



## **IAB Europe announces new Board and welcomes the biggest new names in digital advertising as members**

**Brussels 23<sup>rd</sup> June 2009:** The Interactive Advertising Bureau Europe (IAB Europe) is pleased to welcome new members to its Board. Following its highly successful Interact Congress earlier this month, the trade body for the digital advertising industry is delighted to have the support of these key individuals and to announce five new corporate members.

There were no changes to personnel on the Executive Committee. Chairman Guy Phillipson, CEO of IAB UK; Vice-Chairman Thomas Duhr, Executive Sales Manager of United Media and Treasurer Aude Guerin, General Secretary of IAB France all asked to serve a further year. The number of countries represented on the Board has grown from seven in 2008 to nine of the nineteen country members and reflects the relative maturity of their markets with the UK and Germany at tier one; Spain, Denmark, Belgium, France and Poland at tier two and Italy and Greece at tier three. IAB Europe is also pleased to welcome back IAB Italy, whose President Layla Pavone, Manager of Isobar Italy, brings agency expertise to the group.

Corporate representation on the Board has increased to eight: Hi-Media, InSites Consulting and United Internet Media are joined by representatives from comScore, Google, Microsoft Advertising, News Corporation and Orange. IAB Poland's Manager Jarek Sobolewski will champion the CEE region and he will be joined in this role by Martin Radelfinger of Goldbach Media who becomes Advisor to the Board on the CEE market.

While there were few changes to personnel, there was an increase in the number of corporate members, reflecting the need to reinforce industry representation during the current challenging economic climate. The Interact Congress was also the backdrop for the release of the eagerly awaited 2008 figures for online advertising: the AdEx Survey revealed that annual growth in the previous year had slowed significantly to under 20% across Europe, but when all forms of advertising were having one of their worst years, members were heartened that online advertising had managed to show growth, even in mature markets.

IAB Europe is also very pleased to welcome new corporate members to the federation. They are heavy hitters Alcatel-Lucent, Google, Microsoft Advertising, Ernst&Young, News Corporation, Koan, Sonnenschein and Orange.

Europe's leading trade body for the digital and interactive marketing industry now has a dedicated team of seven staff who work together with the national IABs, corporate members and other key stakeholders to promote the growth of Europe's interactive advertising markets, protect the interests of the industry, regulate practices in the market and educate the players in the digital landscape.

Alain Heureux, President and CEO of IAB Europe, says 'Warm congratulations to all the elected candidates. We have an impressive team of commercial experts and public policy specialists whose advice and guidance will be crucial. I know that this is a Board that will relish the challenge of helping to shape the future of the dynamic industry we represent. The opportunities are there for the taking if we can continue to balance vital innovation and creativity with the need to work within a legal and moral framework.

I would also like to take this opportunity to thank everyone who supported the Interact Congress this year. We had 300 senior executives from across the globe debating the crucial issues facing our industry. Our speakers provided inspiring and thought-provoking opinion, insights and commentary that delegates continued to discuss during the many networking opportunities."

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**About IAB Europe**

IAB Europe is a federation of national Interactive Advertising Bureaux (IAB) 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, advertisers, agency, portal, technology and service provider, its voice represents the interest of more than 5500 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, Hungary, Ireland, Italy, Luxembourg, Netherlands, Norway, Poland, Portugal, Romania, Slovenia, Spain, Sweden, Switzerland, Turkey and the UK. Our corporate members include Alcatel-Lucent, BBC.com, BusinessWeek, comScore Europe, Goldbach Media Group, Google, Hi-Media, Insites Consulting, Koan, Microsoft Advertising, Netlog, NewsCorp, Nielsen Online, Nugg.ad, Orange, Publicitas Europe, Sonnenschein, Truvo and United Internet Media. [www.iabeurope.eu](http://www.iabeurope.eu)