

**Adconion Media Group extends local audience reach to achieve #1 position in Australia**  
***Beats Google by 13 percent***

**Sydney, September 15** - Adconion Media Group has further strengthened its position in Australia as one of the fastest growing operations in digital advertising, outpacing Google over five consecutive months to become the highest reaching distribution platform in the country.

Figures for July released by comScore show that the audience reach across the Adconion digital distribution platforms, Joost and Adconion Direct, now exceeds 67 percent of Australian internet users. This represents a competitive advantage of 13 percent against the Google Content Network and nearly 11 percent more than Valueclick.

Alex Littlejohn, President Asia Pacific for Adconion Media Group, attributes the success in beating Google for pole position over the past five months to the recent restructure and the professionalism of the staff.

“Restructuring at the beginning of this year took the emphasis away from Adconion as an ad network and focused us on what we needed to do to deliver our customers the best performing distribution platforms. The team has worked hard to bed in the new channels, new products, technology and services around our new platforms for brand and direct response and this has clearly paid dividends,” said Mr. Littlejohn.

“That Adconion digital distribution platforms deliver an audience reach that is 13 percent greater than Google is great news for media buyers and advertisers,” Littlejohn concluded.

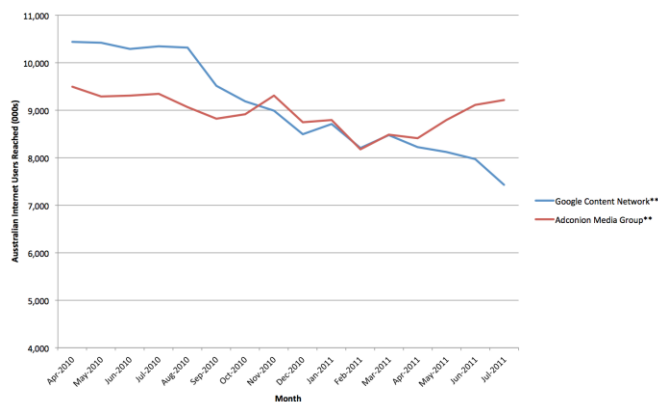


Figure 1. Shows a statistical representation from Comscore of the performance pace for Adconion Media Group and Google

Figure.1

### **About Adconion Media Group**

Adconion Media Group ([www.adconion.com](http://www.adconion.com)) is one of the largest independent global audience, video and content networks, reaching over 325 million unique users – or one-quarter of the total global Internet population – every month.

Adconion Media Group opened its doors in Australia in 2007 and has quickly established its position as one of the fastest growing converged digital media organisations in the country, capable of connecting advertisers, brands, publishers and content owners with the right audience at the right time, through the best possible channel for an optimum, measurable result.

Adconion has 16 offices in eight countries around the world, is a member of the Interactive Advertising Bureau (IAB) and is a founding member of IASH Europe.

### **For more information**

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