

## **ADCONION PARTNERS WITH VIDZONE AND BECOMES THE EXCLUSIVE GLOBAL SALES FORCE TO ONE OF THE LARGEST DEDICATED MUSIC VIDEO STREAMING APPLICATIONS IN THE WORLD**

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**London, UK – September 13th, 2011** – Adconion Media Group ([www.adconion.com](http://www.adconion.com)), one of the largest independent global audience and video content networks, and VidZone, an ad-funded music video streaming service, jointly announced today a strategic partnership in which Adconion will be the exclusive sales force for one of the largest dedicated music video streaming applications in the world. Exclusive to Adconion Media Group, Adconion will offer premium advertising opportunities on VidZone's service at unprecedented scale in 18 countries and in seven different languages.

Offered to market through Joost, Adconion's digital distribution platform dedicated to building brands online, advertisers and brand marketers will effectively access millions of highly engaged consumers worldwide who view VidZone's 40,000 plus on-demand music videos, concerts and exclusives, and who play over 110 branded TV channels and playlists. Available only on Sony's PlayStation®3 (PS3™), one of the world's leading gaming consoles, VidZone has had over 4 million application downloads since its launch in 2009, and receives 2 million visits to the service every month. Spending more than 30 minutes per session twice a week, the majority of VidZone customers actively view the content through a TV in the living room with friends and partners.

In addition to delivering access to premium audience, Joost will also offer advertisers and brand marketers VidZone's quality, brand-safe entertainment inventory coupled with sophisticated audience targeting capabilities, world-class technology for real-time reporting and greater monetisation and optimisation efficiencies that Joost can provide at scale.

"This is yet another great example of Adconion's commitment to innovative and forward-thinking ways to offer the best opportunities for our advertisers and content partners," said Arndt Groth, President of Adconion Media Group, Europe. "We find ways to effectively deliver relevant audience and inventory to our partners and offer them a suite of creative products like pre-roll, leader boards, and banner ads to connect and build their brands on today's hottest connected devices on a global scale."

"This comprehensive and long-term partnership with Adconion now provides the opportunity to scale the VidZone service across millions of additional Sony's PlayStation®3 (PS3™) consoles. We are very

optimistic about the future through this exclusive partnership with Adconion” said Adrian Workman, CEO of VidZone Digital Media.

“We’re thrilled to offer our advertising partners in the UK yet another creative way to reach this sought-after audience and content with VidZone through Joost” said Matt Hunt, Managing Director of Adconion UK.

VidZone Digital Media was founded in November 2001 as a leading digital technology and content distribution company. In 2008 VidZone Digital Media and Sony Computer Entertainment Europe (SCEE), a wholly-owned subsidiary of Sony specialising in a variety of areas in the video game industry, jointly produced a music streaming application available to consumers on PS3. In 2009, the VidZone application was launched. With distribution agreements with Universal Music, Sony Music, EMI and more than 7,500 independent record labels, VidZone has one of the largest music video libraries in the world.

#### **ABOUT VIDZONE DIGITAL MEDIA**

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VidZone Digital Media operates an ad-funded music video streaming service called VidZone via Sony’s PlayStation 3 console. VidZone offers over 40,000 music videos to view and is available on Sony’s PlayStation®3 (PS3™), in 18 countries and in seven languages. The company provides a diverse selection of music videos, live concerts and interviews from major record labels and thousands of independent labels globally.

#### **ABOUT JOOST**

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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 DDP 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.

## **ABOUT ADCONION MEDIA GROUP**

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Adconion Media Group is an integrated digital marketing services organisation with platforms that distribute content and advertising to three out of five people in the UK across display, email, video, connected TV, mobile and social channels. Adconion Media Group has a single minded proposition; to become the world's leading content distribution and monetisation platform.

In the UK we deliver brand and direct response marketing results through having operational focus across four distinct businesses: Adconion Direct is a digital distribution platform for direct response marketing, Joost is a digital distribution platform dedicated to building brands, RedLever is a digital studio and Adconion Platform Services is an enterprise technology services business.