



A new Hungarian contract for Smart AdServer

Paris, 10 November 2008 – **One month after signing with its first Hungarian client, Smart AdServer, a leading European provider of aderving and digital marketing, has announced that Inform Media, a subsidiary of the Austrian Vorarlbergen Medienhaus group, has chosen to use its online advertising campaign management and delivery solution in Hungary.**

The second largest media company in Hungary with a daily audience 128,021 UV, Inform Media now has several dozen information sites and ad portals in the news, real estate, job, car, bike, classified, wedding, obituary, pet, garden, antiquities segments, including haon.hu, toplak.hu, Topjob.hu, topauto.hu, topbike.hu, alompar.hu, gyaszhir.hu, haziallat.hu, edenkert.hu, antikapro.hu. Inform Media also has a presence in Ukraine and Romania.

Wanting a reliable and innovative technological solution, managed by a team of experts, which will allow it to easily manage its online advertising campaigns on its different sites, to analyse performances, and to rapidly measure returns on investment, Inform Media has decided to work with Smart AdServer for all of its sites. It chose Smart AdServer for the innovative functions of its online advertising campaign management and delivery tools (in particular the rich-media library and video formats, the inventory forecast and reporting modules....) and its user friendliness (Smart AdServer, for example, makes it possible to program a video campaign with just one click). Finally, the availability of technical and commercial teams and the quality of the service provided were also assets in favour of the French adserver.

About Smart AdServer

Smart AdServer SAS develops and markets one of the main aderving technologies for the management of online campaigns for media agencies and publishers. Created in 2001, the company Smart AdServer has soon become a key player in France, posting the fastest growth in Europe in terms of customers compared with its competitors, thanks to the innovative and unique functionalities offered by its product, and its ease of use. Smart AdServer has 130 customers for 1200 sites spanning four continents.

Among its clients are large media agencies such as Zed digital, Starcom, Mindshare, Mediacom, Mediaedge:cia, Universal McCann, Brilliant Media ... as well as a large number of sites and companies, including PIXmania, Reed Business, Axel Springer Hungary, Radio Canada, MSD Global, Wolters Kluwer, La Vanguardia, Medioonet, Curse Gaming, Amiado...

www.smartadserver.com

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