



February 7<sup>th</sup> 2008

Effective immediately GroupM and its parent company WPP, the world's leading advertising and marketing services group, announce a significant re-organization in its search marketing operations.

GroupM, the world's largest media investment management organization and parent company of MediaCom, Mediaedge:cia, MindShare and Maxus today announced a consolidation and restructuring of its search operations around the world. The new entity will be the world's largest search specialist inside a marketing services holding company and will have a greater geographic footprint than any competitor. The overall goal is to:

- More closely integrate search with the overall communications planning and implementation service of GroupM's agencies
- Create a set of human and technical capabilities that deliver best in class search engine marketing (paid search), search engine optimization (organic / natural search) and advanced search capabilities in video, mobile, local and social media.

The new organization brings together 4 entities that previously operated independently of one other:

- Outrider; the organic and paid search provider to GroupM and direct clients in the USA with offices in New York, St Louis, Chicago and Seattle together with offices in EMEA and the Asia Pacific region.
- Catalyst; organic and paid search specialists based in Newton, Massachusetts.
- 24/7 Search; formerly a unit of 24/7 Real Media with offices in New York, Sunnyvale Calif, Toronto, London, Paris, Madrid, Hamburg, Sydney, Tokyo and Seoul. Tokyo and Seoul are part of a joint venture between 24/7 Real Media and Dentsu and will main separate from the rest of the organization.
- Quisma; Germany's leading paid search agency

We will retain our co-operation with NEO@Ogilvy but it will continue to function independently of the new GroupM structure. In addition the bid management platform Decide DNA will remain part of 24/7 Real Media alongside its other platforms including Open AdStream.

## **Leadership**

The regional leaders of search operations will be:

Chris Copeland, Beth Letendre, Heather Frahm, Thorsten Faltings, Robbie Hills

The overall organization will report to Rob Norman, CEO GroupM Interaction Worldwide.



## **Agency organization**

As our search organization increases in scale (400 people globally) we are now able to execute our strategy of service delivery through our operating agencies in many markets. The new entity will benefit from technology investments, training programs, a global footprint, and back office synergies executed by the GroupM organization.

## **Technology**

Wherever possible we will adopt and evolve the Decide DNA bid and campaign management tool developed by 24/7 Real Media. Decide DNA has been ranked twice as the world's foremost search tool by Jupiter Research. Decide DNA will continue to evolve under the leadership of Ian Leuchars inside 24/7 Real Media and be deployed in all operating units and all markets. In addition to DNA adoption we will maintain our existing collaborations with DoubleClick and Atlas as well as continue use and development of Quisma's Bid Agent platform in Germany.

## **What this means for us**

Rob Norman, CEO GroupM Interaction Worldwide said "We have been active in search since 1998, in the decade that followed search has become an increasingly prevalent consumer activity and a vital part of overall communications strategy. We have created an organization that is well placed to capture the share of intention expressed by consumers and leverage that to the benefit of our clients. The aggregation of these assets represents an exceptional gathering of people, technology and geographic footprint and an opportunity for our agencies to integrate search in a top quality proposition around the world."