

ADCONION RECEIVES FULL IASH ACCREDITATION

London, 6th October 2010: Adconion Media Group, the world's largest independent audience network, today announced that it has once again been awarded full IASH accreditation (from the Institute of Advertising Sales Houses – the Ad Network Council of the Internet Advertising Bureau (IAB)).

The IASH kite mark highlights best practice in internet advertising and shows brands which networks demonstrate integrity. Adconion UK scored top marks in every single part of the survey, continuing the trend of excellence that means it has never failed an audit.

Adconion UK is a founding member of both the IAB and IASH and helped to launch the trade body in its key global markets such as Australia.

For clients and brands, IASH accreditation is an important part of ensuring that their ad networks are pursuing best practice and that their advertising is placed, managed and targeted correctly. With brand protection so important to marketers, it is vital that their ads run on the most appropriate inventory that matches their audience requirements – and that they avoid any practices that could have a negative impact.

Matt Hunt, managing director of Adconion UK, comments: "The IAB and IASH continue to perform a critical role. They benchmark the industry and ensure brands can work with the leading networks with confidence. We have very strict criteria on the sites that form our network and have real people review them. Brands need peace of mind. They want to know their ads are appearing exactly where they want them and nowhere else."

This successful re-accreditation comes as the IAB publishes its analysis of online advertising in the UK for the first half of 2010. It shows that far and away the biggest growth area is online video, where spend rose by 82% from the previous year to £20.7 million – and has actually shown an astonishing five-fold growth in two years.

Matt Hunt adds: "Online video advertising is a market with enormous potential. Its huge growth over the past two years shows that UK audiences now have an appetite for and affinity with brand-funded online video.

"It is important that growth areas such as online video are supported by the IAB and IASH and that as a body they continue to support the growing digital environment."

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The Adconion logo is available at <http://www.adconion.com/uk/about-us/downloads.html>

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ABOUT ADCONION

Adconion Media Group (www.adconion.com) is the world's largest independent content distribution and monetisation platform, reaching nearly 400 million unique users – or one-third of the total global Internet population every month. Adconion is dedicated to providing advertisers and publishers with the best products, technology and data analysis to create successful online campaigns across multiple platforms through a single network, and is an international leader in evolving the ad network model to create, distribute and monetise video content.

Combining the power of global reach with local presence, Adconion helps advertisers reach customers throughout the marketing funnel with its breadth of products, from video and display advertising to search retargeting.

The company completed a record £40.9 million Series C round of funding led by Index Ventures in February 2008 – the largest media private equity investment in European history. In late 2009, Adconion acquired certain assets of Joost, the online video service; in April 2010, Adconion's newly launched Joost Video Network debuted at number 2 on comScore's Video Metrix® report – second only to Google.

Adconion has won the Investor AllStars award for "2008 Deal Envy of the Year," in addition to being named in the Library House list of the hottest 100 private mediatech companies in Europe. The company was also listed in BusinessWeek's Top 50 European Technology Start-Ups for 2009, and was ranked the second fastest growing media company globally by the Media Momentum Awards in May 2010.

Adconion has 16 offices in 7 countries around the world, including London, Munich, Hamburg, Dusseldorf, Paris, Madrid, Toronto, Los Angeles, New York, San Diego, Chicago, Sydney, Melbourne, Detroit, San Francisco and Brisbane. Adconion sits on the board of the Internet Advertising Bureau (IAB), is a member of the EIAA (European Interactive Advertising Association) and IASH Europe, and is accredited by the Network Advertising Initiative (NAI).

For more information, visit www.adconion.com.