

# Google buys digital radio ad firm for \$102M

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Google Tuesday bought out dMarc Broadcasting, a radio broadcasting solution group, for \$102 million in cash.

By connecting advertisers directly to radio stations, dMarc's technology makes it easier for advertisers to track their radio campaigns, while for broadcasters it makes it easier to increase advertising revenue.

"We anticipate that this acquisition will bring new ad dollars and accountability to radio by combining Google's expansive network of advertisers with dMarc's talented team and innovative radio advertising technology," Tim Armstrong, vice president of Google's advertising sales, said in a news release.

In addition to the cash payment, Google must make additional contingent payments from time to time if certain product integration and revenue

targets are met over the next three years for a maximum payment of \$1.136 billion.

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