



TELECOM ITALIA

TELECOM ITALIA'S CHOICE OF OPEN ADSTREAM® AS A NEW AD SERVING SOLUTION BEARS EARLY FRUIT

The Brief

Telecom Italia is a major telecommunications operator in Europe. While successful in regards to online marketing, the company needed a more powerful ad serving platform for its French property, Alice ADSL France. The Telecom Italia property Alice ADSL, a broadband services and Internet television and telephony provider, Internet portal and search engine (www.aliceadsl.fr), currently serves approximately 400,000,000 ads per month on its Web site to 5.5 million users (47% reach in terms of the French market). Telecom Italia had been using the local version of Doubleclick Dart 5.1 to serve ads on Alice France, when in early 2006 it began to search for a new solution.

Telecom Italia was particularly interested in identifying a product that would offer:

- more efficient operations
- increased scalability
- the ability to create more attractive sales packages
- local technical support in the local language

The company conducted a thorough comparison of the leading competitive solutions and after several months of tests, chose the ASP version of 24/7 Real Media's Open AdStream to fill its need.

The Approach

Telecom Italia conducted comparative tests of competing products from Falk, Doubleclick, 24/7 Real Media and AdTech over a period of several months. After narrowing its selection down to AdTech and 24/7 Real Media, it carried out a side-by-side live comparison of AdTech's product and of the ASP version of Open AdStream. This comparison involved tests not just of ad serving functionality, but also of the technical support and other services provided by each company such as trafficking.

Among many other things, Telecom Italia based its final choice of Open AdStream 5.8 on:

- 24/7 Real Media's local language support
- 24/7 Real Media's commitment to continued development of the product
- Open AdStream's flexible and thorough ready-to-use reporting
- Its inclusion of reach and frequency metrics
- Its geographical targeting capabilities
- The ease with which it links and interacts with Telecom Italia's contract management tool through its XML interface

The Results

Alice ADSL France went fully live with Open AdStream in September of 2006, and has already seen significant increases in advertising revenues and margins.

"We are very pleased to have chosen Open AdStream, developed by 24/7 Real Media," said Frederic Bellier, Telecom Italia's Sales Director, "because it appears to be, by far, the best market solution for our needs."

"We are very happy with 24/7 Real Media's ad serving platform. Open AdStream is the best solution for our needs. Thanks to it, we can now continue setting up innovative sales packages on our portal while benefiting from higher trafficking efficiencies and better technical support."

– Frederic Bellier,
Sales Director,
Telecom Italia





TELECOM ITALIA

Now, we can continue setting up advertising packages for our portal, knowing we have the guarantee of efficient trafficking management and excellent service quality.

With Open AdStream, now we can:

- benefit from a high level of technical support that we could test prior to the contract signature,
- save time and increase internal staff productivity,
- build complete campaign reports for several different purposes such as financial reporting or added value information for our advertisers, and
- ensure seamless evolution of our ad serving tool, which will enable us to bring new services to our advertisers, particularly potential targeting opportunities.”

The Meaning of the Results

The choice of the right ad serving platform is a vital one for publishers both small and large, but not all ad servers are created equal. An advanced product such as Open AdStream will raise the value of publisher inventory while at the same time delivering better value to advertisers. This does not depend only on getting the technology right: 24/7 Real Media’s commitment to its markets and physical presence in them mean that support and service in the publisher’s own language is easily accessible and valuable.

About 24/7 Real Media, Inc.

24/7 Real Media, Inc. is a leading global digital marketing company, empowering advertisers and publishers to engage their target audiences with greater precision, transparency, and ROI. Using its award winning ad serving, targeting, tracking, and analytics platform, powerful search marketing capabilities and global network of specialized Web sites, the company has turned the art of reaching audiences across virtually any digital medium into a measurable science. The company is headquartered in New York, with 20 offices in 12 countries throughout North America, Europe, and Asia Pacific. For more information, please visit www.247realmedia.com.

24/7 Real Media: The Science of Digital Marketing.

About Alice and Telecom Italia

Alice is the trade mark of Telecom Italia S.A.S., a French subsidiary of the major international telecommunications operator Telecom Italia S.p.A. Through Alice, Telecom Italia S.A.S. offers broadband Internet access, Internet-based telephony services and television services via ADSL. Telecom Italia S.A.S. has been a pioneer of “dégroupage total” (the complete separation of services from the physical France Telecom line over which they are provided) since its launch at the end of 2003. Telecom Italia S.p.A. is a major international operator of fixed and mobile telephony and provider of media and internet services, IT and office product solutions.