



## **Atresmedia agrees Smartclip Latam's acquisition to become the national leading operator on the digital advertising market**

**With this operation, Atresmedia goes one step further in its strategy to lead the digital advertising market**

**Smartclip Latam, which operates in Spain and Latin America, is one of the most important advertising exclusivists on the digital market. Smartclip Latam manages more than 200 premium web media, and reaches more than 29 million unique users of potential audience in Spain and more than 164 million including its Latin American headquarters, according to Comscore MMX**

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Atresmedia goes one step further in its strategy to lead the digital advertising market with the acquisition of Smartclip Latam, one of the most important advertising exclusivists of the digital advertising market. Smartclip manages more than 200 premium web media and reaches more than 29 million unique users of potential audience in Spain and to more than 164 million including its Latin American headquarters, according to Comscore MMX. Smartclip reaches relevant audiences in the main commercial sectors of the advertising industry such as news, automobile, cinema, leisure, lifestyle, fashion and beauty, home and family.

With the aggregation of both advertising offers, Atresmedia will become the leading operator of the digital advertising market in Spain with a coverage capacity of more than 90%.

Smartclip is one of the most effective and reliable advertising planning alternatives in terms of coverage, visibility and format innovation, exercising a strict control in the selection of web supports that guarantee a safe environment for brands. Smartclip currently operates in Spain as well as in Brazil, Mexico and Argentina, which indicates a great growth potential in the Latin American market.

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Atresmedia agrees the acquisition of the Company AMG Advertising (former Adconion Media Group) as part of the afore mentioned strategy of leadership in the digital arena. Main synergies would come from the exchange of knowhow between two teams with a highly recognized reputation in the advertising market and in the innovation of products. Both parts have signed today the details of the transaction and expect the formalization of the operation to take place in one month time, after fulfilling certain conditions that are common in this kind of operations.

The founders of the company will remain as shareholders with a minor participation. Smartclip will continue its operations in the advertising market following the principles of independence, credibility and innovation that guarantee to its clients the successful fulfillment of coverage and profitability goals in their digital campaigns.