

# **FOURTHWALL**MEDIA™ *Fact Sheet*

FourthWall Media, formerly known as BIAP, is an Emmy-nominated media company driving the creative revolution in interactive television through solutions that break through the ‘fourth wall’ to engage audiences, extend subscriber loyalty and deliver detailed measurement and reporting. The company’s EBIF solutions include the Ad Widgets® end-to-end advertising system, TV Widgets® applications such as eBay on TV, Fantasy Football and Yellow Pages on TV; and a technology platform for Cisco/Scientific Atlanta, Motorola and tru2way set-top boxes. FourthWall Media products and technology are distributed by Comcast Media Center, Time Warner Cable, DISH Network, and several other MSOs, and have been deployed in over 24 million set-top boxes. Learn more at [www.fourthwallmedia.tv](http://www.fourthwallmedia.tv)

## Leadership

Timothy Peters, Chief Executive Officer

M. Ellen Dudar, Chief Product Officer, Co-Founder

Dr. Louis Slothouber, Chief Scientist, Co-Founder

Dr. Aaron Ye, Chief Technology Officer

J. Lamont Hall, Chief Financial Officer

## Primary Products

- *AD Widgets®*  
The Ad Widgets System is an addressable interactive advertising solution for television using robust, high-reliability technology.
- *TV Widgets®*  
TV Widgets are interactive applications that viewers can easily download to their set-top boxes.
- *Ad Aim Audience Measurement Suite™*  
*A suite of analytics products leveraging census-level measurement and innovative analytic technologies. Includes Data Aggregator, Audience Analytics, Behavioral Profiling and Audience Tracking and Prediction.*
- *Biap ETV Platform*  
The Biap ETV Platform enables interactive and enhanced television services on both legacy and advanced set-top boxes.

## **Company Headquarters**

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## **Research & Development**

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