



Association for Downloadable Media

Association for Downloadable Media Members Adopt Standards and Measurement Guidelines

Ad Standards Define Industry Units and Organize Audience Reporting

Washington, DC — February 1, 2009 — The Association for Downloadable Media (ADM), which facilitates the monetization of episodic consumer-downloaded content, today announced a list of members who are in voluntary support of the first standards and guidelines agreed upon by the organization. This further advances the organization's charter of creating a landscape favorable to the commercialization of web-delivered shows.

Both the ad standards and audience measurement guidelines were created by open committees, then offered for public comment, edited and ratified by the organization. Though many members have been following these formats as a standard practice of doing business, the member organizations are now organizing to publicly support these standards in an effort to create a scalable, organized market for advertisers to easily flight campaigns and become sponsors of episodic podcasts and vidcasts.

"Our members' voluntary support of the ADM standards and guidelines provides structural integrity across separately-held ad networks, inventory pools and publisher assets, to create the scale needed to operate in today's advertising marketplace," says Chris MacDonald, Chairman of the Association for Downloadable Media.

Ad units that have been standardized include pre, mid and post roll insertions, product placement within shows, and host-endorsements among the twenty-five creative options outlined in the standards document. The measurement guidelines give each member company one of two reporting options, based on how their shows are hosted, either

Native Server Measurement (NSM) or Third Party Measurement (TPM).

Now marketers can create ad units they can run in multiple podcast networks as well as in the shows of independent content producers to weave together a demographic and/or contextually targeted campaign. Further, audience metrics can be compared more easily and with confidence.

"With the emergence of each new digital media it's vital to create standardized ad units and measurement. Now that downloadable media companies are adopting the ADM guidelines, ad agencies will include podcasts and vidcasts in their media recommendations as standardized units mean they can scale across multiple content producers to get the reach they need." Susan MacDermid, SVP, Real Branding."

List of the Member Companies Participating in the Standards:

The ADM is open to both corporate and individual producers of content as well as non-profits, advertising agencies and solutions providers in the portable media space. The following companies that have agreed to offer at least a portion of the ad units outlined in the standards document and to report their audience metrics through one of the two methods outlined in the guideline are listed below.

COMPANY / CONTACT

BackBeat Media / Dave Hamilton

Bare Feet Studios / Roxanne Darling

Burst Marketing / Rob Simon

Circle of Seven Productions Sheila English

Coverville / Brian Ibbott

Culinary Media Network Jennifer Iannolo

Culture Catch / Richard Burns

IndieFeed / Chris Macdonald

KCRW / Jennifer Ferro

Kiptronic / Dave Rowley

Modified Media / Doug Taylor

NPR / Bryan Moffett
Personal Life Media / Susan Bratton
Podcast.com (Treedia Labs) / Glenn Gaudet
Podtrac / Mark McCrery
Portage Media Solutions / Jeremiah Staes
PRI / Morgan Church
Quick and Dirty Tips / Richard Rhorer
Raw Voice / Angelo Mandato
Revision3 / Jim Louderback
Sciencepodcasters.org / Ginger Campbell
SkydiverGirls.tv / Karen KFC Blanchette
The Best Radio You Have Never Heard / Perry Bax
Volomedia / Jeff Karnes
Wizzard Media / Chris Macdonald
ZimmComm New Media / Chuck Zimmerman

About the ADM

The Association for Downloadable Media is focused on providing standards for advertising and audience measurement for episodic and downloadable media. The organization's constituents include individual podcasters, media companies, publishers, syndication companies and distributors offering downloadable media, advertising agencies, marketers, technology suppliers, hardware and software manufacturers of portable media products and services, market research firms and audience and advertising effectiveness measurement companies. Through our volunteer membership, we provide leadership in and organization of advertising and audience measurement standards, research, education and advocacy to all those involved in portable media (Podcasts/ATOM/RSS media enclosures) across the Internet, iPods, MP3 players, mobile devices, P2P and other upcoming platforms.

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