



## **Budweiser Sets New Interactive TV Record in Super Bowl XLIII**

### **etc.tv-enabled Spots on RDS Engage Viewers at Historic Levels**

**Montréal, Quebec** – February 2<sup>nd</sup>, 2009 - **etc.tv**, The Advertising On Demand Network, confirmed in Montréal today that interactive Budweiser Super Bowl commercials airing on **Le Réseau des Sports** (RDS) and enabled with etc.tv's hyperlinking solution, set new interactive TV advertising records.

The broadcast marked the first time in history that network commercial avails in the Super Bowl were enabled with interactive functionality permitting viewers to hyperlink directly from traditional 30-second ads on RDS to long form video content, on demand.

Budweiser's ads in yesterday's telecast of **Super Bowl XLIII** from Raymond James stadium in Tampa Bay Florida, empowered viewers to link directly from network commercial avails directly to a 3 minute mini-documentary featuring Budweiser's U.S. commercials.

"Our data reports levels of interaction with the Budweiser Super Bowl spots at a rate 5 times higher than average campaigns we have seen going back over two and half years." confirmed **Ian MacLean**, VP & General Manager of etc.tv. "And interestingly, the highest rates of interaction were among viewers to RDS programming in High Definition. Clearly, viewers want to know more. We are truly excited."

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 2 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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