

1020 Placecast

CORPORATE BACKGROUNDER

Overview

1020, Inc. is the developer and owner of Placecast™, the first online advertising network that targets and places advertising based on the real-time physical location of a user's Internet connection. Placecast gives online advertisers the same advantages available through other physical media networks such as outdoor and transit advertising—namely relevance to location and surroundings—plus the ability to change the message according to date, time, event, or other real-time attributes.



Placecast is able to tailor its PlaceAds™ by “locating” the consumer's WiFi, cable/DSL or mobile connection. Privacy is protected because Placecast can locate only the person's Internet connection—it cannot identify any personal information about that user. Placecast does not need to know *who* is connecting, just *where* they are connecting.

Based in San Francisco, privately-owned 1020, Inc. is funded by Voyager Capital and Onset Ventures.

Industry Situation

For years, marketers have taken advantage of place-based advertising offline in the subway, the in-flight airline magazine, or at the stadium. But until now, there was no effective way to transfer that knowledge of place to the Internet. Placecast provides the answer with geo-targeting done right.

Placecast and its users benefit from the unprecedented interest in location-based Internet services. Use of online maps and GPS (Global Positioning System) services is exploding among the general public. Mobile phones are featuring more and more real-time, location-based services—from road maps and on-the-go directory information to tourist information and traffic updates.

While demand for location-based services is growing, offline advertising spend is moving online. Of the \$100 billion in local advertising spent in the U.S. each year, to date less than 10% has moved from traditional media (newspapers, magazines, etc.) to the Internet.

Competitive Advantage

Because Placecast can deliver time-sensitive, location-based PlaceAds on laptops, desktops, mobile phones and GPS devices, it can reach consumers in uniquely relevant—and cost-effective—ways. An upscale hotel may host a neurosurgery conference one week and a fashion show the next. By cross-referencing Internet connection locations with relevant information about that place, Placecast delivers ads that are appropriate to each of these different audiences.

In an airport, Placecast can tailor PlaceAds to business travelers on a weekday and to vacation travelers on the weekend. Convention centers host ever-changing groups, each of which has its own interest in particular products, services and/or local retailers. Placecast can even tailor messages to specific audiences based on demographics of a particular residential neighborhood.

Customers

To date, 1020 has enjoyed a 100% renewal rate for advertisers using Placecast. Blue-chip advertisers including FedEx Kinko's, Amtrak, Hyatt and several of the world's most respected advertising agencies have chosen Placecast as the newest conduit for their campaigns.

FedEx Kinko's, for example, uses Placecast to promote its Print Online service which allows customers to print and ship documents remotely using only an Internet connection. "We are definitely reaching our audience where we really want to reach them," notes Alex Stone, OMD Media Strategist for FedEx Kinko's. "The ads are driving a good amount of traffic... We're excited about [Placecast] and our client is very happy with the results."

Industry Awards

1020's groundbreaking Placecast service recently earned the company the "OnMedia Top 100" Award, given to game-changing companies in the advertising industry. The service has also been named "Top Ten" at the 2008 ad:tech interactive advertising conference.

Key Executives

- **Anne Bezancon, Founder and Chief Executive Officer**—former VP of Directory Services for JiWire; founder and former CEO of BEAP, a provider of custom content management solutions for online publishers; former executive producer at Productopia; co-founder of PCI, a strategic consulting firm specializing in corporate alliances between the U.S. and Europe whose clients included Excite, Swatch, Prodigy, Infogrames and AT&T. In 1994, Bezancon organized the 40,000-participant Forum of the United Nations Conference on Women in Beijing, China.
- **Daniel Parkes, Vice President of Engineering, Co-Founder**—former lead architect at Manhattan Associates, a supply-chain software company with products in logistics, transportation, replenishment and retail planning.
- **Blair Swedeen, Vice President of Market Development**—former founder of Partenza Consulting, a strategy and business development consultancy advising companies and investors in the Location-Based Services (LBS) industry; former executive for the Internet/Wireless product line at NAVTEQ, the leading digital map content company; former director and quantitative analyst at UBS Global Asset Management.

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