

## ADCONION PLACES AS HIGHEST RANKING EUROPEAN COMPANY IN BUSINESS WEEK'S LIST OF TOP 50 TECHNOLOGY START-UPS

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**London, 6 June 2009:** Adconion Media Group, the world's largest independent online audience network, is the top European technology start-up in a recent survey conducted by Business Week and market research company YouNoodle.

The list includes the top 50 technology start-ups in Europe, the U.S., China, India, Israel and Russia that are attracting buzz and seem poised to grow beyond their respective regional or product markets. The rankings are based on a YouNoodle Score – a 0-100 measurement of a start-up's progress as an early-stage company. The score is based on a sophisticated algorithm using information from thousands of online sources: traffic, level of mainstream media coverage, funding, blogosphere activity, and other key factors.

Adconion has scored 64, making it the highest ranked European company on the list, ahead of Spotify (which scored 51); the score indicates that the company has experienced very strong growth (through traffic, funding or revenue).

Adconion, placed 18 in the overall list, is the only online advertising network to make the top 50. In funding terms, Adconion ranks 5<sup>th</sup> on the overall list with a total of \$80 million (approx £49m) and has secured the most funding of any European start-up.

Tyler Moebius, Adconion CEO, says, "We're really pleased to be the top ranking European tech company, ahead of big names like Spotify and Spain-based WiFi community Fon – both of which have generated a lot of noise in Europe. It's great to see Adconion making waves beyond the online world; we hope to continue our successful growth through 2009 and beyond."

You can see the entire list at:

[http://bwnt.businessweek.com/interactive\\_reports/tech\\_startups\\_you\\_should\\_know\\_2009/](http://bwnt.businessweek.com/interactive_reports/tech_startups_you_should_know_2009/)

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The Adconion logo is available at [http://www.adconion.com/en\\_gb/company/downloads.html](http://www.adconion.com/en_gb/company/downloads.html)

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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 customised 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 – and is ranked number two in the global comScore ratings. Adconion is also an international leader in evolving the ad network model to create, distribute and monetise video content.

The company completed a record £40.9 million (US\$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 in 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, 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.