

# CASE STUDY

## TELECOM ITALIA

### TELECOM ITALIA'S SEARCH FOR/CHOICE OF A NEW AD SERVING SOLUTION BEARS EARLY FRUIT

#### Summary

Telecom Italia needed a more powerful ad serving platform for its French property, Alice France, than the locally installed Doubleclick Dart 5.1 it was currently using. It 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 (OAS) to fill its need. Alice France went fully live with OAS in September of 2006, and has already seen significant increases in advertising revenues and margins.

#### The Brief

The Telecom Italia property Alice France, a broadband services and internet television and telephony provider, Internet portal and search engine ([www.aliceadsl.fr](http://www.aliceadsl.fr)), currently serves approximately 250,000,000 ads per month on its Web site. 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 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 5.8. This comparison involved tests not just of adserving functionality, but also of the technical support and other services provided by each company.

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

- 24/7 Real Media's locally based 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 FIVIA contract management tool through its XML interface.

#### The Results

"Migrating our adserving to Open AdStream has already made an enormous difference," said \_\_\_\_\_, Telecom Italia's \_\_\_\_\_. "First, because it's an ASP solution—whereas we hosted our previous ad server ourselves—implementation was extremely straightforward and our IT staff's load going forward will be significantly lighter. Perhaps most importantly, though, it has made our campaign management and trafficking operations hugely more efficient. This means that our traffickers can now spend more of their time actually doing the things that make us profitable. The bottom line results are already apparent: higher operational efficiencies have raised our revenues and increased our margins."

#### 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. When all the necessary elements are in place 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 just depend on getting the technology right: 24/7 Real Media's

commitment to its markets and physical presence in them mean that service in the publisher's own language is never more than a phone call away.

**About 24/7 Real Media, Inc.**

24/7 Real Media, a pioneer in interactive marketing and technology, targets and delivers audiences for publishers and marketers. Our customers generate increased revenue and profits through media and search services, coupled with one seamless platform of serving, targeting, tracking and analytics technologies. The company is headquartered in New York, with offices in other major U.S. cities, Canada, Europe, Australia and Asia. For more information, please visit [www.247realmedia.com](http://www.247realmedia.com). 24/7 Real Media: Delivering Today, Defining Tomorrow.

**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.