



Corporate Profile

The Company

International Data Group (IDG) is the world's leading technology media, events and research company. Since its founding in 1964, IDG has been committed to helping people acquire and use technology successfully. As a result, IDG brands have become the trusted source for advice and insight into technology news and trends around the world.

Over the past 47 years, IDG has grown into a multi-billion dollar company, reaching technology audiences in more than 90 countries. In 2011, IDG had revenues of \$3.24 billion and approximately 13,270 employees worldwide.

IDG's diverse products and services portfolio spans six key areas: online media, events and conferences, print publishing, lead-generation services, global marketing solutions, and market research.

IDG Communications

IDG Communications' globally branded product lines reach an audience of over 270 million technology buyers in 90 countries.

Online Media

The company's global online network features 460 websites on business technology, consumer technology, digital entertainment and video games. To ensure its audiences have access to a constant stream of real-time information and analysis, IDG's online network is supported by more than 2,000 journalists worldwide along with the IDG News Service, a 24-hour global news organization with correspondents in bureaus around the world. The IDG TechNetwork represents more than 300 independent websites in an ad network complementary to IDG's media brands. Having built the broadest network of technology content online, IDG reaches more technology buyers worldwide than any other media company.

Events and Conferences

Each year, IDG produces more than 700 branded conferences and events in 55 countries. Industry-leading international events include Macworld | iWorld, Storage Networking World and E3 Expo. IDG's world-class executive conferences include CIO 100, DEMO and IDC Directions.



Publications

More than 200 million people around the world read one or more of IDG's 200 publications and view their websites each month. IDG's major global brands include *Channel World*, *CIO*, *Computerworld*, *GamePro*, *InfoWorld*, *Macworld*, *Network World*, *PC World*, and *TechWorld*. Whether delivered online or in print, IDG's media brands provide the high-quality information audiences need to make technology purchasing decisions in ever-changing markets.

Lead-Generation Solutions

With demand for online advertising and lead generation increasing worldwide, IDG is uniquely capable of bringing these services to global marketers. IDG Connect provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers and business decision makers. IDG Market Fusion offers unique insights into IT buyers and their interactions with online information, assessing their readiness to make a technology purchase. IDG Amplify is the first social media marketing service in technology media, enabling marketers to spark dialogue about their products within online communities.

IDG Global Solutions

IDG Global Solutions (IGS) is IDG's single point of contact for media planning and multi-platform media buying across 90 international markets. IGS works with advertising and marketing professionals to build integrated programs across IDG's diverse products and services portfolio, including interactive and online lead-generation programs, client-defined research, custom publishing and websites, print advertising, targeted conferences or seminars, and direct-response campaigns.

For additional information, visit www.idg.com.

IDC

International Data Corporation (IDC), a subsidiary of IDG, is the premier global provider of market intelligence, advisory services and events for the information technology, telecommunications and consumer technology markets. IDC helps IT professionals, business executives and the investment community make fact-based decisions on technology purchases and business strategy. More than 1,000 IDC analysts provide global, regional and local expertise on technology and industry opportunities and trends in over 110 countries worldwide.

For additional information, visit www.idc.com.

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