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ASX ANNOUNCEMENT

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Adslot Announce Nielsen Collaboration

Adslot's audience planning toolset integrates with Nielsen Online Ratings

Adslot Limited (ASX: ADJ), a global provider of premium display media trading technology, today announced a collaboration with Nielsen that will allow media buyers to profile inventory in the Adslot Marketplace using audience data from Nielsen Online Ratings.

Via an integration just released, Australian media buyers will immediately be able to use Nielsen Online Ratings data to discover inventory within the Adslot Marketplace that aligns with their audience, brand and campaign objectives. They can then build a media schedule using that inventory, negotiate price, and purchase it directly from each publisher all within the Adslot platform and within one seamless workflow.

"Australian buyers will for the first time be able to use Nielsen data to link the audience they need with the inventory that provides it, then trade that inventory in a single process", said Adslot CEO, Ian Lowe.

"Nielsen Online Ratings is an accepted standard in Australian media agencies. Nielsen clients include the largest agency groups in the country, groups that also use Adslot's *Symphony* technology to automate workflow. We believe the integration with Nielsen will lead to better results for advertisers, and more efficient trading for both buyers and sellers, particularly with the recent launch of the *Adslot Marketplace-Symphony* integration", said Lowe.

"Associating an online target audience with the online display inventory that will capture it presents material challenges for agencies, particularly when planning and buying across multiple publishers and sites in combination ", said Nielsen Managing Director for Media Product in the region, Paul Fisher.

"Leveraging the currency of Nielsen Online Ratings data together with Adslot, we can provide the Australian media buying community with the solution they have been looking for; a single platform which automates the end-to-end planning & buying process", said Fisher.

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