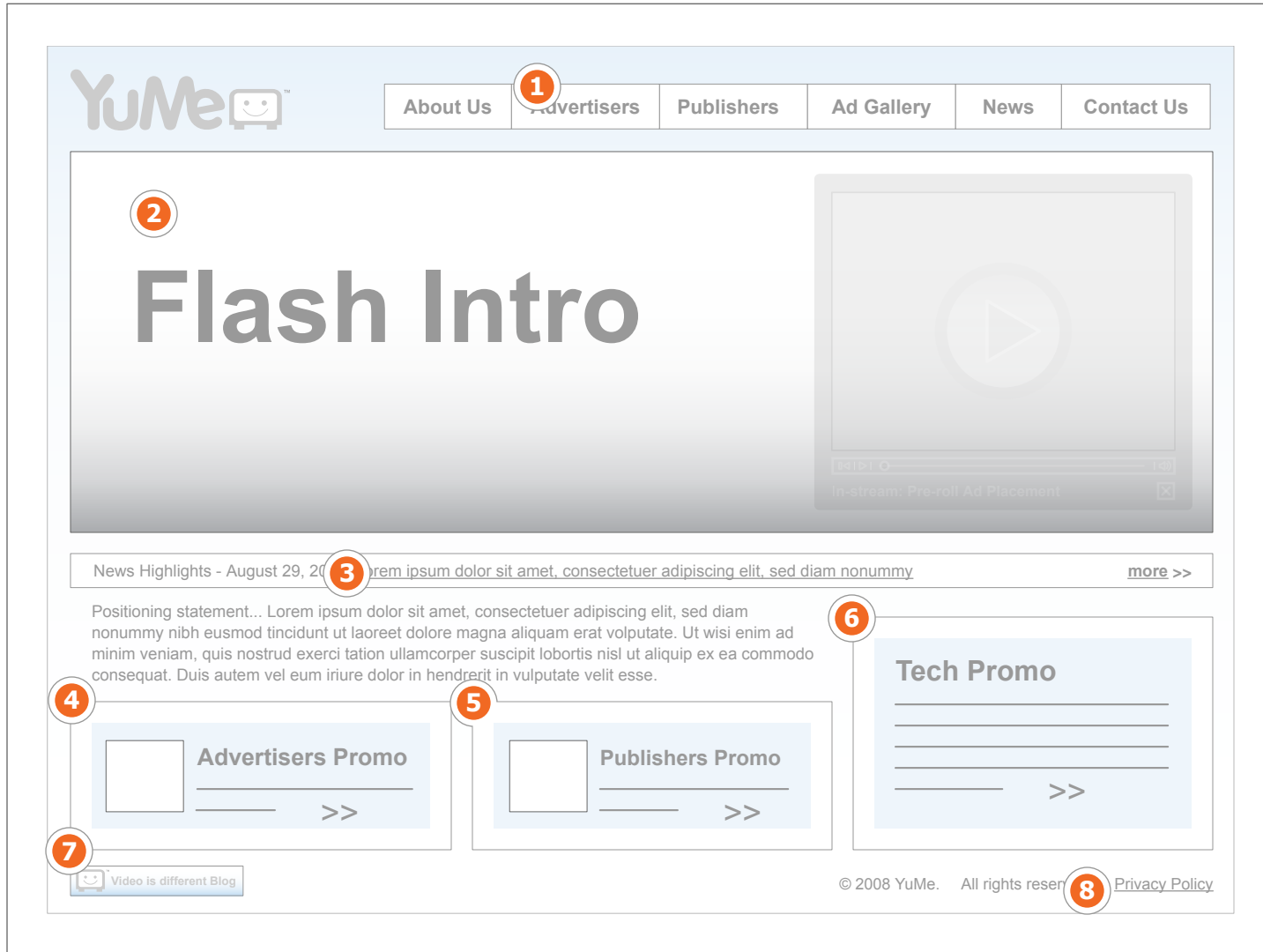
Annotations

1 General content. Page Demarcation still to be finalized i.e. pages/subpages may split/merge as content is developed.





Home Wire



Annotations

- 1 Simplified top-line navigation for easy task-focused navigation. Logo returns users to home.

