



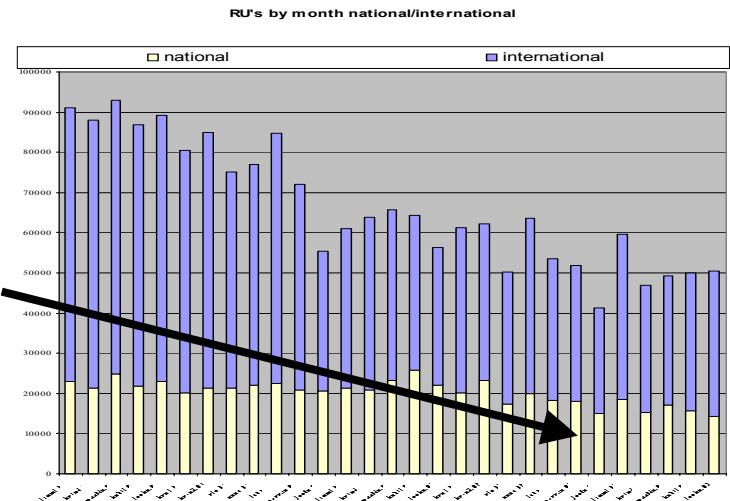
Project Phoenix - new AdEx service

- Background
- Project team proposal
- Committee decision
- Next steps



Background

- AdEx volumes are going down
 - Consumers: use of internet
 - Publishers: lack of focus due to low revenues/profits and other priorities
- Old system
 - Proprietary
 - Not web-based
- There is however a demand for a service like this as evidenced by market research and business success from e.g. one of our new members





Project team proposal



- Team headed up by Ingemar Elfvin presented proposal to committee in the beginning of 2004
 - BIG THANK YOU TO ALL WHO HAVE PARTICIPATED: Thomas Fock, Helmut Pollinger, Peter Rees, Carsten Rysgaard and Martin Welker
- Overall objective was to establish if there is a underlying business case for a new improved web-based ad exchange service, and if so outline the commercial, legal, technical and operational requirements.
- Proposed service and business model overall pretty similar to current AdEx, but with some differences
 - Print, compensation systems and photo ads
 - Furthermore certain guidelines for the online service were proposed (ad's reach and accessibility etc)

Committee decision

- The committee decided NOT to pursue with the project as presented by the Team
- However we will try to identify partner(s) together with whom we will develop the service
- Rationale: Although the fundaments for the service seems appealing, there is a too big risk for the association to bear alone
 - High upfront investment (90-130.000 €)
 - Limited human and financial resources at ICMA HO
 - To meet critical mass (user and content) proposed volume and pricing projections must be reviewed and strong execution plans developed



Next steps

- Try to find partner(s) to cooperate with in building a potential new AdEx service
 - Share risks and resources
- First round we will discuss with current members and sponsors:
 - Overall attractiveness and business model
 - Project specifications
 - Roles and responsibilities