

# Google Radio-Ad Heads Quit Amid Skepticism Over Project

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The heads of the radio-advertising firm bought by **Google** Inc. a year ago have left the company as the Internet giant faces skepticism about its efforts to sell ads on radio stations.

Google confirmed the departures of Chad Steelberg and Ryan Steelberg, brothers who led the radio-ad firm dMarc Broadcasting Inc. and sold it to Google last year for \$102 million, plus the potential for \$1.1 billion in performance-based payments tied to revenue and ad-inventory targets.

The dMarc acquisition is crucial to Google's ambitions to extend its ad platform into newspapers, television and other me-

dia as it seeks to diversify away from Internet search. Google has had limited success so far in translating its efficient and automated online-search methods to the \$20 billion annual market for radio advertising.

That fact may have contributed to the Steelbergs' departure. At the same time, dMarc's management turnover may embolden a radio industry that has been resistant to turning over control of advertising time on their stations to Google or other automated ad marketplaces.

Google said it is committed to the audio business and is "happy with the progress to date." It declined to discuss the circumstances of the Steelbergs' exit.

The Steelbergs couldn't be reached to comment.