

## ASX ANNOUNCEMENT

8<sup>th</sup> May 2013

### Market Update

- **More than 500 publishers have signed up to *Adslot Publisher*, representing an estimated 10 billion page views per month**
- **The *Adslot Media* marketplace is now in pilot release and on track for global launch in the September quarter**

### Adslot Publisher

Adslot Limited (ASX:ADJ), a global provider of display media trading technology, is pleased to advise that it has now signed 516 publishers around the world to its *Adslot Publisher* platform. Publishers that have signed up to use *Adslot Publisher* to sell display ads directly to advertisers now represent more than 10 billion page views per month.

“We continue to build out our portfolio of high quality publishers. Of the more than 1,700 publishers that have applied to use *Adslot Publisher*, via a process of quality score Adslot has approved and secured commercial terms with 516 of these”, said Adslot CEO Ian Lowe.

“The scale and diversity of advertising inventory these publishers represent allows us to start aggregating inventory into a marketplace. This marketplace will allow large and sophisticated media buyers to seamlessly source, profile and buy diverse inventory, all via the Adslot platform. Our significant and growing catalogue of supply constitutes a critical step towards capturing liquidity in our marketplace”, said Lowe.

“On the back of recently signing the world’s largest news property *The Daily Mail* (see ASX announcement dated 11 April 2013), the quality of online publishers we are signing will ensure our marketplace is attractive to demand sources of scale, media agencies in particular”.

A sample of recently signed publishers now in set up, includes:

<u>Publisher</u>	<u>Monthly Activity</u>
<b>The Daily Mail*</b>	125 million unique visitors and 1.2 billion page views
<b>Pet360</b>	85 million unique visitors and 500 million page views
<b>Lycos</b>	50 million unique visitors and 900 million page views
<b>Abrams</b>	14 million unique visitors and 60 million page views
<b>Star Tribune</b>	6 million unique visitors and 250 million page views
<b>Bahskar</b>	6 million unique visitors and 468 million page views
<b>Journal Interactive</b>	5 million unique visitors and 600 million page views
<b>Wego</b>	4 million unique visitors and 25 million page views
<b>News Now</b>	3.3 million unique visitors and 136 million page views
<b>Cupid.com</b>	1.2 million unique visitors and 20 million page views
<b>JXT</b>	0.75 million unique visitors and 2 million page views
<b>Motors</b>	0.6 million unique visitors and 2 million page views
<b>Collingwood FC</b>	0.3 million unique visitors and 1.7 million page views
<b>Carlton FC</b>	0.2 million unique visitors and 1 million page views

\*(previously announced)

## **Adslot Media - Marketplace**

In recent months Adslot has continued to build its marketplace platform, which is now in pilot and due for market release in the September quarter.

“The release of our marketplace platform will constitute a major milestone for the Company. This is the point at which we will make our advanced planning tools available to the media agency community, and start to build liquidity in our market. In the meantime we will continue to work to secure both supply and demand via direct sales efforts and partnerships”, said Lowe.

### **Contact:**

Ian Lowe  
CEO  
Tel: +61 (0)3 8695 9199  
Email: [ian.lowe@adslot.com](mailto:ian.lowe@adslot.com)

