



## **DOUBLECLICK UNVEILS PLANS FOR NEW PUBLISHER SOLUTION TO ADDRESS MEDIA FRAGMENTATION**

*Solution will give Publishers New Ways to Expand Inventory, Extend Reach  
and Grow Revenue*

**NEW YORK – March 5, 2008** – As new Web sites continue to emerge at a rapid pace, publishers are faced with fragmentation of audience and traffic. To meet this need, DoubleClick, a premier provider of digital marketing technology and services, today announced that it has created a new team focused on providing technology and services dedicated to addressing media fragmentation. This team will focus on creating solutions for publishers to enable them to scale their business by growing the inventory they have available to sell through working with partner sites. The initial solution, planned to launch in the second half of 2008, will provide a new partner management platform for publishers.

According to ComScore, in addition to visiting brand-name Web sites, consumers are spending more time on long-tail sites such as blogs, niche publishers and social networks. As a result, advertisers are focusing more attention on these long-tail sites in order to reach niche audiences. To that end, traditional publishers face increased competition for marketing dollars and need to find new ways to remain competitive, expand inventory and meet revenue goals.

Publishers have begun to leverage their brands to form high-quality vertical networks of like-minded sites to supplement their premium content and create expanded inventory options and increased reach. These new vertical networks enable publishers to gain immediate access to new inventory that can be sold through their direct sales forces or other channels.

To help publishers grow revenues by making it easier to aggregate and sell inventory, the new partner management solution will enable DoubleClick clients to build their own vertical networks integrated with DART® for Publishers or DART Enterprise. As part of DoubleClick's Revenue Center, the company's comprehensive suite of solutions for media sellers, the solution will seamlessly combine tools for network management and financial reporting with a full-featured portal for partner sites, providing a powerful network management solution for premium publishers and networks.

The solution will help clients aggregate partner inventory into their existing pool. They will have the ability to determine how they want to sell each impression, either through direct sales on a premium basis, or through indirect sales channels, such as ad networks or exchanges like the DoubleClick Advertising Exchange.

"Because the new partner solution will be fully integrated with the DoubleClick Revenue Center, publishers will be able to easily aggregate inventory into their existing processes and sales teams," said Jonathan Bellack, vice president, publishers core products at DoubleClick. "For our customers, this will be a natural extension to their existing system that takes advantage of all their current ad serving capabilities."

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**About The DoubleClick Revenue Center**

The DoubleClick Revenue Center is a comprehensive suite of solutions for media sellers designed to maximize revenue and minimize operational friction throughout the digital ad sales process. Over the past three years, DoubleClick has worked to help customers achieve the Revenue Center vision with a succession of new capabilities. Today's DoubleClick Revenue Center starts with DoubleClick's DART ad serving platform, and can be expanded to include automated optimization technology, support for rich media and emerging platforms like video and mobile, sales and financial workflow tools, and an advertising exchange. Leading publishers are adopting these solutions to maximize yield on their inventory and increase the efficiency and visibility of their sales process.

For more information about The DoubleClick Revenue Center, please visit [www.doubleclick.com/revenuecenter](http://www.doubleclick.com/revenuecenter)

**About DoubleClick Inc.**

DoubleClick is a premier provider of digital marketing technology and services. The world's top marketers, publishers and agencies utilize DoubleClick's expertise in ad serving, rich media, video, mobile, search and affiliate marketing to help them make the most of the digital medium. From its position at the nerve center of digital marketing, DoubleClick provides superior insights and insider knowledge to its customers. Headquartered in New York, and with 17 offices and development hubs and 14 data centers worldwide, the company employs more than 1,300 people and delivers billions of digital communications every day. Learn more at [www.doubleclick.com](http://www.doubleclick.com).

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