



NETWORKED TO PERFORM

Capabilities Presentation 2009



ENTERPRISE



TECH
ENTHUSIAST



GAMING &
ENTERTAINMENT

#1 Global Tech Network

The world's best and most visited technology sites.

- ▶ An entirely new way to buy premium online technology advertising
- ▶ Target by content, behavior, channel, geography, and demographics



80MM+
Unique Visitors



40+

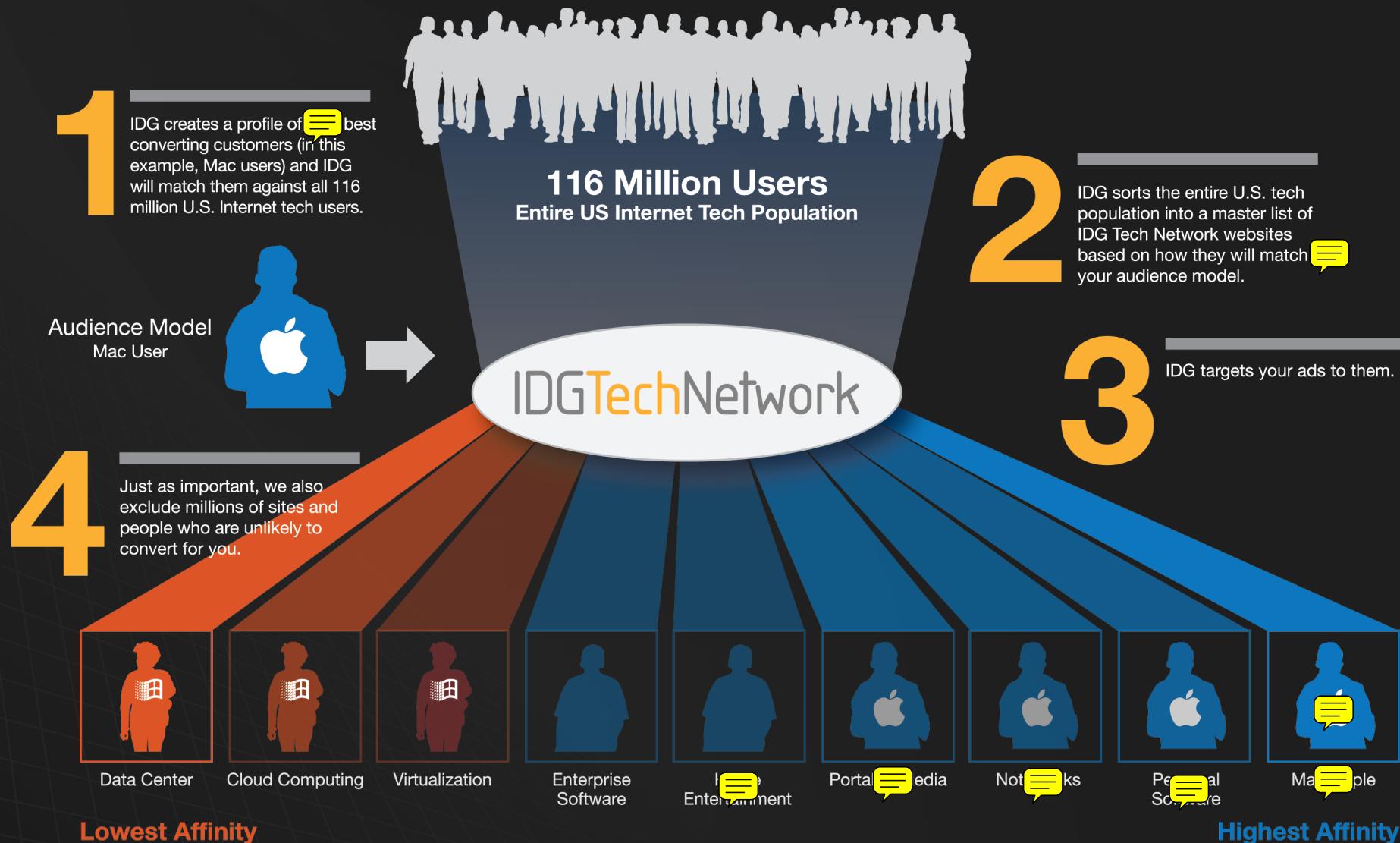
Vertical Tech Channels

200+

Premium Publisher Sites



