

## Google + Admeld: What people are saying

### **Rajeev Goel, CEO, PubMatic**

"I see this development as very positive for PubMatic for a variety of reasons." ([AdExchanger.com](http://AdExchanger.com))

### **Frank Addante, CEO, the Rubicon Project**

"Frank Addante, chief executive of online ad technology firm Rubicon Project, an Admeld competitor, said that he does not think that the Google-Admeld deal will eliminate competition in the online advertising business. Google claims a small share of the online display ad market and continues to face competitive pressure from the more than a thousand companies angling for a piece of marketers' budgets, he says." ([WSJ](http://WSJ))

### **Brendan Moorcroft, CEO, Cadreon (IPG Mediabrands)**

"Admeld has developed a comprehensive suite of services and established strong relationships with premier media companies, allowing them to provision premium inventory into the biddable media environment in a meaningful way. Their offering embodies the perfect complement to Google's DoubleClick Ad Exchange, which has created an efficient mechanism for advanced digital media transactions... As a result, through Google we now have even greater access to a wider and more diverse set of inventory, resulting in a richer array of opportunities for digital campaigns to take advantage of. This acquisition is great news for the industry and is proof that our space will continue to have aggressive, compound growth for the next several years." ([AdExchanger.com](http://AdExchanger.com))

### **Arthur F. Muldoon, Co-founder & CEO, Accordant Media**

"Google continues to send clear signals that it is committed to invigorating the biddable display, video and mobile media marketplace to power its future growth... While this transaction should enhance each company's positioning and Google's share of inventory supply and transaction volume, the deal by itself does not necessarily create a new stranglehold for Google. The biddable media market is much more complicated than search given the numerous supply sources, tactic and variety of value-added participants... The game isn't over... That effect would accelerate the growth of supply and demand systems, and a more transparent, dynamic and enhanced marketplace would evolve for all." ([AdExchanger.com](http://AdExchanger.com))

### **Darren Kelly, Chief Revenue Officer, Photobucket**

"We've worked closely with both the Google and Admeld teams for a long time. There is some serious brain-power coming together here with this deal which can only be good for web publishers and the display advertising industry. I think this will accelerate innovation and lead to great new advertising options for both publishers and advertisers." ([AdExchanger.com](http://AdExchanger.com))

### **Matt Barash, VP & Advertising Director, Forbes**

"But what I find most interesting and least top of mind for many of those watching from the sidelines would be the benefits of improved workflow... Admeld brings tremendous workflow efficiency to Google in an increased effort to eliminate traditional IO's and a renewed spirit of on the fly innovation, while they continue to focus their display efforts on an end to end solution." ([AdExchanger.com](http://AdExchanger.com))

### **Kurt Unkel, SVP of VivaKi Nerve Center (Publicis)**

"From a publisher's perspective, I have to believe this will address several of the challenges related to transparency and tighter inventory controls that were frustrating to AdX and [DoubleClick for Publishers] publishers. And this in turn should drive up adoption of the solution amongst Publishers who to date have held back. Kudos to Google for listening to their customers." ([AdExchanger.com](http://AdExchanger.com))