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## ASX ANNOUNCEMENT

23 October 2013

### Adslot Launches Global Media Marketplace With World's Leading Online Publishers

Adslot Limited (ASX:ADJ), a global provider of media trading technology, is pleased to announce it has officially launched the *Adslot Media* Marketplace overnight at the Digiday Publishing & Agency Summit in Miami, Florida.

The *Adslot Media* Marketplace allows advertisers, agencies and publishers to efficiently buy and sell premium “display” advertising on a forward, guaranteed basis.

The size of the global “display” market was US\$40 billion in 2012, with a growth rate of 15% CAGR according to Zenith Optimedia. Approximately 85% of this US\$40 billion market consists of premium display inventory purchased on a forward, guaranteed basis – but via inefficient, manual processes. The *Adslot Media* Marketplace removes almost all of the existing inefficiencies, streamlining the trading of guaranteed display media for both buyers and sellers.

Adslot CEO, Ian Lowe, said “We are thrilled to be launching the *Adslot Media* Marketplace today. It is universally understood that the buying and selling of display advertising suffers from structural inefficiencies. *Adslot Media* connects the toolsets of online publishers and media agencies, allowing us to provide the significant benefits of technology-driven efficiency, whilst ensuring that the direct relationship both parties value is preserved. Greater efficiency means media buyers and sellers can trade with less overhead and greater speed, driving value for advertisers and growth for the industry.

“In the context of recent public statements from international media agency groups announcing their commitment to an aggressive migration of ad spend to programmatic channels, we see the transition to trading through platforms such as *Adslot Media* as inevitable. We expect this will become the most profitable, efficient sales channel for the trading of guaranteed display inventory globally.”

#### Benefits for Media Agencies

The *Adslot Media* Marketplace provides media agencies with direct access to guaranteed inventory from premium publishers, including some of the world's largest online properties and a rapidly growing catalogue of leading premium niche publishers across US, UK and Australia. *Adslot Media*'s advanced planning tools, including integration with comScore data, allow buyers to profile advertising inventory by context, audience, position and targeting criteria (such as keyword and geography), then purchase this inventory directly and electronically based on real-time availability.

The previously announced merger with Facilitate Digital (subject to Scheme of Arrangement completion) will also allow the more than \$800 million of annual agency spend managed via Facilitate's *Symphony* platform, to flow seamlessly into the *Adslot Media* Marketplace over time.

## **Benefits for Publishers**

Online publishers that list their inventory with Adslot still retain important controls. Unlike the remnant or RTB market (real-time bidding), publishers remain in control of critical factors including how they package and productise inventory; advertiser approval; order minimums and price - all with the reassurance of trading under a forward booking, guaranteed revenue model.

The *Adslot Media* Marketplace carries inventory from some of the world's leading international and local properties, including MailOnline (The Daily Mail), REA, NPR, eBay Australia, XO Group, Babycentre and Star Tribune. For launch Adslot has used an assessment criteria to determine which publishers are appropriate for the marketplace and will continue to add additional premium publisher inventory to the marketplace over time.

Adslot's revenue model is based on taking a percentage of all revenue flowing to publishers via the Adslot platform.

The *Adslot Media* Marketplace opens for general use on 22 October (US time) and 23 October 2013 (Australian time).

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## **About Adslot**

Adslot's leading *programmatic direct* platform is purpose built media trading solution to meet the needs of buyers and sellers of premium display advertising. Adslot benefits publishers, agencies and advertisers alike by providing structural efficiencies in the way premium display media is traded. Publishers realise significant reductions in the cost of fulfilment, freeing their sales teams to dedicate more time to building relationships and generating new revenue streams. Media buyers and advertisers benefit from real time access to, and purchase of, guaranteed inventory across multiple publishers, including advanced planning capabilities.

Adslot is a global organization with operations in Australia, the US and the UK, headquartered in Melbourne. More than \$100m has been transacted via Adslot Technology, publisher clients include MailOnline, NPR, eBay Australia, XO Group, Babycentre, Star Tribune, Backstage, Wotif, Carsales, The REA Group and hundreds more.