



FOR IMMEDIATE RELEASE

SPOT RUNNER LAUNCHES MALIBU MEDIA PLATFORM

*Web-Based Platform Streamlines and Enhances
Process of Selling and Buying TV Advertising*

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LOS ANGELES, CA (November 19, 2009) – Spot Runner today announced the launch of the Malibu Media Platform, a web-based technology platform that improves the process of buying and selling television advertising to benefit media sellers, ad agencies and their clients. Malibu offers media sellers an effective way to reach, sell and service media buyers while offering media buyers a more efficient way to find, buy and measure television advertising.

“We are very proud to launch the Malibu Media Platform. Over the last two years, through hundreds of meetings, media owners and ad agencies have provided detailed input on the development of the product, critical insight about the intricacies of the advertising ecosystem and feedback about how technology can improve their businesses,” said Gus Warren, general manager of Media Platforms at Spot Runner. “With their guidance, we have created a platform that incorporates how the marketplace works today as well as where it is headed in the future.”

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The process of media buying and selling has become much more complex, which has created the need for new technology solutions. This is primarily due to:

- An increased number of television networks and amount of ad inventory. In 1980, there were 11 national networks and 18 million national and local TV spots. Today there are over 125 national networks and over 12 billion TV spots.
- An exponential rise in measurement data – from thousands of homes in 1980 to millions of homes with household level set-top box data today.
- A significantly larger base of national television advertisers. In 1980, there were approximately 600 national advertisers but today, there are more than 3,000.

Malibu enables media sellers and buyers to better manage increasing market complexities and scale their businesses. It provides end-to-end support for all aspects of the buying and selling process, including:

- Controlling inventory and pricing
- Creating campaigns and orders
- Submitting and clearing creative
- Generating and confirming trafficking instructions
- Delivering on-demand campaign reports
- Managing credit and invoicing

The platform is based on the core tenet that media sellers preserve control over inventory, pricing and buyer relationships and buyers preserve their buying power on behalf of clients.

In addition, Malibu helps media sellers reach more buyers by allowing them to easily promote and sell their inventory to a broader base of clients, sell more inventory by enabling buyers to purchase




a greater breadth and depth of inventory across both TV and online video and provide clients with superior service throughout the entire campaign lifecycle.

Malibu helps media buyers find inventory faster by streamlining inventory search, discovery and selection, increase efficiency by allowing them to manage all aspects of a campaign through a single, web-based platform and offer better strategic insight to clients by providing sophisticated data analysis across proprietary and third party data sets.

“Spot Runner’s goal has always been to bring technology solutions to the traditional advertising market. Since our launch in 2006, we have focused on collaborating with the industry. Malibu is a great example of this approach,” said John Gentry, president of Spot Runner. “We have invested a significant amount of time and resources to bring this platform to market. The launch of Malibu is a major milestone and represents a significant opportunity for the company.”

For more information on the Malibu Media Platform, visit malibu.spotrunner.com.

About Spot Runner

Headquartered in Los Angeles, Spot Runner’s mission is to leverage technology and data to transform the way advertising is created, planned, bought, sold and optimized in order to maximize value, at scale, for media owners, agencies and advertisers. Visit Spot Runner online at www.spotrunner.com. 

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