

The logo for FourthWall Media features a stylized blue starburst or arrow-like graphic to the left of the text. The text "FOURTHWALL" is in a bold, blue, sans-serif font, followed by "MEDIA™" in a smaller, lighter blue font, and "Overview" in a bold, black, sans-serif font.

FOURTHWALL MEDIA™ *Overview*

FourthWall Media, founded in 1998 as Biap, Inc., is the leading provider of interactive television and advanced advertising solutions. The company is focused on breaking through the “fourth wall”—that invisible barrier standing between a TV audience, and programmers and the advertisers and programmers who need to reach them.

The era of talking at viewers is rapidly evolving into the era of talking with viewers. Programmers and advertisers must break through the ‘fourth wall’ and strike up conversations with their audiences. FourthWall Media provides the advertising, programming and technology engine of this rapidly evolving ecosystem to deliver creative solutions for audience engagement and measurement.

FourthWall has played a pivotal role in the growth and development of interactive television, advanced advertising and the advancement of critical industry specifications with the first deployed EBIF platform. The company functions seamlessly in the complex ecosystem of television set-top-box media. Its Ad Widgets®, TV Widgets®, and Biap ETV Platform engage and enable viewers like TV never has before.

FourthWall Media has established a strong track record for delivering rich interactive services to nearly 25 million set-top boxes, across multiple platforms, operators, products, and geographies. The company’s partners are among the largest and most influential in the industry at every level, and include Time Warner Cable, DISH Network, and several smaller operators. FourthWall also collaborates with major consumer brands such as eBay and NBC Olympics to develop compelling interactive program content. This experience is unparalleled in the industry and gives the company and its partners a competitive edge.

Much More than Technology

FourthWall Media is focused on putting technology at the service of creativity to unleash a revolution in interactive TV.

While we have robust, comprehensive EBIF technology and applications, it is our creativity and vision that are most important to driving an explosion of new advertising and programming concepts. It’s our goal to deliver on-screen content that delights the consumer, generates revenue for operators and programmers, and delivers valuable audiences to advertisers.