

## **ADCONION LAUNCHES DIGITAL STUDIO REDLEVER**

**Sydney, July 31, 2009**

Adconion, the independent global audience network, today announced the Australian launch of digital studio RedLever. With offices in Los Angeles and now Sydney and Melbourne, RedLever will develop and distribute branded video content for advertisers, produced in house or via partnerships and made available through targeted distribution on their network which is powered by Adconion.

RedLever has appointed Matt Hunt as Managing Director for the new video business. “With online video consumption now firmly on the radar of digital marketers as a worthy rival to commercial television, we believe it is the right time to bring original, made for web content to brands who want to engage with audiences online” said Matt. “At RedLever, we’re in partnership with some of the country’s best digital entertainment producers to connect our clients with original custom-based branded web content. We’re also in the distribution business and believe that distributing branded video content via our network has unrivalled scale, quality and targeting capabilities that brands and content producers are looking for.”

RedLever’s Melbourne office will be headed by industry veteran and branded entertainment expert James Grant-Hay. “We’re excited to have James on board to drive our content business forward. James has a big voice in this industry and understands the challenges that face content producers and digital marketers.” James joins from branded entertainment consultancy InShot where he was founder and CEO.

### About RedLever:

RedLever ([www.red-lever.com](http://www.red-lever.com)) is a full service digital studio, specializing in the development, production and distribution of premium branded entertainment properties for agencies and advertisers. In addition to their end-to-end production and development services, RedLever provides highly targeted distribution of video content to an audience of 7.29 million unique monthly users in Australia through custom built “rich video experience” units. By leveraging the Adconion audience network, RedLever provides advertisers with large scale exposure to their core demographic, a highly effective means of enhancing brand awareness and a method of engaging target audiences quickly.

### About Adconion:

Australia’s leading independent advertising network, Adconion launched its Australian business in July 2007 and now counts over 33 employees in Sydney, Melbourne and Brisbane.

Globally, Adconion Media Group ([www.adconion.com](http://www.adconion.com)) is the largest independent audience network. Dedicated to true partnerships with agencies and marketers, Adconion arms agencies with customised technology and products designed in-house while delivering massive global reach across multiple platforms through a single network. Adconion reaches nearly 300 million unique users worldwide; 1/3 of the total global Internet population and over 65% of the Australian internet population. Adconion is also an international leader in evolving the ad network model to create, distribute and monetise video content via its video syndication product, Adconion.TV, and branded content development and distribution arm, wholly-owned subsidiary RedLever ([www.red-lever.com](http://www.red-lever.com)).

The company completed a record \$80 million Series C round of funding led by Index Ventures in February 2008, and won the Investor AllStars award for 2008 “Deal Envy of the Year” in addition to being named to the Library House list of the hottest 100 private mediatech companies in Europe.

Adconion has 16 offices in seven countries around the world, including London, Hamburg, Munich, New York, Los Angeles, Paris, and Madrid. Adconion is a member of the International Advertising Bureau (IAB) and a founding member of IASH Europe.

### Contact RedLever:

Matt Hunt

Managing Director RedLever, an Adconion Media Group company

Phone: +61 (0)2 8257 6586

Email: [mhunt@red-lever.com](mailto:mhunt@red-lever.com)

James Grant Hay

Senior Brand Strategist, RedLever

Phone: +61 (0)3 8621 2334

Email: [jgranthay@redlever.com](mailto:jgranthay@redlever.com)

[www.adconion.com](http://www.adconion.com)



Th!nk  
Digital

[www.think-digital.com.au](http://www.think-digital.com.au)

**Contact Media:**

Katja Henneveld or Charlotte Whittle

Th!nk Digital for Adconion

Katja @think-digital.com.au or Charlotte@think-digital.com.au

0437 840 720 or 0410 637 715

[www.adconion.com](http://www.adconion.com)

[www.think-digital.com.au](http://www.think-digital.com.au)



**Th!nk  
Digital**