

Corporate Fact Sheet





Who We Are

Operative Media Inc. is the advertising business management company. Our core purpose is to allow the media and advertising industries to run increasingly complex businesses with simplicity. Operative's next-generation, SaaS based platform and technology-enabled services help media industry leaders and their partners balance operational efficiency with innovation to reduce transaction costs and boost advertising revenue. Launched in October 2010, the Operative.One platform brings together the business processes and systems necessary to package, sell, traffic, manage, optimize and collect revenue on advertising products. More than 200 industry leaders rely on Operative to manage more than \$6 billion in global ad revenue annually, including The Wall Street Journal, MSN, OMD, NBC Universal and National Public Media.

Quick Facts

- More than 10 years of deep domain experience in digital advertising media
- Client base of more than 200 media industry leaders
- More than 250 employees globally
- \$6 billion in global ad revenue run through Operative solutions
- Trafficking over 100,000 placements monthly
- Trafficking expertise in more than 20 advertising technologies
- Member of the IAB (US, UK) and the AOP UK

Recent Awards

<p>Ranked in The OnMedia 100. Advertising Service Providers</p> 	<p>Ranked past three years in Inc 5000 list</p> 	<p>Ranked in the Lead411 New York City Hot 125</p> 	<p>Ranked 267 overall and 24 in Internet industry in Deloitte's 2009 Technology Fast 500</p> 
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Customers



After a thorough search of ad management and ad serving vendors, we chose Operative as the "best of breed" provider of quality technology and service expected by a national brand like PBS. Operative will allow PBS.org to maximize revenue by aggregating web traffic to achieve the reach and geo-targeting sought by national marketers.

- Robert Williams, President, NPBi (NPR and PBS)

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Inc. 500 Ranked Number 56 in the Top Companies in Software