

## ADCONION HIGHLIGHTS VIDEO ADVERTISING SOLUTIONS WITH REVAMPED WEBSITE

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**New York and Toronto - November 1, 2009** - Adconion Media Group today launched the company's new global website, [www.adconion.com](http://www.adconion.com). The site showcases Adconion's focus on online video advertising and its flagship video distribution network Adconion.TV, which connects content creators, publisher sites and advertisers to broadly distribute and monetize online video on a global scale.

"As Adconion continues to evolve its cache of online video advertising solutions and effectively align advertiser, publisher and viewer needs through Adconion.TV, we must be certain that the way we showcase the brand, in this case through the website, effectively conveys the services we're providing our partners," said Tyler Moebius, CEO and president of Adconion Media Group. "Adconion.com provides visitors an interactive experience that highlights the advantages of partnering with Adconion for online video advertising and reinforces the company's leadership role in this burgeoning industry."

New site features include:

- An interactive video ad unit showcase
- Adconion.TV sizzle reel
- An intuitive, user-friendly interface
- A wider array of up-to-date performance statistics from around the globe
- Detailed analysis of Adconion's audience targeting techniques and capabilities
- Numerous case studies detailing successful video campaigns

IAB Canada projects total online advertising revenue in Canada will reach an estimated \$1.75 billion in 2009, or 9.2 per cent more than the 2008 actuals. French ad revenues are projected to reach \$342 million. Online video accounted for 33 per cent of online advertising revenues in 2008.

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### About Adconion

Adconion Media Group ([www.adconion.com](http://www.adconion.com)) is the largest independent global audience and content network. 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. Adconion reaches nearly 300 million unique users worldwide; 1/3 of the total global Internet population.

In Canada, Adconion reaches 64.3 per cent of online Canadians, including over 15 million unique users in August 2009 alone. According to comScore Canada, Canadians watch more hours of online video on average than online consumers in the U.S., U.K., Germany and France. More than 21 million Canadian viewers – or 88 per cent of Canada's Internet population – watched 10 hours of online video in February 2009 (versus 76 per cent and five hours in the U.S.).

Adconion is an international leader in evolving the ad network model to create, distribute and monetize video content via its video syndication product, Adconion.TV, and branded content development and distribution arm, wholly-owned subsidiary RedLever ([www.red-lever.com](http://www.red-lever.com)).

The company completed a record \$80 million Series C round of funding led by Index Ventures in February 2008, and won the Investor AllStars award for 2008 "Deal Envy of the Year" in addition to being named to the Library House list of the hottest 100 private mediatech companies in Europe.

Adconion has 16 offices in 7 countries around the world, including London, Hamburg, Munich, Dusseldorf, New York, Los Angeles, San Diego, Chicago, Detroit, San Francisco, Toronto, Paris, Madrid, Sydney, Melbourne and Brisbane. Adconion is a member of the International Advertising Bureau (IAB) and a founding member of IASH Europe.

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