

DOmedia Selected by AlwaysOn as an OnMedia Top 100 Winner
Recognized for creating efficiency in media planning and buying.



Columbus, OH, February 08, 2012 – The largest out-of-home advertising marketplace technology, [DOmedia](http://www.domedia.com), www.domedia.com, today announced that it has been chosen by AlwaysOn as one of the [OnMedia Top 100 winners](#). Inclusion in the OnMedia 100 signifies leadership amongst its peers and game-changing approaches and technologies that are likely to disrupt existing markets and entrenched players. DOmedia was specially selected by the AlwaysOn editorial team and industry experts spanning the globe based on a set of five criteria: innovation, market potential, commercialization, stakeholder value, and media buzz.



DOmedia and the OnMedia Top 100 Companies will be honored at AlwaysOn's OnMedia NYC event on February 22nd, 2012, at the Time Warner Center.

This two-day executive event features CEO presentations and high-level debates on which forces are disrupting user behavior and creating new opportunities in the marketing, branding, advertising, and public relations industries.

“The make-up of OnMedia 100 represents forward-thinking media companies in a year charged with disruptive change. The emergence of Web-fueled TV and the explosive growth of smartphones and tablets are challenging the media world to transform itself into a global, consumer-focused industry. Coupled with the socialization of everything, this year’s digital media and entertainment startups are boldly charging into future, ready to reinvent the establishment with new, invigorating products and services,” says Tony Perkins, founder and editor of AlwaysOn. “Web analytics are now embracing a social world, providing marketing and advertising companies with the targeted data that delivers on the promise of reaching consumers with meaningful, actionable messages.”

The OnMedia 100 winners were selected from among hundreds of other technology companies nominated by investors, bankers, journalists, and industry insiders. The AlwaysOn editorial team conducted a rigorous three-month selection process to finalize the 2012 list.

DOmedia, a venture capital-backed company in Columbus, Ohio, has built the industry’s largest out-of-

home advertising marketplace complete with [media planning and buying software](#) for agencies and advertisers. DOmedia's deep database of inventory from over 600 [media networks](#) helps medium and large agencies efficiently create, execute and manage media campaigns at a lower cost for its clients. The software allows advertisers and their media network partners to focus on strategic and creative decision making by removing laborious data sharing redundancies which are handled by DOmedia's technology. In 2011, [Starcom MediaVest Group](#), a DOmedia client and one of the largest media buying groups, standardized its entire out-of-home media buying process onto DOmedia's technology.

"We are honored to be selected for the OnMedia 100," says Rich Langdale, CEO of DOmedia. "Technology is rapidly changing the advertising industry and our mission is to use it to create efficiency for agencies, advertisers and media sellers through our marketplace platform and media buying software. OnMedia highlights the most promising, disruptive technology companies in the advertising industry, and we are excited to join the list."

A full list of all the OnMedia Top 100 winners can be found on the AlwaysOn website at:

<http://www.aonetwork.com/AOStory/Announcing-2012-OnMedia-100-Top-Private-Companies>

About DOmedia

DOmedia is the Out of Home Advertising Marketplace that simplifies the process of buying and selling media. Through its online platform, buyers and sellers are able to connect and do business more efficiently. The company's product suite also includes a web-based media buying software for advertising agencies to efficiently plan and buy national, multi-network out-of-home media campaigns. The company is privately funded and based in Columbus, Ohio. For more information and to do a free search, visit www.DOmedia.com.

About AlwaysOn

AlwaysOn is the leading business media brand networking the Global Silicon Valley. AlwaysOn helped ignite the social media revolution in early 2003 when it launched the AlwaysOn network. In 2004, it became the first media brand to socially network its online readers and event attendees. AlwaysOn's preeminent executive event series includes the Silicon Valley Innovation Summit, OnMedia, OnHollywood, IMPACT Venture Summit Mid-Atlantic, Venture Summit East, OnDemand, Venture Summit Silicon Valley, OnMobile, and GoingGreen Silicon Valley. The AlwaysOn network and live event series continue to lead the industry by empowering its readers, event participants, sponsors, and advertisers like no other media brand.

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