

Adconion Media Group Rebrands Joost Media Into smartclip As Part Of Heightened Focus On U.S. Multi-Screen Video Advertising

NEW YORK and LONDON, May 9, 2012 [PRNewswire](#)/ -- Adconion Media Group, one of the largest global multi-channel digital distribution platforms with a potential reach of 687 million unique users across its video, display, social and e-mail platforms, is folding in and rebranding its Joost Media business into its global smartclip multi-screen video advertising division.

smartclip (www.smartclip.com), acquired by Adconion Media Group in November 2011, is already the European leader in digital video advertising. The company is now also operating in Latin America. Most recently, the smartclip offerings were launched in the Australian market, leveraging Adconion's presence in Asia-Pacific, creating a truly global platform.

The smartclip multi-screen video and brand advertising platform specializes in video ad formats across all Internet-connected devices including smartphones, tablet PCs, gaming consoles, set-top boxes and connected TVs, in addition to the classic PC.

Tyler Moebius, president and CEO of Adconion Media Group, states: "Building on the proven success of smartclip in the frontier of multi-screen video advertising, we are excited to extend these capabilities to our agencies and marketers on a global scale. Now, with the launch in the U.S., brands will benefit from the combination of the Joost Media team's U.S. market experience and trusted relationships coupled with smartclip's expertise and innovative multi-screen video ad products, that span across PC, mobile and Connected TV. smartclip has partnerships with some of the largest OEM and app developers in Europe and many of these partners have asked us to extend our monetization capabilities outside of Europe. In leveraging Adconion's global platform, and with the launch of smartclip in the U.S. we are able to provide global services to content owners and app developers looking to monetize global audiences across multiple screens."

With the integration of the companies and their technology platforms, smartclip can leverage the strength of Adconion's in-banner video and rich media capabilities, as well as its audience segmentation and targeting capabilities, in order to deliver targeted video advertising at scale.

"smartclip's global presence provides a major advantage for international brands, platforms and publishers: We are in the ideal position to integrate video ads on all platforms, across all screens and monetize premium video content on a global scale. With the integration of the existing Joost operations into the network, we will be able to deliver video ads in the U.S. immediately," explains Jean-Pierre Fumagalli, CEO smartclip.

smartclip is dedicating itself to become the most agile and reliable partner to advertisers everywhere on all major platforms. The company creates unique possibilities and innovative digital touch-points for video advertising, presenting brands to target groups, which are becoming increasingly harder to reach via traditional media.

Joost current clients and campaigns are being rolled into the smartclip platform.

ABOUT SMARTCLIP

smartclip (www.smartclip.com) is a global multi-screen and brand advertising platform specializing in video ad formats across all Internet-connected devices including, next to the classic PC, smartphones, tablet PCs, gaming consoles, set-top boxes and connected TVs. The company helps advertisers and media agencies to reach targeted consumers. Publishers benefit from proprietary and innovative technology solutions for the monetization of their video content. smartclip is headquartered in Hamburg, Germany with major operations in Western Europe, Australia and Russia, pushing the frontier of digital video advertising. With this press release, smartclip is expanding its reach to the United States. The company is a wholly owned subsidiary of Adconion Media Group, which has 24 offices serving 20 countries around the world.

ABOUT ADCONION MEDIA GROUP

Adconion Media Group (www.adconion.com) operates one of the largest multi-channel digital distribution platforms, with a potential reach of 687m unique users monthly across display, rich media, video, social, mobile and email. This reach corresponds to more than half the global online population accordingly to Comscore. Dedicated to strong local partnerships with agencies and marketers, Adconion provides customized performance and brand products, designed in-house, which are delivered across multiple screens and ad formats from a single global platform. Adconion has 24 offices serving 20 countries around the world. It is a member of the Interactive Advertising Bureau (IAB), is one of the first companies to be IAB certified with its unique Ad Networks & Exchanges Quality Assurance program in the U.S. and is a founding member of IASH Europe.

