



## **etc.tv and RDS to Premiere Hyperlinking Advertising in Super Bowl XLIII**

**February 1<sup>st</sup>, 2009 Telecast Marks Another Broadcast First**

**Montréal, Quebec** – December 4, 2008 - **etc.tv**, The Advertising On Demand Network, and **Le Réseau des Sports**, Quebec's premiere sports specialty network, confirmed jointly in Montréal today that RDS' commercial inventory, on both their Standard and High Definition channels, will be enabled with etc.tv's Hyperlinking functionality for the February 1<sup>st</sup>, 2009 telecast of **Super Bowl XLIII** live from Raymond James stadium in Tampa Bay Florida.

The announcement confirms it is the first time in history that a network commercial availability in the annual NFL AFC-NFC championship contest will be enabled with interactive functionality permitting viewers to hyperlink directly from RDS network commercial avails to long form video content, on demand.

"This marks another historical first for RDS and for television", remarked **Michel Gagnon**, VP Sales and Marketing, RDS. "The Super Bowl is an important jewel in our crown of major sporting events. We are excited to be the first network to offer etc.tv's hyperlinking solution to advertisers during the NFL season's biggest game. We are equally excited that our other major telecasts including the World Series of baseball, Montreal Canadiens' hockey, the Stanley Cup playoffs and the NHL All Star Game will also offer this interactivity to our clients."

"The Super Bowl continually ranks among the largest television audiences annually," said **Ian MacLean**, VP & General Manager of etc.tv. "Because so many national advertisers choose to take advantage of that massive audience to showcase compelling new advertising this presents an historical opportunity for brands to invite interested consumers to link from their 30 second ad to learn more. It is especially interesting in light of the historically high engagement rates we have seen from the RDS and RDS HD audiences."

etc.tv's end to end advanced television advertising management system leverages the on demand infrastructures of digital television providers to allow interested viewers - through a single click of their digital TV remote - to hyperlink from network TV commercials to long-form TV ads of any length. Viewers can opt in to watch the long-form content at that moment, or bookmark it for future viewing. etc.tv manages all aspects of campaign set up and provides near-real time tracking of campaign performance to its customers.

### **About RDS**

Le Réseau des Sports (RDS), a division of CTVglobemedia, is the world's only French-language all-sports network. Since its launch in 1989, RDS has been offering one of the largest selections of sports programming in the world, airing exclusive coverage of the Montreal Canadiens, NHL hockey including the playoffs and Stanley Cup Final, CFL and NFL football (including the Grey Cup and Super Bowl), Formula One, NASCAR, Champ Car, the World Series of baseball, PGA golf including all four majors, all major tennis tournaments, UEFA Champions League soccer and UEFA Euro and, of course, the Olympic Games. As well, with the 2004 launch of the digital station RIS Info-Sports, viewers now have access to round-the-clock sports coverage, seven days a week. Finally, the RDS.ca site has become the unrivalled leader in sports in French on the web, with over one million visitors monthly. On October 3, 2007, RDS launched a high definition channel called RDS HD, which is the only channel to broadcast all games of the NHL's Montreal Canadiens in HD. It offers 24/7 HD programming and more than 20 hours of original content in HD every week and about 1,000 hours of original HD programming in the first year. RDS programming and news content is also available on Canada's leading online network at [www.RDS.ca](http://www.RDS.ca).

### **About etc.tv**

etc.tv is North America's premier telescopic advertising services provider. Its ads – on – demand network is the world's first solution which enables television viewers to opt in to link directly to long form advertising content from traditional – length network television ads. The etc.tv business model meets the needs of all the legacy stakeholders in the advertising ecosystem including the consumer, the advertisers, their agencies, national networks and their rep houses, as well as digital television distributors. etc.tv is rapidly becoming a platform of choice for major television advertisers across several product categories including automotive, packaged goods, tourism, entertainment, financial services and others. The etc.tv functionality is available to more than 1.9 million consumers across the province of Quebec. etc.tv continues with its plans to expand its service throughout Canada, and in the U.S, through 2009.

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