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## DIGITAS HONORED AS ONE OF "100 COMPANIES THAT MATTER MOST IN ONLINE VIDEO"

### Only Marketing Agency to Make the List

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NEW YORK - October 14, 2011 - [Digitas](#), a top global integrated brand agency with digital at its core, has been honored in Streaming Media Magazine's inaugural list of "[The 100 Companies That Matter Most in Online Video.](#)" In a selection process that started with over 200 companies, Digitas was honored alongside other digital titans such as BBC, Hulu, and Vimeo, and was the only marketing agency to make the list.

Digitas is renowned for its leadership in the online video space, having created immensely successful branded entertainment campaigns for clients such as American Express, Kraft, and Samsung. In addition, many of the other honorees on the list, such as NewTek, Revision3, and YouTube, partnered with the agency in June when it organized one of the biggest web video events of the year, [The NewFront](#). This annual event brings together content creators, brands, distributors, and talent in a dialog on digital programming opportunities and the future of online video. In its fourth year, Digitas' NewFront event resulted in over 60 meetings between leading brands and top talent to forge deals and foster ideas.

To see the rest of the honorees, please visit the [Streaming Media](#) website. And learn more about The NewFront here.

#### About **Digitas**

[Digitas](#), the top global integrated brand agency, builds active brands for some of the foremost companies in the world. With a deep understanding of their client's customer's passions and behaviors, the agency combines media creativity, technology, creativity, analytics to ignite emotional bonds between people and brands. Digitas counts Agency of the Year honors from the Festival of Media, OMMA Magazine, Promo Magazine, BtoB Magazine, and Les Agences de l'Année, France, and has been named to the Advertising Age Digital A-List among its many awards.

Digitas also operates the brand content platform, The Third Act.; producers of first and most well renowned event on digital content, [The NewFront](#); the healthcare marketing brand, Digitas Health; and, Prodigious Worldwide, the world's only standalone, global digital productions company.

With sister agencies Starcom MediaVest, ZenithOptimedia, Denuo and Razorfish, Digitas is a member of Publicis Groupe's VivaKi—a global digital knowledge and resource center that leverages the combined scale of the autonomous operations of its members to develop new services, new tools, and new partnerships.

Publicis Groupe [listed on the Euronext Paris Exchange - FR0000130577 - and part of the CAC 40 index] is the world's third largest communications group. With activities spanning 104 countries on five continents, Publicis Groupe offers local and international clients a complete range of advertising services. Web site: [www.publicisgroupe.com](http://www.publicisgroupe.com)

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