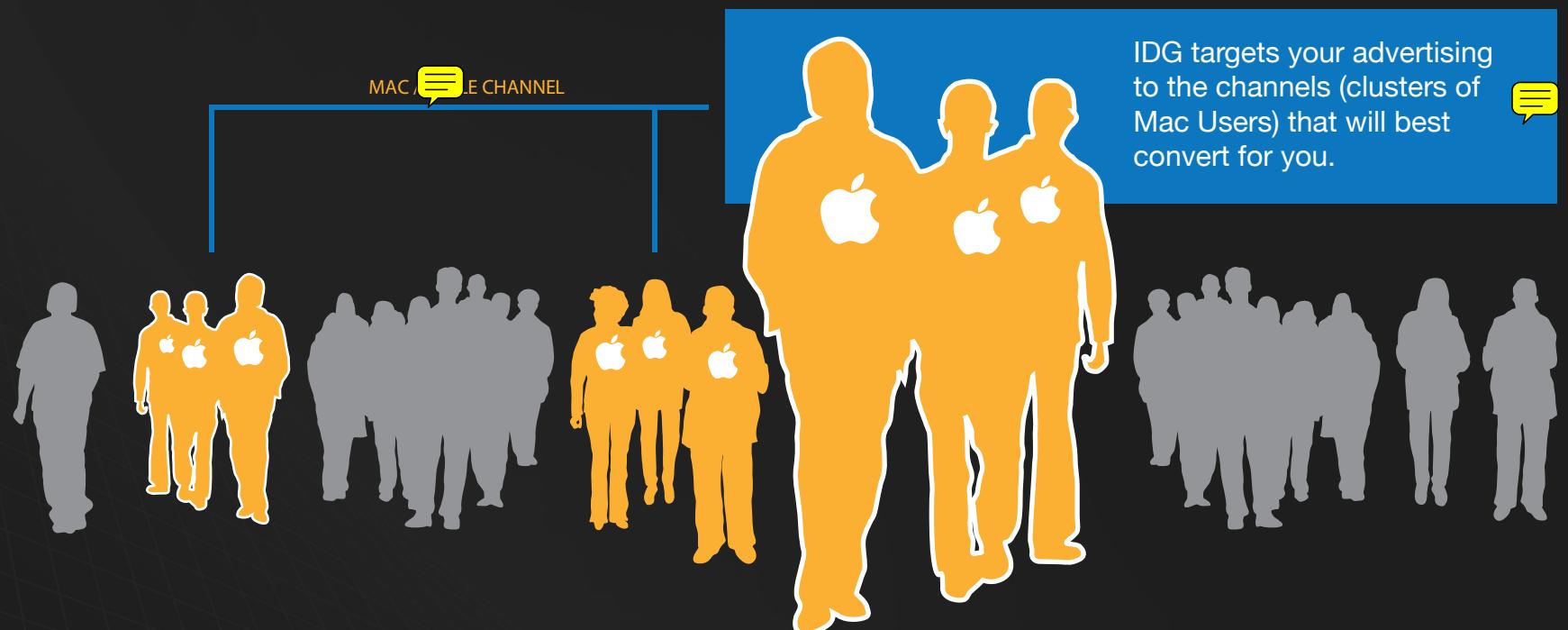
TARGETING TECHNOLOGY AUDIENCES ON THE INTERNET



CLUSTERING SITES INTO HIGH PERFORMING CHANNELS

Target and buy your technology channel.

Based on your audience profile (MAC User) we know which web sites on our network will best perform for you.



IDG Tech Net websites matching your audience model

Amit Bhawani
Appletell
BetaNews
BrightHub
Chris Pirillo TD
Computer User

Connected Internet
Digital Arts
EduGeek.net
Gear Live
Geeks are Sexy
Technology News

