



Starcom MediaVest Group Exchange (SMG^x) and DOmedia Bring Efficiencies to Emerging and Out Of Home Media Buys

Standardization Will Enhance Client ROI and Industry Efficiency

CHICAGO, IL – September 26, 2011 - Starcom MediaVest Group Exchange (SMG^x) and [DOmedia](#) are taking aggressive steps toward improved target-ability, analytics and measurement across media campaigns in the out-of-home media marketplace. By expanding integration with DOmedia's latest technology platform, SMG will provide enhanced media planning and buying services to its clients and set the stage for standardization in the advertising industry.

SMG^x first tapped the adtech company DOmedia in 2010 to build an efficient media buying platform, and is now integrating that platform across SMG's entire out-of-home media buying group (Starcom, MediaVest and Spark Communications). SMG will leverage the new technology and tools delivering greater ROI, and furthering their commitment to stay ahead of emerging trends in the rapidly evolving advertising industry.

Non-traditional and emerging media – digital place-based advertising, billboards, transit, and the wide variety of alternative advertising options – are rapidly growing and difficult media to plan and buy. The lack of standardization in the out-of-home and alternative advertising industries in particular has created barriers for agencies to spend campaign dollars effectively on behalf of their largest clients. SMG has acknowledged this opportunity to bring standards and efficiencies to the industry by using DOmedia's technology solutions that benefit the client, customer, agency and media seller.

"The technology partnership with DOmedia puts SMG in a very competitive position to ensure every client dollar delivers its objective," states John Muszynski, Chief Investment Officer, SMG^x. "The advertising industry is rapidly changing, and agencies need to keep up and fully embrace new technology. We are equipping our associates with the best analytical tools to make intelligent media buying decisions for our clients."

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 tools. DOmedia's deep database of over 500 media sellers helps large agencies like SMG efficiently create, execute and measure media campaigns for its clients. The platform allows SMG and its media selling partners to focus on strategic and creative decision making by removing laborious data sharing redundancies which are handled by DOmedia's technology. This centralized marketplace platform allows SMG to better analyze what media options are available and execute more effective campaigns in less time.

"The commitment from the leadership from SMG^x and SMG proves the trend that the advertising industry is becoming more analytical and ROI-based," explains Rich Langdale, CEO of DOmedia. "SMG is taking a leadership position in the rapidly evolving digital and traditional out-of-home advertising industry and DOmedia is excited to create the technology behind it. We are openly working together with all stakeholders including media sellers, agencies, data providers, tech companies and industry associations to create solutions that benefit the entire industry."

Starcom MediaVest Group is working closely with its media selling partners and DOmedia to continue to develop the platform and look forward to bringing standards and efficiencies to the advertising industry.

Learn more about the partnership between [SMG and DOmedia](#).

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About Starcom MediaVest Group Exchange

Starcom MediaVest Group Exchange (SMG^x), a Starcom MediaVest Group company, is a framework that empowers SMG's agencies to exchange intelligence, test new models and leverage scale to drive marketplace and measurement efficiencies. SMG^x was launched in May 2009, and is made up of three Centers of Excellence, which are focused on driving advanced media innovation, strategic intelligence, and advanced deal making. With sister agencies ZenithOptimedia, Denuo, Digitas and Razorfish, SMG^x is a member of Publicis Groupe's VivaKi, a global digital knowledge and resource center that leverages the combined scale of the autonomous operations of its members to develop new services, new tools, and new partnerships.

About Starcom MediaVest Group

Ranked one of the largest brand communications groups in the world, Starcom MediaVest Group encompasses an integrated network of highly specialized consumer contact companies. SMG's global organization includes strategic marketing communication architects who are highly specialized in media management, response media, and digital communications, as well as multicultural, entertainment, gaming, sports, sponsorship, event marketing and media.

With nearly 6,000 employees in 110 offices worldwide, SMG delivers brand building results for many of the world's leading companies. SMG is part of Publicis Groupe (Euronext Paris: FR0000130577) the world's third largest communications group, the world's second largest media counsel and buying group, and a global leader in digital and healthcare communications. With around the world activities spanning more than 104 countries on five continents, the Groupe employs as many as 44,000 professionals. With sister agencies ZenithOptimedia, Denuo, Digitas and Razorfish, SMG is a member of Publicis Groupe's VivaKi, a global digital knowledge and resource center that leverages the combined scale of the autonomous operations of its members to develop new services, new tools, and new partnerships.

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 planning and proposal platform 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.

Media Contacts

Kellie Burch
Starcom MediaVest Group Exchange (SMG^x)
Kellie.Burch@vivaki.com
312-220-1907

Faraz Khan
Director of Marketing, DOmedia
faraz.khan@domedia.com
614-324-2927