



Adconion Media Group launches digital distribution platforms

Restructures around direct response and brand marketing

Sydney, 29 April 2011 - Adconion Media Group today announced the restructuring of its business in Australia, and promoted Peter Davies to Managing Director of its two newly launched Digital Distribution Platforms (DDP): Adconion Direct and Joost.

Adconion Media Group's APAC President, Alex Littlejohn, noted that the development and launch of the DDPs heralds a clear signal to the market that Adconion is now one of Australia's truly independent media organisations.

"Adconion has built a reputation of being the number one ad network in Australia, which naturally leads us to our announcement today. Adconion is now an integrated digital services and digital distribution organisation that delivers to six in every 10 Australians across display, email, video, gaming, mobile and social channels*. We have proprietary technology, a comprehensive range of services and products and most importantly we have sufficient scale across these channels to truly rival traditional broadcasters," said Mr. Littlejohn.

"The changes are in line with trends from overseas markets and ones we believe will inevitably emerge in Australia," continued Mr Littlejohn. "Online advertising services and product lines have become more specialised and sophisticated, and we have restructured accordingly."

"As the industry experience radical changes with media consumption moving away from traditional mediums, the game is changing. We're proud to say we're ready and ahead of the curve," concluded Mr. Littlejohn.

Peter Davies will now oversee sales, media and operations for the two specialised DDPs comprising of Adconion Direct and Joost, dedicated to direct response and brand marketing respectively. Both Adconion Direct and Joost have been built to offer advertisers the best possible combination of all Adconion networks, products, services and technology.

"Peter will set the strategy for the entire division and ensure that the two DDPs are fully supported by each dedicated Platform team to both drive customer acquisition through Adconion Direct, and positively shift our customers' chosen brand metrics via Joost," said Mr Littlejohn.

Adconion Direct is a direct response DDP, having merged with Adconion's two previous entities, Adconion Audience Network and Frontline Direct, an email solutions and direct marketing company. The result is a dedicated multi-channel solution that supports all pricing metrics, and offers superior optimisation and targeting technology. Coupled with Adconion's advanced algorithm and optimisation engine, Adconion Direct offers sophisticated data integration that identifies the right audience across display, email and social, and also identifies the right creative to drive purchasing intent.

Joost is Adconion Media Group's brand marketing DDP and operates on a new platform. It brings the online properties and significant audience base of the video network and portal, together with the reach and scale of the Adconion advertising network and the creative resources of RedLever. The result is a dedicated multi-channel platform specifically developed to shift brand metrics and prove that television is no longer the most effective medium for reaching, engaging and affecting consumer mindsets. Joost has the highest audience reach for premium display, and is second only to YouTube for its audience penetration with video, delivering brand content to 7.3 million Australians every month*.

Both DDPs will set high standards for brand protection through AdXpose, a well-established third party verification solution. And as members of the recently announced ADAA Third Party Behavioural Advertising Guideline and IASH, Adconion Direct and Joost will abide by industry standards across every campaign.

Adconion Direct and Joost will sit alongside Adconion Media Group business units RedLever and Adconion Platform Services. RedLever is a global studio specializing in the development and production of brand-integrated and associated content, as well as highly targeted distribution across all digital platforms. Adconion Platform Services allows third party use of Adconion Media Group's proprietary technologies and workflow systems and licenses them for use.

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Adconion Media Group (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 15 offices in eight countries around the world, is a member of the Interactive Advertising Bureau (IAB) and is a founding member of IASH Europe. Visit www.adconion.com/au

* comScore April 2011

** comScore MediaMetrix January 2011

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