GeekSmack
Ghacks Technology News
Gizmag.com
Good Gear Guide
Hacknmod
ihackintosh

Instantfundas
infotech-de
iPhone Buzz
iPhone Software ES
iPhoneHacks
jkOnTheRun

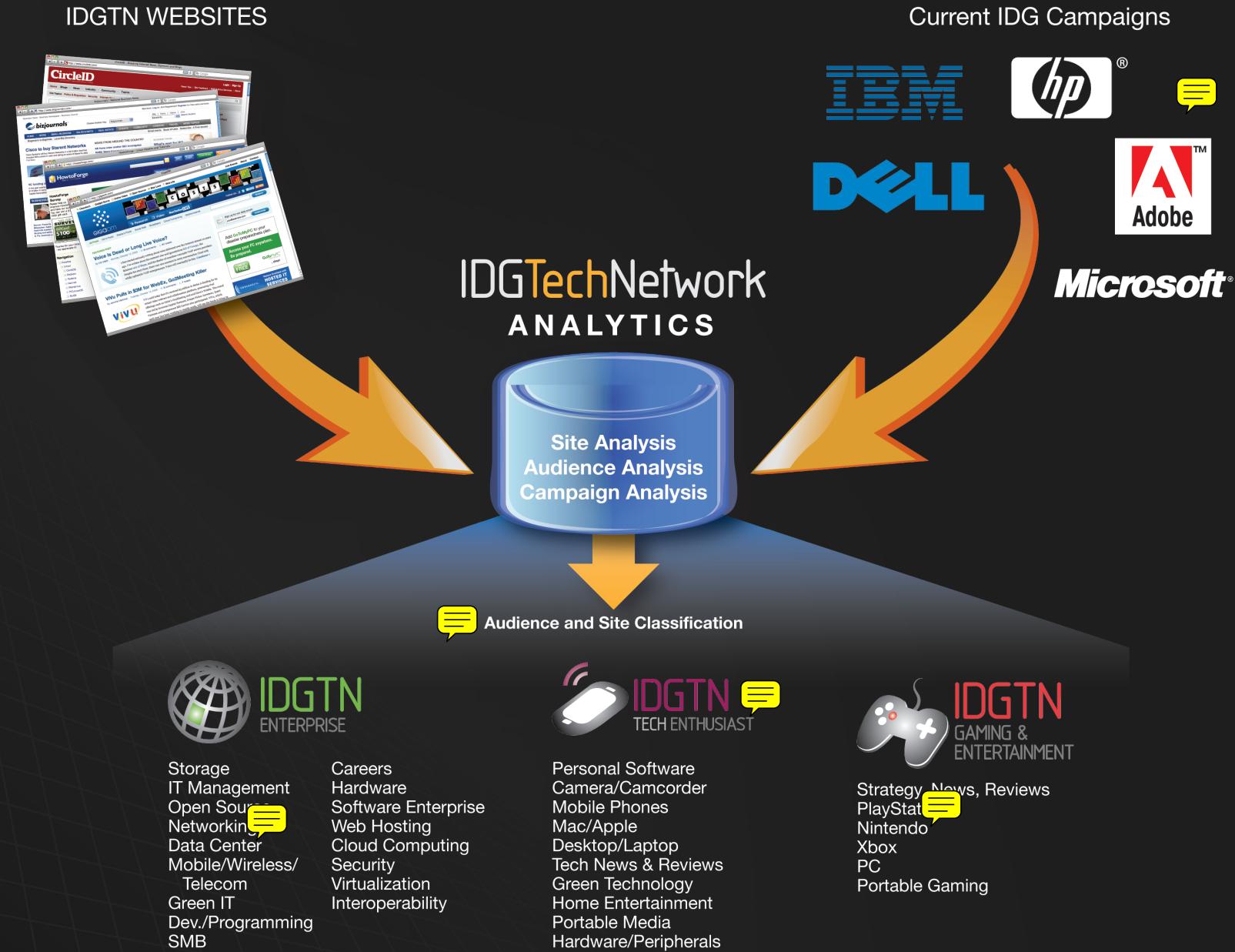
Lost In Technology
MacVideo
MakeTechEasier
Modmyi
Quick PWN
Retrov

Technospot.Net
Techwatch UK
The Apple Blog
The Mobiler
The WWW Blog
Trouble Fixers

Walyou
Webtrickz
ZD Enterprise Channel



AFFINITY DRIVES PERFORMANCE



PUBLISHER AND ADVERTISER TESTIMONIALS



The IDG Technetwork has grown significantly in importance for our media teams. We have campaigns running there for multiple clients including VMware, EMC, Webroot, Hitachi Data Systems and Citrix Netscaler. This growth has been as a direct result of campaign performance and the high confidence that we have that our campaigns will deliver to our client's expectations.

Dick Read
CEO, Just Media



IDG's launch of the IDG TechNetwork was a great addition to their strong portfolio of technology brands. CA partnered with the TechNetwork to capitalize on their depth of site offerings and targeting to specific technology solutions.

Michael Paradiso CA
VP, Worldwide Media



We chose a media company that is the global leader for technology news and information.

