

September 2008

ADCONION MEDIA GROUP LAUNCHES ONLINE VIDEO ADVERTISING NETWORK

Adconion Media Group, the world's largest independent online ad network, has expanded its product offering with the launch of a new online video network.

The new network offers advertisers an additional channel for communicating with their target audiences, allowing them to optimise their campaigns across display, email and video.

Adconion already offers advertisers the option of using video ads within standard online ad formats, including IAB supported banners and MPUs, without requiring any additional technology add-ons. These include click-to-play, expandable and auto-stream ads.

With the launch of the new video network, Adconion gives advertisers the option of pre-, mid- and post-roll ads (i.e. ads that play before, during or after online video content) and overlay ads (which run alongside the online video content). The video network will work across a range of websites – publishers working with Adconion are provided with a video player that can be integrated onto their websites to run the video ads/content. All of the publisher partners' sites have been pre-tested to support Adconion's off-the-shelf video advertising solution.

Marketers familiar with the broadcast medium understand the impact of video, and that the cost of creating content for online can be cheaper than for offline media. Marketers can also reformat existing offline collateral to meet the technical and creative requirements for online use at a relatively low cost. Adconion works closely with marketers to make it easier for them to leverage online video and shift or extend their budgets from TV to online.

Unlike many others offering video solutions online, Adconion owns the technology to play the ads and controls the video ad serving platform. This allows Adconion to provide advertisers and brands with even more data on how potential and existing customers are using online video and how they like to receive information. Adconion's video network will also allow brands and advertisers to optimise their online video campaigns in the same way as more 'traditional' online advertising such as email and search.

Recent comScore figures show that 27.4 million internet users in the UK (78 percent of the UK's total internet audience) watch video online. The figures also show that 3.2 billion videos were watched online in June 2008. With the launch of its new video network, Adconion is perfectly poised to leverage the opportunities offered by this growing medium.

Tyler Moebius, CEO Adconion, said, "With the launch of the new video network, Adconion is one step closer to fulfilling our ambitious vision to become the largest IPTV network by 2010. As more and more

budgets shift away from traditional broadcast and cable television onto the web, it is critical that Adconion position itself as a leader in online video by providing our agencies with compelling products and the ability to truly integrate their online campaigns.”

--Ends--

The logo of Adconion is available at http://pz.vibrio.de/k/Adconion/pb/unt/bild_adconion_logo1.jpg

Contacts

Velvet Integrated PR

Omar Jamil, Claire Foss or Jo Sensini

Tel: 020 8996 1803/020 8996 1804 or 020 8996 1800

Email: omar@velvetpr.biz / claire@velvetpr.biz / jo@velvetpr.biz

Note to editors:

About Adconion:

Adconion Media Group is the largest international, independent advertising network, ranked number two in the global comScore ratings. Adconion 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 and is a member of the Internet Advertising Bureau (IAB) and a founding member of IASH Europe. Visit Adconion at www.adconion.com.