Adconion Media Group unveils smartclip, Australiaâ€™s largest independent multiscreen video and brand advertising platform

Market history suggests â€˜video brokersâ€™ risk demise within twelve months

April 17th 2012: Just fivemonths after announcing that it had acquired smartclip, Adconion Media Group today announced that as at 1stApril 2012, smartclip is now Australias leading independent multiscreen videoand brand advertising platform, offering advertisers video reach to 5.4 millionAustralians across both Australian and international publishers [1]. The comScore reportingfigures also show that since Adconion Media Group began integrating smartclips550 publishers to its platform in Australia itsvideo reach has increased by 34 percent.

As part of theintegration in Australia, smartclip now also delivers a standalone mobile videoad platform, which allows advertisers to run mobile campaigns across both Australian and international publishers, as well as theopportunity to reach consumers through the 12 million smartphones reported tobe in circulation in Australia. Smartclipstechnology allows distribution of video advertising on all major smartphoneplatforms and thus effectively allows advertisers to simultaneously distributecontent to multiple screens including connected TVs, smartphone devices and onlinePCs.

Additionally,smartclip can now enable advertisers and agencies to segment video users into specific behavioural and demographic segmentsusing data from Adconion Media Groups current reported audience of 12.5million Australians who it serves ads via its display platform;the 4.5 million email profilesit currently manages on behalf of Australian businesses; and throughAdconion Directs social business which serves social campaigns to some of the10.9 million Australians with Facebook profiles.

With the integrationof smartclip complete, Adconion Media Group is one of the leading independent organisationsin Australia able to provide multiscreen advertising executions, unifiedcampaign reporting, audience reach andthe segmentation of that reach, enabling effective partnerships withAgency groups and their trading desks.

According to AlexLittlejohn, President APAC Adconion Media Group, the companys multi channelapproach combined with its global resources and proprietary technologyinfrastructure investment will prove key to its success in video.

In the last 12 monthsmore than 15 online video advertising businesses have sprung up and all areclamoring for a share of the market, yet the reality is that many of theseorganizations are simply video brokers looking to make a margin on the waythrough the booking process. We feel that brokers dont offer value to agenciesand advertisers who are seeking global insights, cross-channel data and tech infrastructurefrom their partners, and so these players risk eventually being replaced byagencies and DSPs.

By contrast, Adconion Media Groups smartclip can deliver genuinevalue to agencies, trading desks and advertisers alike. With our keystrengths of global buying power, cross platform capabilities and considerableinvestment in our own technology to support our customers, we are very wellpositioned to become the online video partner of choice in the Australianmarket, said Littlejohn.

Adconion Media Grouphas invested more than $50 million in technology platforms including its ownHadoop data infrastructure. The Hadoop software framework provides large-scale, high-performance processing of extremely large,complex data sets and is used by data intensive companies including Facebook,Amazon, AOL and IBM that need fast, reliable and scalable analytics andinformation.

With the launch ofsmartclip in Australia, Adconion Media Group has also announced that itsexisting Joost distribution platform will be decommissioned, with all itscurrent clients and campaigns rolling to the smartclip platform.

According to the mostrecent IAB Australian PwC Online Advertising Expenditure Report, online videogrew in Australia by 31 percent for the full year ending December 31st2011, outpacing the general market growth of 17 percent to reach $43.7m.

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About Adconion Media Group

The Adconion Media Group (www.adconion.com)operates one of the largest multi-channel digital distribution platforms, witha potential reach of 687m unique users monthly across display, video, socialand email. This reach corresponds to more than half the global onlinepopulation.

Adconion Media Group opened its doors in Australia in 2007 and hasquickly established its position as one of the fastest growing convergeddigital media organisations in the country, capable of connecting advertisers,brands, publishers and content owners with the right audience at the righttime, through the best possible channel for an optimum, measurable result. AdconionMedia Group operates through its two business units Adconion Direct andsmartclip.

Adconion Media Group has 25 offices serving 20 countries around theworld. It is a member of the Interactive Advertising Bureau (IAB), is one ofthe first companies to be IAB certified with its unique Ad Networks &Exchanges Quality Assurance program in the US and is a founding member of IASHEurope.

The Adconion logo isavailable at

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[1]According to comScores February 2012 potential reach reportingfigures

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