Paul Walborsky
CEO, GiGaOm Network



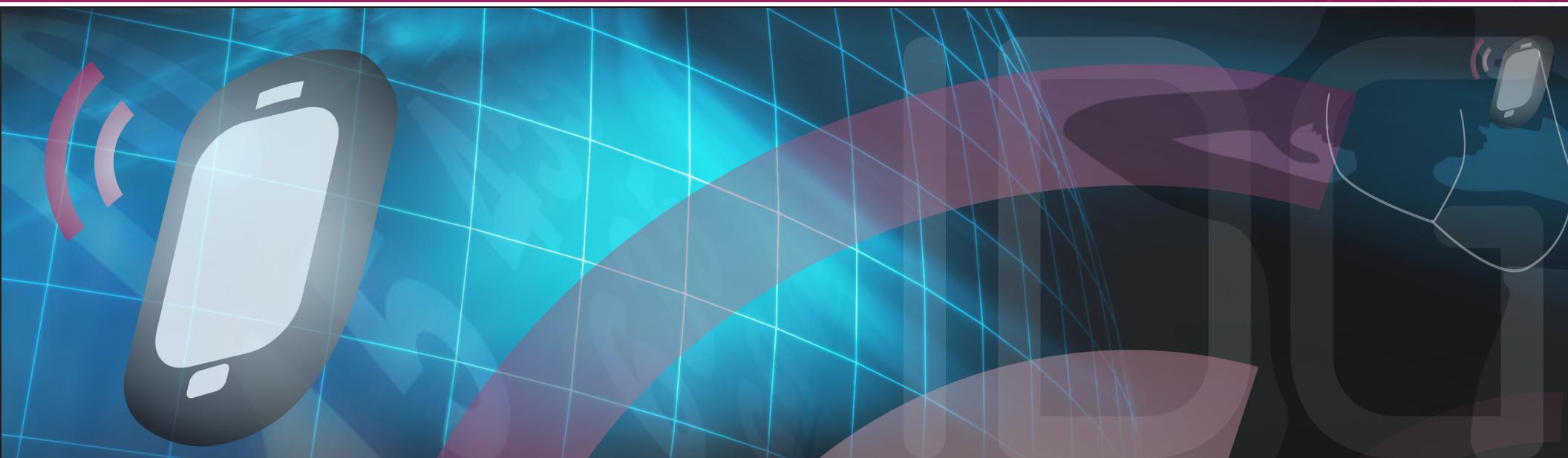
Mediasmith selected IDG TechNetwork because their transparent network of relevant sites allows us to efficiently reach our client's target audience. Their flexibility in creating custom campaigns and ability to deliver unique programs provides value beyond that of a traditional ad network.

David L. Smith
Founder, CEO, Mediasmith



ENTHUSIAST

TECH ENTHUSIAST



IDG TN
TECH ENTHUSIAST

SAMPLE WEBSITES IN THE TECH ENTHUSIAST NETWORK

alaTest	Gaj-it	MakeUseOf.com	Tech Reviews
Amit Bhawani	Gear Live	Mark's Technology News	Tech Spikes
Android Community	Geeks are Sexy Technology News	MiBlackberry	TechEblog
Appletell	News	Mobile Tips and Tricks	Technixupdate
BetaNews	GeekSmack	Mobiletor	Technology Bites
Bizjournals	Geek with Laptop	Mochila News Network	Technology Blog
BrightHub	Ghacks Technology News	Modmyi	Technospot.Net
Cctvcore UK	Gizmag.com	My Pre	Techpowerup
Cell Phone Signal	Good Gear Guide	NewTeeVee	Techwatch UK
Chris Pirillo TD	Greenpacks	Nosologeeks ES	Techzilo
Computer User	Hacked Gadgets TD	Notebooks.com	TFTS
Connected Internet	Hacknmod	One Tip A Day	The Apple Blog
Consumer Electronics Net	Hoover's	OSNews	The Daily Galaxy
Crenk	Hot Hardware	Overclockersclub	The Mobiler
Device Mag	ihackintosh	PC Mechanic	The Next Web
Digital Arts	Instantfundas	PC Pitstop	The Red Ferret Journal
Digital Inspiration	Into Windows	PC Place	The Tech Lounge
Digital Media Net	infotech-de	Phone Magazine	The UberReview
Dilbert.com	iPhone Buzz	Phoronix	The WWW Blog
Dream In Code	iPhone Software ES	Photo.Net	to the PC
Dream In Code	iPhoneHacks	PocketPC	Tom Tom Forums
DP now	ITECHNEWS	Quick PWN	Trouble Fixers
eCoustics.com	jkOntTheRun	RadarSync	VR-Zone
EduGeek.net	KillerTechTips	redOrbit	Walyou
Eee Site	LaBlackberry	Retrevo	Webtrickz
Electronics Infoline	Life Rocks! 2.0	SlashGear	Windows 7 Center
Four Thirds Users	Lost In Technology	SlashPhone	Windows 7 News
Gadget Venue	Iytebyte	Softalize	ZD Enterprise Channel
Gadgetell	MacVideo	Snaphow	
GadgetHER	MakeTechEasier	Sprint Users	

POWERING TECHNOLOGY ON MAJOR NEWS PORTALS

