

InstantWonder™ - Rich Media Across the IM Universe

Advertisers, agencies, media buyers and planners can now more efficiently reach the top Instant Messaging audiences – all through one provider!



IM Ads? NP!

InstantWonder™ lets you deliver the richest media and video advertising units across five of the world's largest instant messenger clients. Through one rich media provider – EyeWonder – you can now more efficiently reach any combination of the very large and desirable audiences of:

- AOL's Instant Messenger, AIM®
- ICQ® Instant Messenger
- MSN's Window's Live™ Messenger
- MySpace's MySpacelM Messenger
- Yahoo! Messenger

Benefits of InstantWonder:

- The first solution approved to deliver video and rich media ads to this set of unique and desirable audiences, each numbering in the tens of millions
- One-stop delivery mechanism across five of the top IM clients – a dream come true for online advertisers and agencies
- With one InstantWonder creative execution, advertisers can reach Super Bowl-sized audiences online
- Creates tremendous synergies in media planning, buying and production
- Translates to stronger bottom-line ROI and results for EyeWonder's customers

Did you know that:

- instant messaging dominates online teen life and the daily routines of business people in the workplace?
- approximately 66 percent of teens and young adults now send more IMs than emails?
- by 2013, IM will be the de facto choice for enterprise-based real-time communications?
- three-quarters of instant messenger users are online everyday, and spend several hours per day live within their messaging application?
- EyeWonder pioneered rich media and digital video advertising on instant messenger platforms in 2003 with its integration into AOL's Instant Messenger (AIM)...

AD FORMATS