(Option to do drop down menus. We don't recommend this per the shallow depth of the site.)
- 2 Primary feature area. Come out strong with Flash-based promo. YuMe elevator pitch for publishers and advertisers. Upon final animation a post roll ad of demo's will rotate randomly.
- 3 Simple and tasteful updating news feed. XML or RSS driven. Design option: float top few stories up in vertical scrolling fashion. Include Blog etc.
- 4 Advertisers Promo/Tout Box.
- 5 Publishers Promo/Tout Boxes.
- 6 With weighting depicted here, good approach for launch could be to use secondary for technology message or product feature, and to narrow in on advertisers or publishers. Can also be used for Blog posts.
- 7 Prominent global bug to feature blog.
- 8 Legal/Crawler requisites.



Level 2 Wires

YuMe Wireframe: About Us

The wireframe shows the layout of the YuMe About Us page. At the top left is the YuMe logo. To its right is a horizontal navigation bar with links for 'About Us', 'Advertisers', 'Publishers', 'Ad Gallery', 'News', and 'Contact Us'. The main content area is divided into two columns. The left column contains the 'About Us' text, including a paragraph about the company's mission and another about its founders. The right column contains a vertical list of links: 'Management Team', 'Investors', 'Careers', and 'News', each with a 'Go' button. Below these links is a 'Sample Ad Campaign' section featuring a play button icon and placeholder text. At the bottom of the right column is a 'General Contact' section with contact information for CA and NY offices and a link to a 'General Inquiries form'. At the bottom left of the page is a 'Video is different Blog' link, and at the bottom right is the copyright notice '© 2008 YuMe. All rights reserved. Privacy Policy'. Five numbered annotations (1-5) are placed around the page to highlight specific features.

1 About Us

YuMe is the first dedicated broadband video advertising network built from the ground up that offers a brand safe advertising experience that can be delivered to any device – PC, TV, mobile and more – whether streamed or downloaded.

YuMe co-founders [Jayant Kadambi](#) and [Ayyappan Sankaran](#) realized early on that a strong broadband and IP-based video ad monetization infrastructure did not exist. Whereas today's video advertising solutions are incremental modifications of existing text and banner networks, Ayyappan and Jayant recognized that video is fundamentally different and in order to properly monetize, transport, traffic and reliably report against video, a new type of advertising network was necessary.

Web advertising has evolved from text, to display and now to video. YuMe is the only ad network built exclusively for the new web video world, providing advertisers and publishers the unprecedented ability to identify, classify and track content to ensure brand safety, contextual relevance, controlled syndication and consistent delivery across all digital media platforms – web, downloads, mobile and IPTV.

YuMe is a privately held company backed by [Khosla Ventures](#), [Accel Partners](#), [BV Capital](#) and [DAG Ventures](#). YuMe is headquartered in Redwood City, CA.

2 Management Team [Go ▶](#)

3 Investors [Go ▶](#)

Careers [Go ▶](#)

4 News [Go ▶](#)

5 General Contact

CA office
650.591.9400
info_ca@yumenetworks.com

NY office
1.212.929.7470
info_ny@yumenetworks.com

[General Inquiries form](#) >>

Video is different Blog

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Annotations

- 1** About includes high-level claim about YuMe. General overview, features and benefits on this page.
- 2** Secondary nav on right side very scalable. Treatment of menu content TBD based on hierarchy and content.
- 3** Users click for detailed information leading them to content and pages.
- 4** Featured sample ad campaigns. Clicking will take user to a pop up overlay. User views sample ad campaign with option to close inline or go to ad gallery.
- 5** Links for general contact.

1 YuMe

About Us | **Advertisers** | Publishers | Ad Gallery | News | Contact Us

2 Impact 500+ Streaming ads

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4 Overview Go ▶

4 Media Kit Go ▶

Case Studies Go ▶

AdMe Go ▶

View-Master Contest Go ▶

5 Ad Network Advertisers

Logo Logo

Logo Logo

6 Sample Ad Campaign

Lorem ipsum dolor sit amet, aliquam.

