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GNMulticultural Strategizes

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Aside from all the many "quick questions" Markus and I had :), Gorilla Nation CEO Aaron Broder recently spoke with us and expanded on what GNMulticultural's strategy is, how they are different from BET's Ad Network and what "exclusive" really means in an advertising relationship. Some good stuff in here if you are thinking of joining an ad network as part of your monetization strategy.



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