

ADCONION EXPANDS JOOST VIDEO OFFERINGS, AND BECOMES ONE OF THE FIRST NETWORKS TO BE VAST 2.0 COMPLIANT IN CANADA

TORONTO, Canada, July 14, 2011 – Adconion Media Group (<http://www.adconion.com>), one of the largest independent global audience and video content networks, announced today to expand and enhance Joost’s innovative video offerings in Canada effective immediately. Refreshed with a new logo, Joost is committed to building brands online by providing premium brand solutions for Canadian advertisers and marketers seeking to reach their targeted audience with engaging and high impact in-stream and in-banner video advertising.

Joost offers a suite of advanced products to help advertisers obtain greater reach and scale with online videos. Joost products include pre-roll, in-banner video and expandable and Splash Ad video units. It also provides exclusive site and inventory representation, and offers full page overlays, roadblocks and custom site skins and integrations – all providing a more comprehensive set of powerful tools to better achieve partners’ ROI.

Supporting Adconion Canada’s growing video market share is its recent VAST 2.0 certification. Adconion is one of the first ad networks to become IAB VAST 2.0 compliant in Canada. The objective of VAST is to overcome the challenge of the various technologies in play by providing a standardized communication between ad servers and video players. IAB research over the last two years has indicated that in-stream video has grown and VAST will play a significant part in its roll out.

Understanding and adopting the leading industry’s authority in video standardization, Adconion Canada now can greatly improve 3rd party video integrations by making the process more effective and seamless to both publishers and networks. Campaigns will run more efficiently across multiple properties. And by being at the forefront of marketplace change, Adconion Canada is poised to significantly increase the number of pre-roll ads it can serve, as well as allowing it to accept 3rd party ad serving redirects.

“We are committed to bring to market the best brand solutions for our partners,” said Tina Mooney, VP of Adconion Canada. “With Joost’s cutting edge products and adopting the industry’s latest practices, we know that we can shift brand metrics from TV to online. And this is just the beginning.”

In Canada, Adconion reaches more than 14 million unique monthly visitors, and is currently ranked 13th on comScore. Globally, Adconion reaches nearly 325 million unique users, or one-quarter of the global Internet population, every month.

About Adconion Media Group

Adconion Media Group (www.adconion.com) is one of the largest independent global audience and video content networks, reaching over 325 million unique users – or one-quarter of the total global Internet population – every month. Dedicated to true partnerships with agencies and marketers, Adconion provides customized solutions and innovative products designed in-house while delivering significant global reach across multiple platforms through a single network.

Adconion has 16 offices in 8 countries around the world, is a member of the Interactive Advertising Bureau (IAB) and is a founding member of IASH Europe.

Adconion Canada has also achieved VAST 2.0 accreditation and has partnered with leading verification and optimization analytics solutions like AdXpose and DoubleVerify to ensure a more brand safe environment.