



Mochi Media Opens Game Catalog and Tools for Publishers

MochiAds For Publishers Offers Free Game Content, Analytics Tools and Revenue Streams to Publishers

SAN FRANCISCO — May XX, 2008 — Mochi Media announced today the release of [MochiAds for Publishers](#), a set of tools enabling all Web publishers to easily search, browse and add revenue-generating games to their site.

MochiAds for Publishers is the first and only free game-distribution service that provides publishers open access to a catalog of thousands of high-quality, rights-free games. Previously open only to select partners, the service enables the creation of white-label game arcades for users to play without leaving the partner sites or applications. Publishers [monetize the arcades](#) through a revenue share of the ads in the games. Gaming content is valuable to sites, fostering engagement with their users while driving return traffic and increasing time on site.

Creating A New Revenue Stream Through Games

The launch enables publishers to acquire high-quality gaming content without the tedious process of negotiating licenses, paying for content or scouring the Web. Developers of [Flash games](#) participating in the MochiAds network opt into the distribution program, allowing all publishers who subscribe to the service full rights and permission to use their content. Games can be searched, hand-picked, downloaded in editorialized packs or pulled into the system through feeds. MochiAds partners Slide, RockYou, Gaia Online and Soompi have already created game arcades using the catalog.

“Publishers value high-quality content to engage their users. We’re changing the model with this new product by rewarding them for using free, high-quality content,” said Jameson Hsu, CEO of Mochi Media. The platform delivers pre-game and inter-level ads into games, providing revenue share to both the game creator and publisher.

To make it easy for publishers to add games onto their sites, MochiAds has also released an installable game arcade plug-in. Once installed onto a site, it creates a “one-click” shopping interface for adding games from the catalog. In addition, analytics tools enable publishers to track popularity and revenue on a per-game basis.

MochiAds for Publishers is the latest addition to the platform of products and services for the [online gaming community](#). In addition to the services launched today, MochiAds enables game developers to insert dynamic advertisements into their games and utilize a broad range of tools and services including deep analytics, free hosting, leaderboards and more. Advertisements within the games pay out a revenue share to the developer and publisher, and can be targeted by criteria such as domain, game category and geography.

About Mochi Media

Mochi Media is dedicated to fueling the creativity of the gaming community. The core product, MochiAds, is the largest [online games advertising](#) network for developers, advertisers and publishers. The network provides game developers with monetization, distribution and analytics while providing advertisers with turnkey opportunities to reach the one in three Internet users playing games online. The thousands of online games available in the game catalog provide publishers with engaging content to attract, entertain and retain their users. Mochi Media is headquartered in downtown San Francisco and funded by Accel Partners.