

PLATINUM SPONSOR

rediff.com

Rediff.com is recognized in India as one of the premiere Internet destinations worldwide, providing online consumer and business offerings to the global Indian community. Rediff.com has expanded its technology offerings, moving beyond traditional e-mail communications and news-oriented services, and today, is an emerging player in social networking and e-commerce. The Company also is well-positioned in new and emerging categories, such as online gaming, music and video sharing and mobility. In addition to Internet-related services, Rediff.com also publishes two weekly newspapers, "India Abroad" and "India in New York", which are targeted at the Indian-American community based in the United States and Canada.

www.rediff.com

GOLD SPONSOR



VivaKi leverages the skill and size of the world's two largest digital specialist agencies (Digitas and Razorfish) and the world's two largest media communications companies (Starcom MediaVest Group and ZenithOptimedia) in ways that allow Clients to achieve their performance goals and be first, best and only.

VivaKi exists to help its brands navigate the overlapping areas of three vital categories – "Earned" media (when advocates spread your message through social media channels or by word of mouth), "Owned" media (such as brand websites and customer relationship management databases) as well as the "Paid" media of traditional advertising.

To get in touch with us at VivaKi, please call Pallavi at 9810845675. You can also contact us at srikant.sastri@vivaki.com or just visit us at www.vivaki.in

www.vivaki.com

SILVER SPONSORS



Blyk is a messaging media that works with mobile operators to link young people with brands and other stuff they like.

Blyk was founded in 2006, by Pekka Ala-Pietila (ex-President of Nokia) and Antti Öhrling (CEO of Contra), as the World's first ad-funded mobile network (MVNO).

Blyk has pioneered the use of interactive text and multi-media messaging as an advertising format, leveraging the most predominant, everyday behavior of young people (sending and receiving messages on their phones) and enabling young people to communicate with brands in the same way they do with everyone else.

Blyk launched in India with Aircel across the entire country and is targeted to 16-29 year olds.

www.blyk.in / www.blyk.com

indiatimes.com

Times Internet Limited (TIL), the internet venture of India's largest media house-Times Group-has emerged as the country's foremost Web entity, running diverse portals and niche websites that are among the fastest growing web-based networks worldwide.

TIL's flagship brand and India's state-of-the-art internet portal, Indiatimes.com encompasses telecom, e-commerce, online advertisement solutions, communities & events. Indiatimes.com is undoubtedly India's preferred online & mobile value-added services destination for millions of surfers & subscribers looking for a rich and diverse digital content. Indiatimes.com commands more than 575 million page views per month. The other key properties in the TIL portfolio are timesofindia.com – world no.1 news site in terms of page views, and India's No.1 business news website-economictimes.com.

In the mobile space, Indiatimes 58888 is the largest direct-to-consumer SMS and IVR shortcode, accessed by over 50mn users across all telecom operators.

www.indiatimes.com

BRONZE SPONSORS



Ideacts Innovations via its brand CLINCK aggregates the large and unorganized Indian Cyber Cafe Market. CLINCK powers cafes with efficient management software and converts all terminal desktops into its desktop portal – CLINCK Desktop.

A default portal that provides search, content, brand communication directly on the desktop and Operates on 100% Accurate Geo-Targeting.

As on Date, 16.6 Million Users p.m from 13,500+ Cafes across 261 Cities in India access the CLINCK Desktop.

Backed by Sequoia and SVB Capital, CLINCK in 4 Years has grown into a widely used medium across brand categories and has strategic partnerships with internet entities like Google, Facebook, YouTube, Yahoo, Microsoft, India.com among others.

www.clinck.in



Media business, media representative business, mobile solutions business and other overall mobile marketing businesses.

www.d2c.co.jp/en/

Sponsors



in.com is India's leading portal catering to more than 20 million users worldwide*; bringing together the latest news, music, videos, downloads, games and also offers the world's shortest email address.in.com is known to bring forth a contemporary & youthful perspective on all events & occasions ranging from 'Onion price hike', 'Bigg Boss television series' to the 'Cricket World Cup'. in.com strives to deliver information packaged with entertainment, thereby adding value to today's internet user.

