



## **IAB Europe gets set for 2009 and beyond**

### ***Trade body for Europe's digital marketing industry celebrates growth***

**Brussels October 21st, 2008:** The Interactive Advertising Bureau Europe (IAB Europe) is pleased to announce a newly appointed Board, to welcome new national and corporate members and to reveal its new logo and website. Over the summer the IAB Europe team have been working hard to launch a new, stronger trade body that truly represents this exciting, dynamic and challenging industry.

With the addition of Norway, Turkey, Sweden, Romania and Croatia, the number of member countries has grown to 18. We're working closely with IABs in Switzerland, Portugal, Ireland, Luxemburg and Hungary and expect to welcome them into the European organisation shortly.

Our new corporate members are BBC.com, Business Week, comScore MediaMetrix, Goldbach Media, Hi-Media, Insites Consulting, Netlog, Nielsen Online, Nugg.ad, Truvo, Publicitas Europe and United Internet Media.

### **A new Board is appointed**

We are delighted to announce our new Board members, elected by our General Assembly in Dusseldorf in September. Made up of seven national IABs and five corporate members, the Board represents the wide-ranging interests of the many stakeholders in the European digital marketing industry. Guy Phillipson of IAB UK was voted Chairman, Thomas Duhr of United Internet Media was elected Vice-Chairman and Aude Guérin of IAB France becomes Treasurer. In addition, those present at the meeting chose corporate delegates from Nielsen Online, Goldbach

Media, Insites Consulting and Hi-Media to represent them. Country members include the UK, Germany, Spain, France, Denmark, Belgium and Greece.\*

Each Board member will have their own project to manage. In addition to the countries elected to the Board, IAB Poland was chosen to mentor and support the development of the new IABs in Central and Eastern Europe.

IAB Europe will shortly reveal a redesigned website, with a fresh look, logo and new content. A key part of the website will be the feedback from the work achieved in the ongoing dialogue with the regulator, the achievements of its 5 Working groups standardising Display, Search, Social Media, Targeting and Mobile, but also some strong Benchmarking products like AdEx (online expenditures) and Mia (audience measurement) and last but not least the Knowledge Bank, a source of the latest research and analysis on the European and Global advertising market endorsed by the local markets.

Alain Heureux, President says “Our mission is to promote, regulate, educate and protect the digital industry. We believe that it is only through working together that we will achieve our goals and support the growth of our exciting and challenging industry. With 18 confirmed national members and five more countries preparing to join us providing the industry with some 100 dedicated staff (95 in the countries and five in the central body) and supported by more than 5000 company members, IAB Europe is the only body that truly represents the interests of the European digital industry towards authorities, NGO’s, press and other trade associations.

We are delighted to have three of the most experienced people in our industry as officers and some of the best minds in the interactive industry on our Board. These are tough times for the global advertising industry, but with our outstanding Board, committed national and corporate members and dedicated local staff, I am confident we have the right formula to face the challenges the next few years may bring.”

Ends

## \* Full list of IAB Europe Board 2008/2009

### **Officers**

- Chairman - Guy Phillipson, CEO of IAB UK
- Vice-Chairman - Thomas Duhr, Sales Director of United Internet Media
- Treasurer - Aude Guérin General Secretary of IAB France

### **Board members**

- Antonio Traugott, General Manager, IAB Spain
- Paul Mudter, President, IAB Germany
- Jon Lund, Director, IAB Denmark
- Patrick Marck, General Manager, IAB Belgium
- Constantine Kamaras, Board Member, IAB Greece
- Martin Radelfinger, Chief Business Development Officer, Goldbach Media Group
- René Lamsfuss, Senior Director Product & Methodology EMEA, Nielsen Online
- Tim Duhamel, CEO, Insites Consulting
- Cyril Zimmerman, CEO, Hi-Media

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### **About IAB Europe**

IAB Europe is a federation of national Interactive Advertising Bureaux (IAB) and trade association partners across Europe. Its mission is to promote the growth of the interactive advertising markets on behalf of its clients and national members. Supported by every major media group, agency, portal, technology and service provider, its voice represents the interest of more than 5000 company members. IAB Europe coordinates activities across the region including public affairs, benchmarking, research, setting standards and best practices. The member countries are Austria, Belgium, Croatia, Denmark, Finland, France, Germany, Greece, Italy, Netherlands, Norway, Poland, Romania, Slovenia, Spain, Sweden, Turkey and the UK. For more information, please see [www.iabeurope.eu](http://www.iabeurope.eu)