



## An Open Invitation from Adgregate Markets Founder, Chairman and CEO Henry Wong



Web 2.0 was just the beginning of the shift from the rigid "destination web," where content was isolated in discrete websites, to a "distributed web" where content is now consumed across the web. While this phenomenon is firmly underway in the case of content, the distribution of commerce is just beginning. And Adgregate is helping lead the way to this brave, new world.

One doesn't need to look further than traffic patterns in the past few years to understand that destination commerce sites have flat-lined while content networks, gaming sites, blogs, and social networks have taken off. People are spending even more time on the web today, but in different places than they were just a few years ago. The implications for our industry are boundless, and only one thing remains certain today: marketers, technology providers, and ultimately business models need to adapt as well.

The first phase of the distributed web occurred in content because the underlying technology to enable this shift was relatively simple. Much of the infrastructure surrounding democratic publishing was already built in the first internet boom. On the other hand, the technology required to enable distributed commerce requires 'talking' to other layers of legacy (and sometimes disparate) infrastructure: ad networks, social networks, and commerce platforms. Until recently, no one had developed the underlying technology and standards necessary to seamlessly communicate among all three of these networks.

Along with our partners, we are building the platform to support this new distributed commerce world. Like the recent widget revolution in content, we believe the future of commerce on the web will happen in portable applications – social network applications, mobile applications, web widgets, and rich media display ads. We believe a paradigm shift is occurring, from the current marketers' "pull" strategy, to a new "push" focus on finding and converting customers where they are. Through proprietary technology and strategic partnerships, Adgregate's distributed commerce platform and applications are able to securely and seamlessly complete transactions on behalf of clients, even on unsecure content pages. As a result, Adgregate's solutions have been used by hundreds of clients and are distributed by leading rich media ad vendors and ecommerce solution providers that want to harness the power of distributed apps to reach and convert new customers.

New commerce apps will also demand new standards and business models. Just as democratic web publishing eroded the "old media" model and raised new questions on privacy and free speech, the shift to distributed commerce will require new answers as well. Although we've already put a significant amount of thought into these issues, where it ultimately ends up and what questions will be asked along the way remains uncertain. We are committed, however, to leading the ongoing discussion. And we ask all other companies (marketers, ad agencies, ad tech, ad networks, ecommerce solution providers, social networks, etc.) to join us in creating the new standards and models that will drive the next evolution of web commerce.

We welcome any questions and comments you have and look forward to pioneering distributed commerce together.

Best Regards,

A handwritten signature in black ink, appearing to be "Henry Wong", written in a cursive style.

Henry Wong  
Founder, Chairman and CEO