www.in.com



Magnon Solutions is one of the pioneering digital agencies in India with over a decade of experience in the interactive space. A full-service, single-window digital agency, Magnon employs a massive team of nearly 150 professionals with offices in New Delhi and Mumbai. Ranked among the Top 25 Internet companies in India, Magnon has perhaps the most enviable clientele in the Indian digital landscape which includes marquee names like Adidas, Airtel, Axis Bank, Baxter, Daikin, Emaar MGF, Fortis, HBO, HDFC, Hilton, Hyundai, Marks & Spencer, Maruti, Michelin, NEC, Pioneer, Samsung, Schneider, Suzuki, TCS and Videocon...among several other esteemed customers. The company's offshore digital delivery arm, Magnon International, works with over 600 clients across five continents.

www.magnonsolutions.com



Microsoft Advertising provides world-class advertising tools and solutions for digital advertisers and publishers to drive brand and consumer engagement. The portfolio includes all of our digital advertising businesses: our global media network that includes MSN, Windows Live, Office Live, XBOX, Bing, Facebook and more, and our global technology platforms and tools that include Atlas, adCenter, Microsoft Media Network, Massive and ScreenTonic, which together create engaging digital advertising experiences for their consumers. Microsoft Advertising helps make buying and selling media simple, smart and more cost-effective across media and devices in the Microsoft network of properties and beyond, which spans 42 markets globally and 21 languages.

Visit <http://advertising.microsoft.com/india/home> for more information.

www.advertising.microsoft.com/india



Founded in 2006, Ozone Media is India's leading Internet Advertising Network with some of the largest online publishers as partners. In a short span of 5 years Ozone Media has garnered the faith of over 3500 publishers and has seen exponential growth year on year.

Using Ozone Media's reach and state of the art ad serving technology, advertisers across industry verticals can reach

out to Indian as well as global audiences. The company has a large network of websites that it partners in a revenue sharing model. Ozone Media's clientele includes HSBC, ICICI, Dell, Lenovo, Cleartrip, Kotak Mahindra, Times Jobs, Make My Trip, Zapak and Citibank.

An IDG ventures investee company, it is headquartered in Bangalore and has offices in Delhi and Mumbai.

www.ozonemedia.co.in/



SapientNitro, part of Sapient, is an integrated marketing and technology services company. As Idea Engineers, we create deeply resonant, emotional moments that occur between a consumer and a brand. Through these moments we're able to observe, interpret and influence behaviour, thereby establishing richer, lasting, mutually beneficial consumer/ brand relationships.

To navigate successfully the multiple pathways and touch points that make up a modern brand experience, you need to view that experience, not as a collection of disparate elements, but as a unified, seamless idea. By blending multi-channel marketing, commerce and the technology that powers them, SapientNitro conceives and crafts these ideas that play out in a myriad of ways in today's global, dynamic, consumer-empowered marketplace.

www.sapient.com/en-us/sapientnitro.html



Yahoo! is intensely focused on creating digital content and experiences that connect people to what matters most to them. We provide engaging and innovative canvases for advertisers to connect with their target audiences using our unique blend of Science + Art + Scale. Yahoo! is headquartered in Sunnyvale, California.

Yahoo! India (www.yahoo.in) was launched in June 2000 and has established itself as a leading Internet brand with highly engaging media properties and communication tools. Yahoo! India empowers you and offers a range of products and online tools to discover your world on the Web. Today, we are the market leader in some of the most popular categories in the online space, which includes Mail, Messenger, Movies, News, Finance & Cricket.

www.in.yahoo.com

SPONSORS



1997 - Hotmail asked "Why can't personal email be FREE?"
2007 - SMSCountry questions "Why can't personal SMS be FREE?"

160by2 (a SMSCountry initiative, winner of Deloitte Fastest 50 technology company in Year 2008 and again in 2010) endeavors to revolutionize the very concept of sending SMS - from a PAID service to a FREE service. You can now send free SMS messages, 140 characters long, not only within India but also to Singapore and Malaysia to all your near and dear.

