

ADCONION MEDIA GROUP LAUNCHES ONLINE VIDEO ADVERTISING NETWORK CANADA

Canada's fastest growing online audience network adds video services for advertisers and marketers; network now reaches more than 17 million online Canadians each month

Toronto – June 10, 2009 – [Adconion Media Group](#), the world's largest independent online audience network, today announced the launch of its online video network in Canada. The new network offers Canadian advertisers an additional channel to connect with Canadians through a video-enabled network of highly-trafficked news and information, lifestyle, sports and social media websites.

In the wake of a recent [IAB report](#) showing 126% growth in online video advertising in 2008, Adconion's online video network helps Canadian marketers engage their most important online audiences through branded video content experiences including branded entertainment, pre-, mid- and post-roll ads, audio stream and video overlay ads.

Adconion's proprietary technology also provides marketers with detailed web analytics including the ability to see how users are interacting with video content including which segments users are replaying or going back to, enabling marketers to optimize their messaging and content – even mid-campaign.

“Advertisers, now more than ever, are looking for measureable ROI to justify their marketing investments,” says Keith Kaplan, Adconion Media Group President for North America. “We look forward to helping our agency partners in Canada connect with online Canadians in new and innovative ways through the power of online video.”

According to comScore Media Metrix, Canadians were the heaviest viewers of online video in January 2009 with 88% of Canadians who used the Internet in January watching video. The United Kingdom followed Canada with 81% of its online population watching video in January. In third place was Germany, with France and the U.S. rounding out the top five.

“As marketing spends continue to tilt from the traditional toward the online space, Adconion's video platform takes interactivity to a whole new level,” says Tina Mooney, Sales Director for Adconion Canada. “Tailored content delivers better informational value to the consumer, ultimately helping to present brands in a whole new light.”

Through Adconion's exclusive agreement with state-of-the-art creative production house [RedLever](#), Canadian marketers have access to a leading firm that can repurpose existing offline video assets to meet the technical and creative requirements for the web, in a straightforward and hassle-free way. RedLever are also experts in the arena of development and production of high-quality, branded online content.

About Adconion

Adconion Media Group (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 is Canada's fastest growing online audience network, currently reaching more than 17 million online Canadians each month. Adconion also reaches nearly 300 million unique users worldwide; 1/3 of the total global Internet population. Adconion is also an international leader in evolving the ad network model to create, distribute and monetize video content.

Adconion 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 seven 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 is a member of the International Advertising Bureau (IAB) and a founding member of IASH Europe.

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