

ADCONION LAUNCHES NEW ONLINE VIDEO PRODUCTS FROM ITS JOOST VIDEO NETWORK

London, 30th November 2010: Adconion Media Group (www.adconion.com), the largest independent global audience and content network, today announced it is launching J-series, a complete suite of expandable in-banner advertising products from its Joost Video Network.

Each of the seven J-Series products provides a powerful tool for advertisers and brand marketers looking to maximise user engagement through online video campaigns in effective, innovative and intuitive ways. J-Series will serve video ads across Adconion's Joost Video Network of over 2,000 premium publishers in more than 70 markets worldwide.

The new J-series products include:

- J-Series Local
 - o Allows geo-location display directly into the video ad unit
 - o Map locator connects to Google Maps for easy retail locator and directions
 - o Drives offline traffic with online traffic
- J-Series Commerce
 - o Allows multiple products to be displayed and purchased directly from within the video ad unit
 - o Increases time spent as viewers browse the carousel
- J-Series Coupons
 - o Unique coupon code displayed at the end of the video allows tracking ability of viewers who responded to the offer
 - o Gives viewers an incentive to complete the purchase transaction started from the video ad unit
- J-Series Social
 - o Offers various methods to share and "social media-ise" video content with others
 - o Opportunity to make the video content go viral on the Internet
- J-Series Gaming
 - o Able to put games directly into the expanded banner so that viewers can play without ever leaving the ad
 - o Increases interactivity, engagement and brand awareness with the campaign
- J-Series Multi V
 - o Ability to view multiple videos all within one expanded video ad unit
 - o Allows viewers to consume more content, and thus increase brand awareness from just one expansion
- J-Series Polling
 - o Allows polling capabilities directly within the expanded video as unit

- Provides immediate poll results to viewers which increases engagement and brand awareness
- J-Series Pick Six
 - Allows a combination of any six functionalities listed above within the expanded video ad unit

Matt Hunt, MD Adconion UK, says, “As the online video advertising market continues to grow at a rapid pace, it is essential that we continue to innovate and embrace interactivity to help brands connect with online video viewers. We’re incredibly excited to be launching the J-Series product suite. We believe J-Series is the ‘must buy’ video ad offering for the festive shopping season.”

“Adconion is dedicated to providing agencies and advertisers with exceptional customer service. The launch of J-Series and its roll out through the UK and global sales teams reflects our commitment to delivering great campaigns and results in the video space.”

The launch comes hot on the heels of Adconion’s success in the recent IPA media owner awards. Adconion won awards in two key categories; most improved media owner / agency partnership and most improved overall service.

For examples of each J-Series products and contacts, please visit: www.adconion.com/j-series/uk/

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

Contacts

Velvet Integrated PR

Omar Jamil, Anil Haji or Jo Sensini

Tel: 020 8996 1802 or 020 8996 1800

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

Web: www.velvetpr.biz

Adconion Media Group

Fay Miller or Joanne Cox

Tel: 020 3073 2917 / 020 3073 2935

Email: fmiller@adconion.com / jcox@adconion.com

Web: www.adconion.com

ABOUT ADCONION MEDIA GROUP

Adconion Media Group (www.adconion.com) is the largest independent global audience and content network, reaching nearly 350 million unique users – or one-third of the total global Internet population – every month. Dedicated to true partnerships with agencies and marketers, Adconion arms agencies with

customized technology and products designed in-house while delivering massive global reach across multiple platforms through a single network, and is an international leader in evolving the ad network model to create, distribute and monetize video content. Adconion has 16 offices in 7 countries around the world, sits on the board of the Interactive Advertising Bureau (IAB) and is a founding member of IASH Europe. For more information, visit: <http://www.adconion.com>.
