



Adconion Media Group launches Joost

LONDON, 12th July 2011 – Adconion Media Group today announced the launch of Joost, a new, Digital Distribution Platform (DDP) dedicated to building brands. The Joost platform builds on the Joost video network's in-banner and in-stream video capabilities with the addition of premium display, mobile and connected TV channels delivering content and advertising through one platform. Joost delivers the scale, reach and access to premium video content that has traditionally only been available through traditional broadcast networks.

Just as traditional broadcasters license exclusive content aimed at specific target demographics that are attractive to advertisers, Joost, in conjunction with Adconion Media Group's production studio RedLever does too.

In March of 2010, Adconion launched the Joost Video Network across North America, Europe and Australia. In little under a year it established itself in the video on demand (VOD) market as a Top 5 UK video network, delivering brand messages and content to 13 million viewers in the UK monthly.

The success of the Joost Video Network has enabled Joost to launch as a standalone business unit. The launch is a response to changing market dynamics as businesses look to partner with brand and performance specialists in the digital arena. Digital media expert, Maria Cadbury, has been appointed General Manager of the Joost. Cadbury will lead a senior team of ten launching Joost in the UK market reporting into Matt Hunt, Managing Director, Adconion Media Group.

Maria Cadbury commented: "Our key objective is to make Joost the brand platform of choice. It addresses the market need for a large-scale, dedicated, multi-channelled broadcast platform that delivers the highest available in-stream inventory, advanced audience targeting greater transparency and increased brand protection."

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



The Joost logo is available from Six Degrees

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ABOUT JOOST

Joost is Adconion Media Group's brand marketing Digital Distribution Platform (DDP). The Joost platform builds on the Joost video network's in-banner and in-stream video capabilities with the addition of premium display, mobile and connected TV distribution channels to reach audiences that are accessing content through multiple devices.

Joost is UK's first brand marketing Digital Distribution Platform delivering the scale, reach and access to premium video content that has traditionally only been available through traditional broadcast networks. In the video on demand (VOD) market Joost is a Top 5 UK video network, delivering brand messages and content to 13 million viewers in the UK every month.

Adconion Media Group is one of the world's largest independent content distribution and monetisation platform, reaching nearly 325 million unique users – or one-quarter of the total global Internet population every month.

For more information visit www.adconion.com