160by2 invite and wishes each and every one Happy Messaging

www.160by2.com/international

ADTECH

ADTECH is an international supplier of digital marketing solutions and is AOL Advertising's ad serving platform. The company's flagship product is an integrated ad server solution that enables web publishers, ad networks, agencies and advertisers to manage, serve and evaluate virtually any kind of online advertising campaign including display, video and mobile formats. ADTECH's solution differentiates itself from the competition through its scalable, enterprise-class infrastructure and user-friendly tools, providing users with increased efficiency, reliability and ROI for their online advertising business. ADTECH customers include major players like BSKyB, Hi-media and Gannett. ADTECH AG is a wholly-owned subsidiary of AOL Inc.

www.en.adtech.info/home/



We are digital consultants helping brands leverage the digital medium to gain competitive advantage. We strategize to give brands both recognition & reach in the digital medium. Our patrons employ our services for multiple objectives from

- Branding
- Enhanced visibility
- Attracting internet traffic
- Recruitment
- Generate sale
- Build online properties to engaging customers

With the team of 80+ professionals spread across our offices in Mumbai, Delhi and Pune, Communicate 2 is proud to be India's first Google Analytics Certified Partner. Communicate2 have been able to create a unique ecosystem between our domestic and offshore services, complementing improvement and value addition in each of them on a continuous basis. Our Service offerings include

- Digital Consultancy
- SEM
- SEO
- Social Media Listening
- Online Reputation Management
- Google Analytics
- Mobile Marketing

www.communicate2.com

dealsyou

Deals and You is one of the largest group buying portals in India and features daily deals on the best things to do, see, eat, and buy in leading cities. Deals and You is a venture between the Group Buying Global AG & Harish Bahl. Deals and You in a very short duration of time, has broken into the top 150 websites* in India and amongst the top 25 online retail portals. Deals and You has a national presence with a physical presence in the cities of Delhi, Chandigarh,

Mumbai, Pune, Hyderabad, Bengaluru and Chennai. By the end of 2011, we plan to have a physical presence in over 24 cities.

www.dealsandyou.com

FASHION : YOU

Indulge Yourself

Fashion and You is India's leading private sales website and a leader in the Indian Online Fashion & Luxury Industry. Fashion and You is an invitation-only private sales club, which partners with high fashion and luxury brands across fashion apparel, accessories, footwear, watches, jewellery, fragrances, home décor, and holds private sales events for these brands on www.fashionandyou.com. Membership to Fashion and You is by invitation only and members get access to coveted brands at prices up to 80% off retail. Since its inception in January 2010, Fashion and You has been growing at a tremendous pace.

Fashion and You is part of a Global Brand Alliance of Private Sales Clubs in 8 markets including Russia, Brazil, USA, Turkey, Middle East, Australia, Mexico and Switzerland. Fashion and You employs more than 150 people spread across offices in Gurgaon, Mumbai, Bangalore. Fashion and You is headquartered at Gurgaon, India and has its Order Processing Center and Warehouse in Delhi, India.

www.fashionandyou.com

hover.in

Hover is a user-engagement platform that adds context on the web, within text on digital media. Hover works with large portals analyzing more than 500,000,000 words everyday engaging users via several million hovers a month, and has worked with brands such as Symbiosis, Sikkim Manipal, Games2win among others. Hover invites marketers in 2011, to position their products for maximum brand-recall by turning text into true brand ambassadors through HoverAds.

www.hover.in

InMobi

InMobi is the world's largest independent mobile advertising network. With offices on four continents we provide advertisers, publishers and developers with a uniquely global solution for advertising. Our network is growing and now delivers the unprecedented ability to reach 200 million consumers, in over 125 countries, through more than 31.5 billion mobile ad impressions monthly. Most recently selected as the 2010 AlwaysOn Global 250 Companies to Watch, InMobi is venture-backed by investors including: Kleiner, Perkins, Caufield & Byers and Sheralo Ventures. The company has offices in London, San Francisco, Bangalore, Tokyo, Nairobi and Singapore.

