

APRIL 2008

## **ADCONION OVERTAKES YAHOO!-OWNED BLUE LITHIUM TO BECOME UK'S 4<sup>th</sup> LARGEST AD NETWORK**

Adconion Media Group, the global independent online advertising network, is now the UK's 4<sup>th</sup> largest online advertising network.

The latest data revealed by comScore shows Adconion push past competitors ValueClick Media and Yahoo!-owned Blue Lithium by over 700,000 unique users to firmly secure fourth position.

The data shows Adconion added over 1.2 million unique users in March, taking the total number of users up to 26.3 million – an increase of almost 5 percent from February's figures of 25.1 million unique users.

Adconion, the only independent global ad network in the top five, now reaches 77.9 percent of the UK's online population.

Mike James, MD Adconion UK, says: "These latest numbers prove that the independents can hold their own in a fast moving market. They demonstrate perfectly Adconion's commitment to becoming the world's leading online ad network."

Adconion recently received £40.9 million (US\$80 million) in Series C round venture funding - the largest online media venture investment in European history. In March, the network made its first strategic acquisition of 2008, procuring US-based Frontline Direct, a leading data management and direct marketing solutions provider for £10.06 million (\$20 million) in cash and equity.

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**Note to editors:**

**About Adconion**

Adconion Media Group is an international, independent Advertising Network which completed a record £40.9 million (US\$80 million) Series C round of funding led by Index Ventures in February 2008. Since its founding in 2005 the company has focused on the realisation of performance-driven branding campaigns that deliver massive global reach. Adconion's clients consist of advertising agencies and direct advertisers as well as its partner base of premium websites from a wide range of sectors. Adconion combines its in-house technology and high touch client service with quality media to exceed its partners campaign objectives. Adconion has offices around the world in London, Munich, Hamburg, Paris, Melbourne, Sydney, New York, Toronto and Santa Monica. Adconion is member of the International Advertising Bureau (IAB) and a founding member of IASH Europe. Visit Adconion at [www.adconion.com](http://www.adconion.com).