



## **DOmedia Debuts Online Alternative Media Marketplace at TechCrunch Meetup 9**

*COLUMBUS, Ohio – July 31, 2007* – DOmedia ([www.domedia.com](http://www.domedia.com)) unveiled the alpha version of the first online marketplace and community designed specifically to support the alternative advertising industry at TechCrunch Meetup 9 in Menlo Park, CA on July 27, 2007. The site was developed to help both media buyers and sellers connect more efficiently, while promoting the creative use of alternative and non-traditional advertising in marketing campaigns.

As iPods, DVRs, news feeds and destination websites have become a part of everyday life, traditional advertising channels (television, radio and print) have become less effective means of communicating with target audiences. To combat this change in media consumption habits, marketers are increasingly leveraging the spaces where people work, live and play to integrate their messages into the lives of the consumers they want to reach. As a result, alternative/out-of-home advertising is now the second-fastest growing media channel, right behind the Internet.

As marketers turn to these alternative channels, they are encountering a highly fragmented industry, characterized by a few national and international companies, and thousands of local and regional players. This quality makes it both inefficient and, in some cases, virtually inaccessible for small and medium businesses. Even large corporations and advertising agencies find it difficult to plan and execute large-scale campaigns involving multiple asset owners and media companies.

DOmedia founders Todd Cameron, David Hunegnaw and Jon Myers saw an opportunity to help both buyers and sellers connect more quickly and easily, allowing individuals and companies of all sizes to play a role in the growing alternative advertising landscape. At a high level, DOmedia CEO Todd Cameron describes the company's approach, "Technology has changed the way people consume media, making it more difficult to reach consumers with traditional media. In order for advertisers to reengage consumers more and more are integrating non-traditional advertisements into their campaigns. While these elements are highly impactful, they have traditionally been difficult to execute. DOmedia solves this problem by making a wider range of options quickly available to advertisers and streamlining the buying and selling process."

### **About DOmedia**

DOmedia was founded with the mission to simplify the buying and selling of alternative and unique advertising media inventory. People, places, things...you name it. DOmedia's online marketplace and community connect asset owners and advertisers in the most efficient way possible. Innovative asset management tools and in-depth search functionality make participating in this growing advertising marketplace easier than ever. The company is privately funded and based in Columbus, OH. For more information on DOmedia, go to <http://www.DOmedia.com>.

**Media Inquiries**

Laura Brooks

DOmedia

[laura@domeia.com](mailto:laura@domeia.com)

Tel: 614 783 2630