

## ADCONION LAUNCHES SUITE OF ONLINE VIDEO PRODUCTS WITH JOOST VIDEO NETWORK

Provides complete online video advertising solutions with scale and quality of a portal combined with the reach and efficiency of a network

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**LONDON, ENGLAND. – MARCH 4, 2010** – Adconion Media Group ([www.adconion.com](http://www.adconion.com)), the largest independent global audience and content network, today introduced the Joost Video Network, a complete suite of online video advertising products and services. The Joost Video Network will provide agencies and brand marketers with global in-banner and in-stream video advertising capabilities, including pre-, mid- and post-roll video advertisements, with expert targeting and scale.

“As consumers continue to spend more time online – and more time watching video online – agencies and brand marketers have more opportunities to use the power of video advertising to build brand awareness online,” said Nick Higgins, director of global video, Adconion. “With the Joost Video Network, agencies and marketers can design targeted campaigns that run exclusively against premium content on premium sites, and leverage the experience and power of our network to find targeted audiences and maximise the value of their campaigns. Adding this product offering gives Adconion a distinguished position among ad networks, as we are the only provider with in-banner and in-stream capabilities; in-house creative services; and a video portal, Joost.com, that we own, operate and sell exclusively.”

The Joost Video Network streamlines Adconion’s entire video advertising product line, from pre-, mid- and post-roll video ads to a variety of in-banner video advertising executions, into one product line. All Adconion products, including the Joost Video Network, take advantage of Adconion’s proprietary ad serving and targeting technology. The Joost Video Network is DoubleVerified and IASH compliant, ensuring all video ads run in brand-safe environments.

The product launch marks an important step in Adconion’s evolution, as it is the first product and service from the combined entity formed when Adconion acquired Joost’s technology assets in November 2009. Since the acquisition, Adconion has integrated its ad server with the Joost video player and is the exclusive video ad provider for Joost.com and the Joost video player in its embedded form.

The Joost Video Network will serve video ads on Adconion’s network of 2,000 premium publishers in more than 70 markets worldwide. In addition to Adconion’s extensive sales, account management and media teams, participating advertisers and marketers also have access to Adconion’s regional video specialists. The team, led by Nick Higgins, includes Cliff Paulson in North America and Stephen Hunt in Australia. Paulson has more than 15 years of media experience, most recently at ScanScout, while Hunt has more than five years of experience in online advertising, marketing and video. Adconion, which has aggressive plans to grow by nearly 50 percent in 2010, will add a European video specialist to its team this month.

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The Adconion logo is available at <http://www.adconion.com/uk/about-us/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 IASH Europe.