7 Advertisers Contact

CA office
650.591.9400
advertisers_ca@yumenetworks.com

NY office
1.212.929.7470
advertisers_ny@yumenetworks.com

8 General Inquiries form >>

Annotations

- 1** Treat Advertiser pages almost like secondary home pages. Impactful and message-forward.
- 2** Leverage leadership claims and factoids (e.g. number of uniques and streams).
- 3** Make focused case to advertiser audience. Be more playful in this section.
- 4** Progressive right-side secondary nav treatment.
- 5** Flash driven animation spotlighting key advertisers' logos.
- 6** Featured sample ad campaigns. Clicking will take user to a pop up overlay. User views sample ad campaign with option to close inline or go to ad gallery.
- 7** Prominent CTA – goes to sales rep contact.
- 8** Same form as current site.

1 General publishers content.

2 Make case to publishers. Brand more buttoned up.

3 Link to learn about the YuMe platform.

4 About YuMe SDK and links to white papers, case studies and tech docs.

5 Flash driven animation spotlighting key publishers logos.

6 Link to general form.

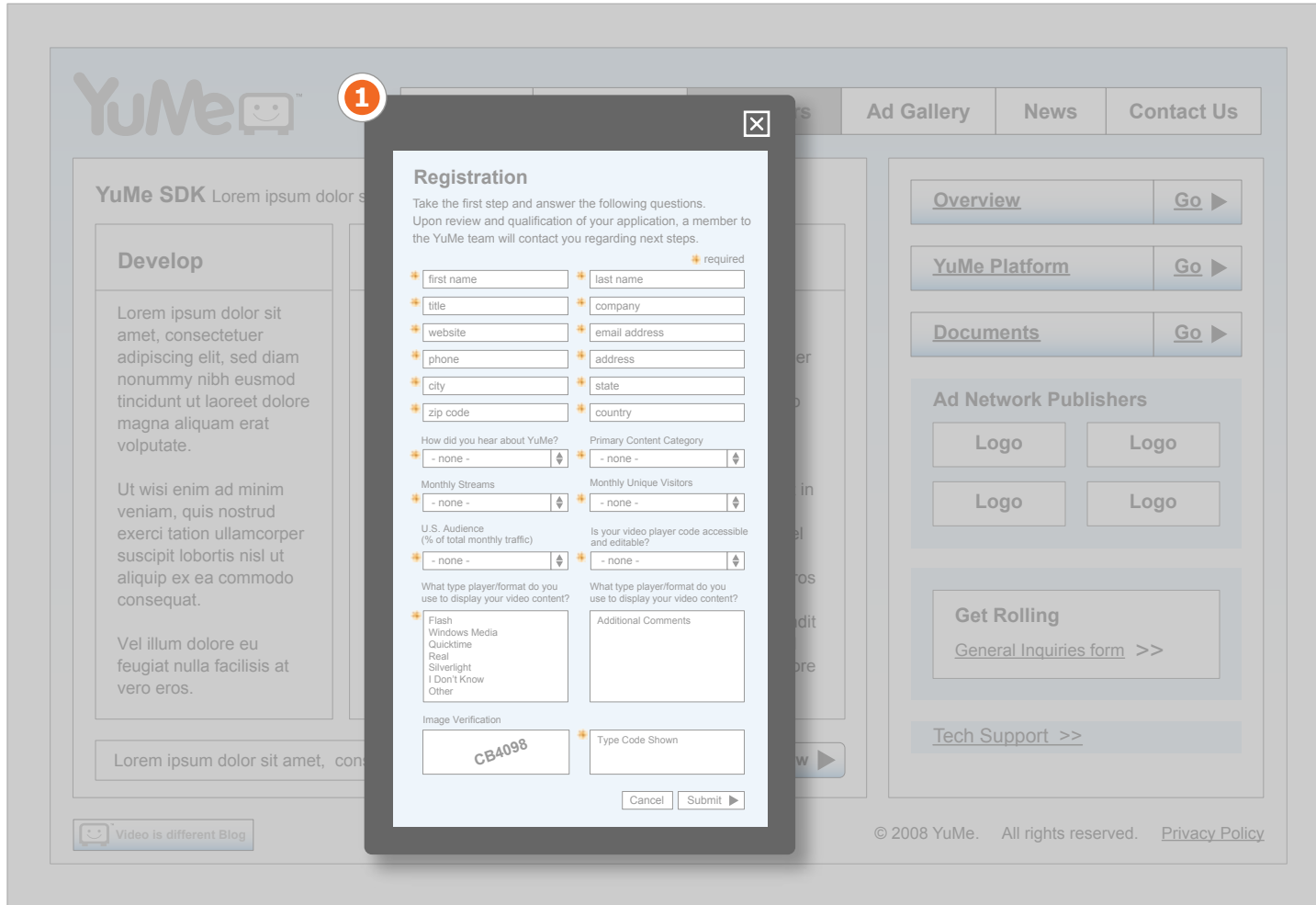
7 Link to mail to Tech Support

Annotations

- 1** General publishers content.
- 2** Make case to publishers. Brand more buttoned up.
- 3** Link to learn about the YuMe platform.
- 4** About YuMe SDK and links to white papers, case studies and tech docs.
- 5** Flash driven animation spotlighting key publishers logos.
- 6** Link to general form.
- 7** Link to mail to Tech Support



YuMe Wireframe: Publishers - YuMe SDK - Pop Up Overlay Registration



Annotations

- 1 Users click SDK download launching a larger pop up overlay and required to register. YuMe SDK is downloadable.

YuMe Wireframe: Ad Gallery

Annotations

- 1 Real demos highlighting all examples within one page.
- 2 Case studies of current advertisers stressing their solutions and benefits.
- 3 Contact information for each office.

YuMe Wireframe: Ad Gallery - Demo Pop Up Overlay



Annotations

- 1 Users click a demo launching a larger pop up overlay demo.
- 2 The size of the player pop up will increase or decrease based on content copy.

YuMe Wireframe: Contact Us

YuMe

[About Us](#) [Advertisers](#) [Publishers](#) [Ad Gallery](#) [News](#) [Contact Us](#)

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Silicon Valley Office
333 Twin Dolphin Drive,
Suite 300
Redwood City, CA
94065
Phone: 1.650.591.9400
Fax: 1.650.591.9401

Directions to YuMe CA office
To view a map [click here](#)

New York Office
39 West 14th St.,
Suite 302
New York, NY
10011
Phone: 1.212.929.7470
Fax: 1.212.929.7471

Directions to YuMe NY office
To view a map [click here](#)

Press Inquiries
For all marketing and press inquiries,
contact us at [press](#).

Career Opportunities
Interested in joining the YuMe team?
