

Now introducing...

VideoStorm™

The Next-Generation Ad Format for Advertising within Video Content

Ordior is an official reseller of VideoStorm which extends Linkstorm's patent-protected, better-performing ad format into the Video Advertising space, where it can be used either to enhance the effectiveness of Pre-Roll ads, or to replace them altogether as a more user-friendly, less-intrusive ad format whose behavior is 100% consumer-driven and therefore better-performing for the advertiser.

Instead of delaying or interrupting the consumer's enjoyment of video content, a VideoStorm ad merely starts as a small unobtrusive ad unit or call-to-action in the corner of the video window, or even in an adjacent "companion banner." Then upon mouse-over, the unit expands to show multiple links deep into the advertiser's website, enabling the consumer to navigate directly to whatever they're most interested in – but without interrupting the running of the video.

As with Linkstorm's regular Display Ads, both on the Desktop Web and in the Mobile environment, this enables the consumer to preview the advertiser's offerings in advance and then click just once to go directly to the product, product info, or offer they really want. As a result, we boost rates of engagement, click-through and conversion by 2x-17x.

The first implementation of VideoStorm is now running live on the website of our first distribution partner, www.IndiMusic.tv, where many of the site's music videos contain a VideoStorm that is private-labelled as the IndiMusic "Indi Power Link" – a Linkstorm menu advertising the band that is featured in the video, with links to buy the band's music on iTunes or Amazon, buy merchandise, view the concert schedule, etc. To guarantee seeing a VideoStorm even if at the time there isn't a music video running on www.IndiMusic.tv, or if the current video doesn't happen to include a VideoStorm, you can always view a demo at <http://video.timothyross.org/indi.html>.

But beyond music videos, VideoStorm can be deployed within any Pre-Roll ad to make it more useful and interactive instead of just being watched passively. If deployed as an alternative to the Pre-Roll, it provides a vastly better user experience while at the same time driving much higher performance for the advertiser.

View the 90-second video [announcing](#) the recent launch of VideoStorm on Amazon Fire TV, where you can even use your TV remote to interact with the ads and make purchases – the first time ever that commercials on regular TV sets have been converted from a passive, one-way experience into an interactive, two-way, ecommerce-driving experience:

<https://vimeo.com/133035760>

