



## **ADCONION LAUNCHES ITS *AMG-TV* VIDEO CONTENT SYNDICATION NETWORK, ANNOUNCES DISTRIBUTION DEALS INCLUDING EMMY®-NOMINATED VUGURU NEW MEDIA STUDIO**

*Adconion's AMG-TV Provides Both Global Distribution and Monetization for Web Video Creators via Adconion's Global Ad Network*

**Santa Monica, Calif. – September 30, 2008** – Adconion Media Group, ([www.adconion.com](http://www.adconion.com)) the independent global advertising network, today announced the launch of its new video content syndication offering, *AMG-TV* which allows creators and studios access to Adconion's massive global network of publisher sites, advertiser and agency partners to broadly distribute and effectively monetize their premium Web video content.

Adconion's launch of *AMG-TV* signals its innovative evolution from the traditional ad network model pairing advertisers with publisher sites, to a truly global distribution platform designed to monetize all types of audience-targeted, multimedia content. For Adconion's ad agency partners, *AMG-TV* provides a scalable branded video solution paired with high-quality original content and the ability to optimize campaigns across video, display and email. In addition, Adconion will provide advertisers and brands with a range of data on the performance of their campaigns and how new and existing customers are interacting with their messages.

Vuguru ([www.vuguru.com](http://www.vuguru.com)), the Emmy®-nominated new media studio backed by Michael Eisner's The Tornante Company, is the first production studio using Adconion's *AMG-TV* to syndicate its new show *Back on Topps* beginning today. *Back on Topps*, a hilarious, behind-the-scenes journey into one of the world's most recognizable sports companies, will premiere new episodes twice weekly online.

"*AMG-TV* is a boon to both creators and agencies and brings Adconion closer to fulfilling our vision of becoming the largest IPTV network by 2010," said Tyler Moebius, Founder and CEO, Adconion. "We are breaking the stranglehold that YouTube and other video platforms have had on professional video creators and giving them broader, global distribution and a sales force dedicated to pairing their content with brand advertisers for greater monetization opportunities. We are essentially meeting Web video's two greatest challenges to date: audience and monetization."

"The partnership with Adconion's *AMG-TV* will provide an optimal platform for *Back on Topps* to achieve an instant global footprint through Adconion's network of publishers," said Michael Eisner, The Tornante Company. "As Vuguru continues to create high-quality professionally-produced content for the Internet, it becomes vital to develop measurement platforms and distribution models that will help move the space forward."

"*AMG-TV* offers agencies a one-stop solution that unites hard-to-find quality content with massive distribution for instantly scalable video campaigns," said Keith Kaplan, President of North America, Adconion. "We understand that many of our agency partners – both digital and traditional – are not interested in sponsoring user-generated content, and we will continue to add premium branded video content that will be syndicated across our worldwide network of publishers."



Adconion's network reaches over 240 million unique users, or nearly one-third of the global Internet population, according to comScore.

**About Adconion**

Adconion Media Group is the only independent global advertising network. The company completed a record \$80 million Series C round of funding led by Index Ventures in February 2008. Since its founding in 2005 Adconion has focused on the realization of performance-driven branding campaigns that deliver massive global reach. Adconion's clients consist of advertising agencies and direct advertisers as well as its partner base of premium websites from a wide range of sectors. Adconion combines its in-house technology and high touch client service with quality media to exceed its partners' campaign objectives. The company has offices around the world in London, Munich, Hamburg, Paris, Madrid, Melbourne, Sydney, New York, Toronto, Santa Monica, San Diego, Chicago and Detroit. Adconion is a member of the International Advertising Bureau (IAB) and a founding member of IASH Europe. Visit Adconion at [www.adconion.com](http://www.adconion.com).

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