

ACQUISITIONS

Transformation under way in the online advertising value chain

Online advertising value chain



Shake-out ongoing in the online advertising value chain



Recent deals

WPP: purchase of 24/7 Media, May 07 (\$649m)
 Google: DoubleClick, Apr 07 (\$3.1bn)
 Publicis: Digitas, Dec 06 (\$1.15bn)
 Microsoft: aQuantive, May 07 (\$4bn)

Yahoo: Rightmedia, Apr 07 (\$680m)
 AOL: Advertising.com, Apr 06 (\$393m)
 AOL: abortive bid for TradeDoubler, Mar 07 (\$900m)
 Axel Springer: Zanox, May 07 (\$214m) – first significant move into this market by a publisher

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Lagardère Active: the first French media group to anticipate the consolidation of web-based content production, search engine optimization (SEO) and monetization activities

3 strategic acquisitions