Contact us at [careers](#).

Support
For all YuMe customer support issues,
contact us at [support](#).

Tech Support
For all YuMe technical support issues,
contact us at [tech_support](#).

Advertisers Contact
1.212.929.7470
advertisers_ca@yumenetworks.com
[General Inquiries form](#) >>

Publishers Contact
publishers_ca@yumenetworks.com
[General Inquiries form](#) >

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Video is different Blog

Annotations

1 Contact information & directions for individual offices. General press, career and support information covering both offices.

2 Same design as Publisher SDK form.

Advertisers and Publishers will have their own unique forms.



About Us	Advertisers	Publishers	Ad Gallery	News	Contact Us
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YuMe Privacy Policy

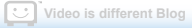
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NOTE TO KIDS: THE YuMe Services are not for persons under the age of 13. If you are under 13 years of age, please visit another site – there are lots of other great web sites for you.

The Informati (1.2 mb) on YuMe Collects:

- Subscriber-p (1.2 mb) rovided Information: You may provide to YuMe what is generally called "personally identifiable" information (such as your name, email address, postal mailing address, home/mobile telephone number, credit card number and billing information, etc.) if you purchase or download content or participate in other activities on the YuMe Services.
- "Cookies" Information: When you visit the YuMe Services, we may send one or more cookies – small text files containing a string of alphanumeric characters – to your computer. YuMe uses both session cookies and persistent cookies. A session cookie disappears after you close your browser. A persistent cookie remains after you close your browser and may be used by your browser on subsequent visits to the YuMe Services. Persistent cookies can be removed. Please review your web browser "Help" file to learn the proper way to modify your cookie settings.
- "Automatically Collected" Information: When you visit the YuMe Services or open one of our HTML emails, we may automatically record certain information from your web browser by using different types of technology, including "clear gifs" or "web beacons." This "automatically collected" information may include unique "device IDs" (similar to IP addresses), Internet Protocol address ("IP Address"), web browser type, the web pages or sites that you visit just before or just after the YuMe Services, the pages you view on our site, and the dates and times that you visit the YuMe Services.

 Video is different Blog

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Annotations

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