



Specific Media Acquires Digital Video Leader BBE

Integration infuses online video marketplace with powerful data, targeting and analytics from the world's largest independent media platform

Irvine, CA and New York, NY – 18 October 2010 – Specific Media, the world's largest independent media platform, today announced that it has acquired Broadband Enterprises (BBE), a premier online video provider. Founded in 2004, BBE is a video advertising company that helps brands to monetize, track and produce video across all digital platforms. The deal recently closed for an undisclosed amount.

BBE, which currently works with a majority of Fortune 100 brands, has developed a complete video advertising solution used by major brand advertisers. The company has also developed the industry's first ad-serving and tracking platform dedicated exclusively to video, VINDICO, which has logged more than 23 billion impressions to date. In addition, the company's branded entertainment division has produced more than 20 original series, including the award-winning hit show [Jen and Barb, Mom Life](#).

“Video is an exciting market, but advertisers have been unable to capitalize on its potential because it currently lacks data, targeting and analytics. We're bringing our expertise to this area to fulfill the promise of video,” said Tim Vanderhook, co-founder and CEO of Specific Media. “We chose BBE because the company has a complete solution for brand advertisers, proven technology and a strong leadership team.”

Digital video is one of the fastest growing categories in interactive advertising. According to a [recent report from the Internet Advertising Bureau and PwC](#), digital video advertising is up 31 percent in the first half of 2010 over 2009. eMarketer estimates that video advertising spending will grow 43 percent in 2011 and is expected to remain the fastest growing format within the industry through 2014.

Win-Win for Customers

BBE works with more than 300 premium brand advertisers via a network of more than 2,400 publisher sites. This acquisition expands Specific Media's already large customer base, many of which currently use solutions from both companies.

According to Scott Kelly, digital marketing manager at Ford, “As a long-time partner with Specific Media, we are pleased to see them choose BBE to expand their video advertising offerings. Online video is an ever-increasing part of our marketing mix and we're excited to see Specific Media apply its leadership in the areas of data, targeting and analytics into the more engaging ad format of online video.”

BBE's current media operations will be integrated into Specific Media. The BBE brand will continue to exist as an independent subsidiary of Specific Media, to be led by President Matt Timothy who will focus on the company's technology platform, VINDICO.

"I've always admired what Specific Media has accomplished, as I feel their focus on data and innovation has provided a strong foundation for their growth," said Matt Wasserlauf, founder and CEO of BBE. "Together, our ability to integrate display and video into one unified platform will lead the next phase in the evolution of online advertising." Wasserlauf will stay onboard as Specific Media's EVP, Video Platform and Services and oversee its expansion of video into Europe.

About Specific Media

Specific Media is uniquely positioned as the world's largest independent media platform, solving the reach and data problems facing today's advertisers. Specific Media enables advertisers to target consumers throughout North America and Western Europe based on demographics, behaviors, geographic locations and the contextual relevance of websites visited. Specific Media's Premium Network reaches nearly 160 million US consumers and 260 million consumers globally each month. With a relentless focus on delivering measurable, predictable results in a brand-friendly environment, Specific Media is defining tomorrow's marketing standards, today. Visit www.specificmedia.com.

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