Please visit www.InMobi.com. Twitter @InMobi.

www.inmobi.com

Jivox

Jivox is India's number one interactive online video advertising company that enables agencies, brand advertisers and publishers to deliver highly engaging cross-platform online video advertisements yielding significant uplift to campaign performance via interactive and social widgets. Jivox analytics tools like BrandGage provide accurate measurement of online video advertising campaigns using metrics that are substantially more evolved than just click-through rates. Jivox is a privately held company headquartered in San Mateo, California with a development office in Bangalore and sales offices in the US (New York, Los Angeles, San Mateo) and India (Bangalore, Delhi, Mumbai). For more information about Jivox, please visit

www.jivox.co.in

komli

Komli Media is Asia Pacific's leading digital media platform. Komli Media reaches over 30 million unique users through 200 partner websites and work with over 100 advertisers across Asia Pac, Europe, USA and North America.

Komli Media powers India's only ad network platform with solutions across lead acquisition, audience targeting, rich media, online audience measurement and brand impact measurement. Komli Media also represents premium content channels in the Autos, Lifestyles, News, Sports, Technology, Entertainment, Youth and Business and Finance segments across the Internet.

Headquartered in Mumbai, Komli Media is also present in New Delhi, Bangalore, London, Melbourne, Sydney, Singapore, New York, Palo Alto, and Toronto.

ViziSense, Asia Pacific's leading online audience measurement and ad spends benchmarking platform is owned and managed by Komli Media. Market leader in India it will soon be launched in Australia.

www.komli.com

LUKUP

Content,
in Context

Our mission is to make interactive content and applications easy to create and accessible to audiences on TV, mobile phones, and internet connected devices.

lukup was set up in 2009 to change the way we create, consume, interact with each other on mobile phones, televisions and internet connected devices. lukup has evolved to become a software platform that provides an end to end solution to create interactive content and deliver them to consumers.

lukup today enables advertisers, publishers, developers and operators to deliver highly engaging applications and reach their target audience on any digital platform. Paired with advanced targeting, optimization and campaign tracking, lukup provides unparalleled interactive solutions for mobile and TV in the market today.

www.lukup.com

media contacts

Media Contacts Asia Pacific is the sister digital agency of MPG, the flagship agency of Havas Media.

Media Contacts delivers data-focused marketing solutions across all interactive channels: digital, direct response, relationship based media - we call this Channel i. The agency was launched in Asia Pacific in 2007 and has witnessed exponential growth in the last three years with an impressive clients list comprising of blue chip brands like DBS, Symantec, BNP Paribas, Credit Suisse, Hyundai, Kia, INQ Mobile, Optus, Danone, Tata Communications amongst others.

In Asia Pacific Media Contacts has operations in 11 markets while globally it is present in 40 countries across 52 cities across North America, South America, Europe, Africa, Asia, and Oceania. The agency is a trusted partner of more than 400 clients, including the market leaders in many industries, such as Air France, Expedia, Fidelity, France Telecom, ING Direct, Nike, Peugeot/Citroën, Repsol, Reckitt Benckiser, and Sears amongst others.

www.mediacontacts.com/home.php

nielsen

The Nielsen Company is a leading global information and measurement company that provides its clients with a comprehensive understanding of the media consumption habits and purchasing behaviours of today's consumers and, critically, the relationship between content and commerce. Nielsen delivers unique media and marketing information, analytics and industry expertise about what consumers watch, read, listen to, share, interact with and buy. Our information, insights and solutions help our 20,000+ clients around the world maintain and strengthen their market positions and identify opportunities for profitable growth.

in.nielsen.com/site/index.shtml

ohana

Ohana Media is a technology driven advertising startup based out of Hyderabad, Mumbai, New Jersey and California. Our flagship product OhanaQB is a Unified Audience Marketing platform helping marketers collect data across multiple digital touch-points including Search, Display, Social Media, Email and Direct Website Visits; process this data to generate insights and recommendations; and take action by personalizing the marketing experience to customers and prospects across each of these touch-points.

For more information, please visit www.ohana-media.com and www.ohanaqb.com. Or get in touch with us at aloha@ohana-media.com

www.ohana-media.com

sponsors

one97 | Let's get talking!

