

ASX Announcement

Wednesday 23rd March, 2016

New look industry standard positions Automated Guaranteed for growth

- **Leading global industry body IAB (Interactive Advertising Bureau) ratify upgraded technical standard for Automated Guaranteed**
- **New standard will make it easier for platforms representing demand (media buyers) and supply (online publishers) to integrate**
- **Integration of supply and demand at scale positions Automated Guaranteed for growth**

The world's leading industry body, IAB (Interactive Advertising Bureau), today announced it has ratified a major upgrade to the Open Direct Standard (ODS).

The ODS is a technical framework designed to support automation of forward guaranteed media transactions (such as Adslot's *Automated Guaranteed* technology), and has been developed by IAB in close collaboration with leading media trading technology providers including Adslot, AOL, MediaMath, Microsoft, Yahoo and Yieldex.

"This upgrade of ODS is designed specifically to deliver greater efficiencies and reliability in the packaging, pricing, and delivering of reserved inventory for publishers and media buyers", said Adslot CEO Ian Lowe.

"The ODS will for the first time support essential functionality for media buyers and sellers of forward guaranteed online advertising. This means ODS now opens the global market up for broader and more rapid adoption of Automated Guaranteed and is a significant milestone for the industry", said Lowe.

A detailed explanation of the ODS and what it means for Adslot, it's customers and the industry can be viewed [here](#).

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About Adslot

Adslot's mission is to automate the trading of forward guaranteed display advertising, referred to as automated guaranteed. Our leading technology is a purpose built, global media trading platform. Adslot benefits a global community of media buyers and sellers, including media agencies, publishers and advertisers, by providing trading efficiencies and effectiveness made possible only via technology, and by doing so the basis on which the \$50B online display industry will realise its full growth potential.

Adslot is a global organisation with operations in North America, Europe and Asia Pacific and is headquartered in Australia.

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