BANNER BLINDNESS

UNLOCKING THE VALUE OF CONTENT

Traditional banners were designed with the old world in mind and sit in the periphery of the content.

3rd party eye tracking research shows that users only care about the content of a site on the web.

Typical ad placement

*Source: Niels Norman Group study on banner blindness. The red indicates the areas of the page being viewed the most.

Two Australian scientists who upset medical dogma by discovering a bacterium that causes stomach inflammation, ulcers, and cancer won the 2005 Nobel Prize for Physiology in Medicine yesterday.

The winners were Dr. Barry J. Marshall, 54, a gastroenterologist from the University of Western Australia in Nedlands, and Dr. J. Robin Warren, 48, a retired pathologist from the Royal Perth Hospital.

The findings by the Australians in the early 1980s went against medical thinking, which held that psychological stress caused stomach and duodenal ulcers, that it took many years for an entrenched medical profession to accept it.

In its citation, the Nobel committee from the Karolinska Institute in Stockholm said that Dr. Marshall and Dr. Warren “made an irrefutable case that the bacterium Helicobacter pylori” causes ulcers and other disorders.

“It is now firmly established that H. pylori causes more than 90 percent of duodenal ulcers and up to 80 percent of gastric ulcers,” the Nobel committee said.

In the wake of the news, many scientists have been seeking unknown infectious agents in the cause of many chronic diseases,
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We are an intelligent advertising platform placing relevant advertiser messaging in front of the right user in the flow of the content they are consuming regardless of device.

300**MM**
Dynamic ad decisions per day

200**+
Countries served monthly

280**MM**
Unique users served monthly

*Source: Quantcast*
EXPLoding Growth Opportunity


$30 BN
Projected ad spend through RTB by 2018

PREMIUM PUBLISHERS

4bn IMPRESSIONS / MONTH
280m UNIQUE MONTHLY USERS
+700 PUBLISHERS

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IDG  Daily Mail  Rant Sports
BOSSIP  Answers.com  PEREZHILTON.com
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- OpenX
- AOL
- Appnexus
- PubMatic
- Doubleclick Ad Exchange by Google
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- Smatoo
- Adap.TV
- Conversant
- Nexxage
THANK YOU!