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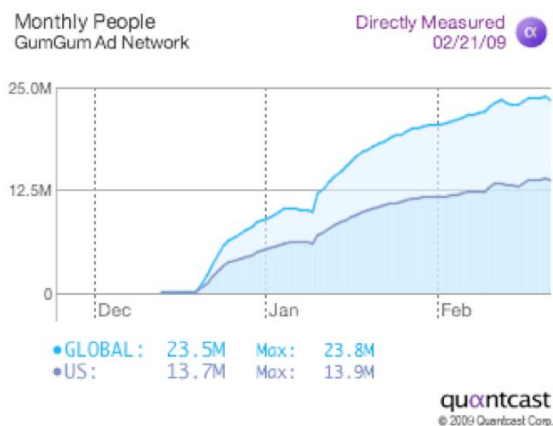
GumGum Signs b5media, Boasts High Quantcast Ranking

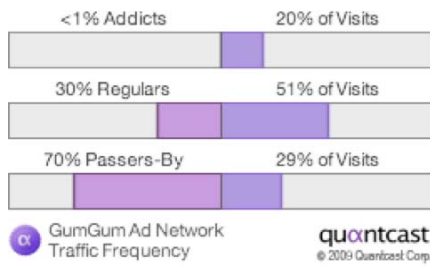
Posted February 24th, 2009 by Julia Dudnik Stern

GumGum has added [b5media](#), one of the world's largest blog networks, to its client roster. In slightly more than a year since its public launch, GumGum ranks among the top 100 Quantcast destinations.

The Santa Monica content-licensing company says its alliance with b5media further demonstrates the increase in adoption of usage-based licensing models in general and GumGum's product in particular. GumGum allows publishers to maintain direct relationships with content owners and to license images with a one-time JavaScript installation. Publishers using the system have access to ad-supported imagery and an opportunity to share in the revenues generated.

The b5media network unites 200 bloggers, over 300 blogs and 10 million unique visitors, who produce 30 million page views per month. The network's content ranges from beauty, health and lifestyles to business, technology and sports. In the fall of 2008, b5media launched Bizzia.com, Starked.com and Splendicity.com. Powered by 30 to 50 b5media blogs each, the three new portals segment the network's business, entertainment and beauty content into targeted news Web sites.





According to Quantcast, GumGum's ad network reaches over 24 million people monthly, including 14 million (58%) are in the U.S. Such traffic is stable and loyal: 51% of all site visits come from regulars, who comprise 30% of the total GumGum audience.

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