One97 Communications Limited is India's leading Mobile Value Added Service Company. One97's Innovative mobile content, messaging, commerce services and made-to-order network applications offer new revenue streams to telecom operators. Working closely with service providers and enterprises, it offers customer lifecycle management and mobile marketing to enhance their profitability. Championing speed of delivery, One97 thrives on its widely deployed telecom applications service platform to deliver scalable, flexible and customized services. Funded by Intel Capital (Mauritius) Limited, SAIF and SVB India Capital Partners. One97 also invests and incubates new mobile technologies start-ups. For more information about One97 please go to www.one97.com.

www.one97.com

STRATEGIC
Outsourcing Services
ISO 9001:2008 CERTIFIED

Strategic Outsourcing Services is the leading provider of Business Data and Marketing Outsourcing Services. Strategic is a trusted marketing partner for 18,000 Businesses, advertisers, publishers and media firms.

Our expertise lies in providing Marketing Outsourcing Solutions, B2B data solutions for our clients. Our services include email database marketing and Global data management. At Strategic, even the most complex data management projects are delivered with ease and a quick turnaround.

We also offer graphic designing, end-to-end online marketing solutions, content, software and new social media campaigning solutions. We are India's Largest Marketing Outsourcing Provider with over 1200 staff in our Group.

www.strategicoutsourcingindia.com

THE WALL STREET JOURNAL.
ASIA
PRINT • ONLINE • MOBILE

The Wall Street Journal Asia is the leader in global business news for Asia. It provides indispensable news and analysis of regional and global business developments for an influential pan-Asian audience of corporate and government decision-makers.

The Wall Street Journal Asia delivers unparalleled news and analysis through a vast network of online and digital platforms. Online, WSJ.com is the leading provider of business and financial news and analysis on the web. Digital offerings such as WSJ India Mobile and WSJ Tablet edition also continue to grow as the desire for news on-the-go inspires new technologies, expanded functionality and enhanced delivery.

www.asia.wsj.com/home

VDOPIA

Vdopia Inc. is a leader in the online video and mobile advertising space, enabling major brands to engage with the right audiences at the right time, aligned with relevant premium content. As recognized by premier sources including Red Herring and TiE50, we deliver the world's leading next-gen digital video platform both online and on mobile devices – including the largest video and rich media mobile advertising network. Vdopia is headquartered in Silicon Valley, with sales and development offices in New York, Chicago, Los Angeles, Mumbai and Gurgaon. For more information, visit www.vdopia.com.

www.vdopia.com

VSERV

Vserv.mobi is a pioneer in Mobile In-App Full Screen Ads for J2ME & Android Apps. Vserv's unique App Ad-Wrapper technology facilitates Full Screen Billboard Ads & Video Ads combined with Multiple Call to Action capability. Thus, offering a win-win ecosystem for Advertisers and Mobile App Developers. Advertisers can now leverage Vserv's In-App Network with highly engaging & interactive mobile ad-formats to generate maximum impact on the small screen.

www.vserv.mobi

TIMES BUSINESS
SOLUTIONS

Times Business Solutions Limited (TBSL) – Is the online classifieds initiative of The Times Group, India's largest media conglomerate. TBSL ranks among the top internet companies in India, operating a portfolio of the notable brands - TimesJobs.com, MagicBricks.com & SimplyMarry.com, which are all leaders in their respective categories of Jobs, Property & Matrimony. TBSL also operates several innovation brands including Ads2Book.com, YoList.com, DialBPOJobs, TechGig.com & PeerPower.com. With its focus on providing users with value generating interactive platforms in this ever-changing, dynamic environment; TBSL's brands are able to command an audience of over 25% of India's digital population across its online properties.

www.tbsl.in

wallmedia

Walla Media is a full-service advertising agency, specializing in performance-based global marketing solutions to Fortune 500 companies. Walla Media has built sophisticated marketing tools and proprietary technologies to create high volume, ROI driven campaigns and acquire customers for companies in insurance, satellite tv, education and consumer verticals. Walla's executive team consists of entrepreneurial innovators with strong track records in diverse range of marketing mediums including traditional online advertising, affiliate marketing, email, search engine and social media marketing.

www.wallamedia.com

sponsors