

## JOOST VIDEO NETWORK DEBUTS AT #2 ON COMSCORE'S VIDEO METRIX® "TOP 100 PROPERTIES" REPORT

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**SANTA MONICA – APRIL 13, 2010** – Adconion ([www.adconion.com](http://www.adconion.com)) announced today that the Joost Video Network has debuted at number 2 in February's comScore Video Metrix® report that lists the "Top 100 Properties". According to the report, the Joost Video Network reaches 67 million unique viewers, or about 38 percent of the total US Internet population who are consuming video's each month.

Second only to Google in terms of penetration, Joost Video Network (by Adconion Media Group) showed over 100 million videos to consumers in the month of February. The Top 100 Video Properties Video Metrix® report measures the reach of unique visitors to an entity's video destination site. Whilst other "video" portals attract a large amount of unique visitors to their site/s, they cannot replicate the network effect of the Joost Video Network, which consists of hundreds of major video destination sites in aggregate.

"The Joost Video Network provides a unique solution for advertisers and marketers looking to use the power of video advertising with the targeting and interactivity capabilities of the internet," said Nick Higgins, director of global video, Adconion. "We offer a quality network, so video ads only run with professionally-produced video and on premium publisher sites. We offer transparency, so advertisers and brand marketers know exactly where and when their campaigns are running. We offer branded entertainment services, through our exclusive partnership with RedLever, so advertisers can develop web-exclusive content that fits their brand perfectly. Combined with expert targeting and scale, the Joost Video Network is really a complete solution for online video advertising."

Recently re-branded, the Joost Video Network is Adconion's complete suite of online video advertising products and services, including in-banner and in-stream video advertising. With a network that's DoubleVerified and IASH-compliant, the Joost Video Network delivers the reach and quality of a video portal. At the same time, the Joost Video Network leverages Adconion's experience as an ad network to provide massive scale and expert targeting, including the ability to target both pre-roll and in-banner campaigns with BlueKai data. Advertisers and brand marketers also benefit from Adconion's exclusive relationship with the branded entertainment and creative services studio RedLever. RedLever is a state-of-the-art creative production house specializing in high-quality creative services and branded entertainment.

Published by a global leader in measuring the digital world, comScore Video Metrix® is the monthly reporting of consumer video consumption of both content and ads across the Web along with the demographic characteristics of video viewers. The service provides key metrics and analysis of video consumption across top properties on the Web and provides demographics, ratings, daypart and site-specific measures to assist in the planning of video advertising buys.

### About Adconion

Adconion Media Group ([www.adconion.com](http://www.adconion.com)) is the largest independent global audience and content network, reaching more than 350 million unique users – or one-third of the total global Internet population – every month. Combining the power of global reach with local presence, Adconion helps advertisers reach customers throughout the marketing funnel with its breadth of products, from video and display advertising to search retargeting. Adconion is dedicated to providing advertisers and publishers with the best products, technology and data analysis to create successful online campaigns. Adconion has 16 offices in 7 countries, sits on the board of the Interactive Advertising Bureau (IAB) and is a member of IASH Europe. For more information, visit <http://www.adconion.com>.

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