

DATE

September 19, 2011

SECTORS

Media & Telecom

DEAL TYPE

M&A Advisory

DEAL LOCATIONS



DC Advisory advised AdoTube on its sale to Exponential Interactive, Inc.



DC Advisory* served as financial advisor to AdoTube, Inc. (“AdoTube”) in its sale to Exponential Interactive, Inc. (“Exponential”). The acquisition adds more advanced online video capabilities to Exponential’s existing online video product and provides immediate scale given the non-overlapping customers.

AdoTube is an online video advertising company that provides advertisers, digital agencies, ad networks and publishers alike with full-service and self-service platform solutions for executing in-stream video ad campaigns.

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