

SABAY - ONLINE ADVERTISING

Mike Gaertner

December 2011 Revision 2



CIDC

CIDC Information Technology (CIDC-IT) is all about innovation; about being the first.

Our diverse brands share a common mission; to help our customers get the most out of the online revolution. Cambodia is an exciting country, with a dynamic youth demographic that is hungry to be part of the latest international technologies and trends.

CIDC Information Technology was formed in early 2007 to help meet this demand, with new services and products not seen before in Cambodia. Today our portfolio includes multiplayer online games, local online content, online mobile games and a revolutionary cinematic experience

CIDC is represented by 4 divisions under the Sabay umbrella:

Sabay

- **Sabay Leng**, our online game platform where we publish game titles such as JX2, AK Online, Mongol and Avatar with a loyal community of over 150,000 gamers
- **Sabay Entertainment**, focused on content acquisition bringing the latest movies and music to Cambodia
- **Sabay Web**, Cambodia's largest online publishing forum with 1,000,000 plus visit every month, reaching a majority of the local online community through our news, entertainment and game sites.
- **Sabay Access**, our domestic content delivery network. Sabay Access connects all ISPs in Cambodia and hundreds of internet cafes to the Sabay Content Network. Sabay Access is an integral part of the Cambodian domestic internet exchange network.

Sabay Web started more than 3 years ago with the publication of Cambodia's first gaming web sites to support our online games and multimedia content. One year later we launched Cambodia's first entertainment blog which has quickly become the most read blog in Cambodia.

Today with a dedicated staff of over 30+ our network includes Cambodia's most popular gaming, entertainment and discussion web sites.

Sabay's online properties are a meeting place for the youth and a melting pot for ideas to discuss on topics ranging from current affairs, fashion, entertainment, sports, technology in our forums and on our comments system.



Sabay web network

The Sabay web network includes the following sites under a common editorial, advertising and monitoring management:

- **news.sabay.com.kh** – Cambodia's primary online entertainment blog
- **jx.sabay.com.kh** – Cambodia's most read gaming site about our online game JX2
- **ak.sabay.com.kh** – news blog about our online game AK, Cambodia's number one online game
- **Forum.sabay.com.kh** – discussion forum for our online content
- **mySabay.com** – access and account management portal for all Sabay related activities.

Combined our network is visited over one million times per month, representing 6.5 million page views.

Key performance indicators

Key indicators for December 2011

mysabay.com

- 130,000+ unique visitors
- 250,000+ visits
- 3,000,000+ actions
- 6 min 53s average visit duration

News.sabay.com.kh

- 100,000+ unique visitors
- 320,000+ visits
- 2,000,000+ page views
- 8 min 49s average visit duration

Jx.sabay.com.kh

- 127,000+ unique visitors
- 250,000+ visits
- 1,100,000+ page views
- 5 min 26s average visit duration

Sabay Online Advertising explained

Sabay Online Advertising is our new advertisement platform that can deliver advertisements across all our web properties.

With access to statistics and manage functions you can see in real time how your advertisement campaigns performs and you can control what banners are shown via a simple web interface.

Our advertisement server will automatically balance your campaigns and distribute your ads across our content network ensuring guaranteed delivery with professional accuracy.

Advertisements on our network are charged based on impressions show – using the cost per thousand – **CPM** model. To give you a better reach to we also offer additional premiums that can help you achieve your conversion goals.

Campaign types

Our Ad network offers you two campaign styles; a basic campaign that will distribute your banners across all our properties and allows you to book advertisements on our network for a specified time period and a specific number of impressions to be show. To focus your campaign several premiums are available for the placement of you banners

Our second campaign style, exclusive campaign is design to help advertisers with product launches or special promotions. This campaign will exclusively lock the selected zone/site for your advertisements . For this campaign you can either specify a time period or the number of impressions to show. No other banner will be show in the space you book during the campaign.

Both campaigns allow for

- multiple banners per campaign and
- Unique Click-through URL per banner



BE SEEN

Contrary to other popular websites in Cambodia,



you are sure to BE SEEN when advertising with Sabay!

