



Embracing the Future: ICMediaDirect.com Launches Online Video Ad Network

ICMediaDirect.com, November 02, 2006

URL: <http://www.pr9.net/comp/internet/4688november.html>

With an eye on the horizon, ICMediaDirect.com is flexing its Gold Sponsor status as it showcases the cutting edge online video ad network at the 10th Annual adtech:NY conference from November 6 to 8th at the New York Hilton.

PR9.NET November 02, 2006 - New York, NY – No online business is generating more media buzz today than the model of an advertising-based video-on-demand network. Knowing this, ICMediaDirect.com, a full service online advertising agency, will be keen on introducing the public to its new online video ad network at the adtech:NY Conference on Nov 6 to 8th at the New York Hilton. ICMediaDirect.com will be debuting this new capability as a highly esteemed Gold Sponsor of this event, joining among the industry heavy weights such as Google, Forbes.com, and Advertising Age.

ICMediaDirect.com could not embark upon its video ad network venture at a more auspicious time. For several months heavy media coverage has highlighted a convergence pattern between two worlds: that of web-based video sharing sites with online social networks. This trend portends heady times for companies with the infrastructure in place to capitalize on the marketing opportunities that will undoubtedly result.

Data from a leading market research firm, eMarketer, indicates that only about 2% of the \$15.9 billion dollars spent on online advertising this year will be on these two merging sectors; yet 3 of the top 15 trafficked websites are directly in this space, including the behemoth MySpace. The growing consensus is that ad spending in this sector will explode. Subsequently, companies with proper networks like ICMediaDirect.com with its new video ad platform, will be beneficiaries of this impending growth within this new convergent sector.

ICMediaDirect.com is happily committed to a Gold Sponsorship role in supporting the 2006 adtech:NY. The event is expected to break all previous attendance records in its 10th annual conference. The theme this year is appropriately "From the Alley to the Avenue", a fitting nod to the Internet's arrival as the premier advertising medium. adtech:NY is a golden opportunity for the online marketing field to congregate, make new contacts, and promote business relationships.

In addition to the long list of accomplished industry leaders scheduled for seminar presentations, there will also be networking opportunities and receptions for conference goers. This conference will be held from November 6 to 8, 2006. Gold Sponsor ICMediaDirect.com is prominently exhibiting at tables TT18-19, located directly across from the event registration desks. All are cordially invited to come and say hello to ICMediaDirect.com's staff who, as always, will have a gift and a smile for conference attendees.

###

About ICMediaDirect.com

ICMediaDirect.com provides advertisers with easy and affordable ways to plan and buy media online. Launched in 1999, we have grown into one of the largest providers of direct response-based marketing with over 900 partners in our network delivering tens of billions of ads each month.

Website: <http://www.icmediadirect.com>

[PR9.NET - Your Free Press Release Service](#)