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SDI REPORTS: 150 PHARMACEUTICAL BRANDS NEW TO E-PROMOTION IN 2010

Prolia Leads ePromotion Activities Among New Entrants

PLYMOUTH MEETING, Pa. – Nov. 17, 2010 – [SDI](#) reports that more than 150 drugs were marketed using online details and events for the first time in 2010. Amgen's Prolia led the new entrants with over 7,600 online promotional activities during the first 9 months of the year. Merck's Dulera and Vimovo, co-developed by POZEN and AstraZeneca, were second and third with approximately 6,100 and 4,100 activities, respectively.

Industrywide, over 3.4 million ePromotion activities took place and \$396 million was spent on this type of promotion during the first 9 months of 2010.

Merck's Singulair led the industry in ePromotion with over 110,000 activities in the first 9 months of 2010. Pfizer's Pristiq and Merck's Januvia were second and third with almost 104,000 and 89,000 activities, respectively.

"The pharmaceutical industry's investment in ePromotion has dramatically increased in recent years," said Christa Wagner, Product Manager, SDI. "From 2005 to 2009, ePromotion spending increased 86%. Based on activity so far this year, we expect spending in 2010 to exceed last year's."

About [SDI](#)

SDI is a leading healthcare market insight and analytics firm. It provides the industry's most comprehensive de-identified patient-level data to pharmaceutical, biotech, retail pharmacy, and medical device companies, enabling them to better understand the healthcare market. SDI also serves the government and the financial services, media, and consumer packaged goods industries. Founded in 1982, SDI counts the world's top 50 pharmaceutical and biotech firms as its clients.

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