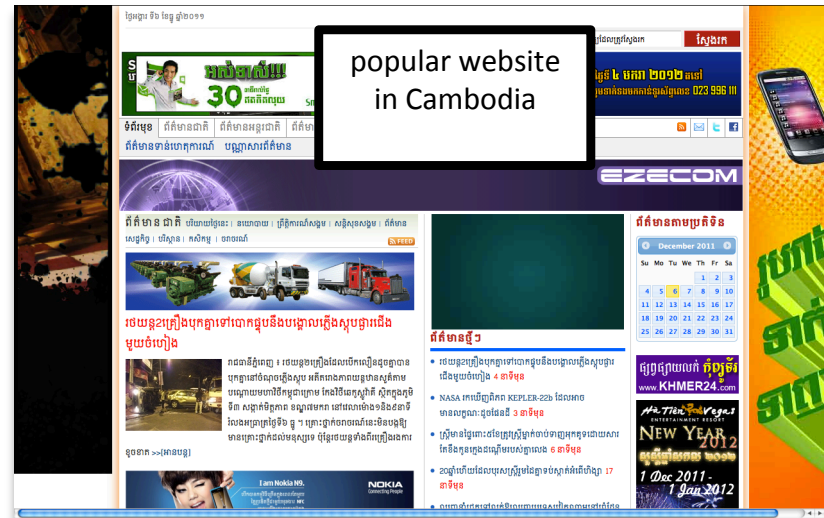
With dedicated and regulated advertising spaces our advertising engine will balance your ads based on your advertising plan and make sure you are seen. Clutter free and impression based.

In addition our server will give you statistics on:

- Number of impressions per advertisement
- Number of click troughs
- Zones reports where your advertising has been displayed and clicked on

More visibility + reporting = Greater ROI

Other forms of online advertisements on popular sites



YOU WILL BE SEEN



Banner space on News.sabay.com.kh

Leaderboard 728x90

Big Board 300x250

Big Board 300x250

Big Board 300x250

The screenshot shows the News.sabay.com.kh website interface. At the top, there is a navigation bar with the Sabay logo and menu items like 'Home', 'Forum', 'Services', and 'Contact Us'. Below the navigation bar is a 'Leaderboard 728x90' banner. The main content area features several news articles with images and headlines. On the right side, there is a 'Facebook' widget and a 'Big Board 300x250' banner. At the bottom, there are more news articles and another 'Big Board 300x250' banner.

Banner space on Game websites

Big Board 300x250

Big Board 300x250

Big Board 300x250

The screenshot shows a game website interface. At the top, there is a large banner for a game with two characters. Below the banner, there is a 'Facebook' widget and a 'Big Board 300x250' banner. The main content area features several game-related articles with images and headlines. At the bottom, there are more game-related articles and another 'Big Board 300x250' banner.

BANNER ZONES ON OUR PROPERTIES



Pricing for Q1/2012

Basic campaign from 2\$ per CPM

- Based on time period **and**
- Number of impressions

Premiums for basic campaign

(basic campaign + premium price per CPM)

- Companion positioning (\$0.5 per CPM)
- One visitor one banner (\$0.5 per CPM)
- Zone/site selection (\$1.00 per CPM)
- Channel selection (\$1.00 per CPM)

Exclusive campaign from \$4 per CPM

- Based on time period **or**
- Number of impressions
- Includes
 - ✓ Zone/Site selection
 - ✓ Channel selection

Premium companion positioning

Companion positioning; if we show one banner from your campaign, we will ensure that all banner spaces on the site are from your campaign, giving you maximum exposure on the site.

Premium one visitor one banner

One Visitor one banner; this option will limit the display of your banners per visitor per session, thus ensuring you will reach the maximum number of unique visitors on our network. A session ends if the users was inactive for more then 30 minutes.

Premium target channel

Target channel or zone selections; allows you to specify a channel and/or zone/site for your banners to be displayed, giving you a maximum exposure window.

Zone

The following zones are available at our properties. We will not add more zones to our websites to ensure maximum exposure of your banners at any given page.

Property	LB	ATF	BTF
News.sabay.com.kh	yes	yes	yes
Mysabay.com	yes	no	no
Forum.sabay.com.kh	yes	no	no
Games@sabay.com.kh	no	yes	yes

All zones conform to IAB recommended standard sizes

- **LB** = leader board
- **ATF** = big board above the fold
- **BTF** = big board below the fold

Zone	Size
Leader board	728 wide x 90 pixel high
Big board	300 wide x 250 pixel high

Guidelines for Online Advertising

Sabay accepts these standard ad sizes in .GIF, .JPG, .PNG, or .SWF format

Target channels currently defined on our network

- Games - all game websites
- Front-page only
- Technology
- Sport
- Lifestyle
- Entertainment

During an exclusive campaign no other advertisement will be shown on the selected zone or channel for the duration of the campaign. If you book a campaign with a time option, the total cost can only be calculated after the campaign ends based on actual impressions show. Our Ad Server lets you monitor the campaign performance in real time.





Thank you

For further enquiries contact:

Dary Dek
Brand Manager

E: dary.dek@cidc.com.kh

T: +855 (12) 302 382