



Interact 2009: Countdown begins to the online advertising event of the year

Influential industry figures Guy Phillipson and Michael Nutley outline panel plans

Brussels 21st May 2009: IAB Europe's Interact Congress is less than a month away and it seems everyone in the online advertising industry in Europe is talking about it. Here we preview two of the panels that have got people talking:

Guy Phillipson, CEO of IAB UK will chair the panel on '**Spending Shifts**', with participants from L'Oreal, Group M, Yahoo! Nugg.ad and Nielsen Online. Guy says "The shift to digital has been gradual in Europe over the last five years. But with the added dimension of the global recession, we're now experiencing a 'perfect storm' in media, where advertisers are demanding performance and clear returns from diminished budgets. Exclusive advertiser research from Screen Digest will be the perfect set up for our panel of experts who'll discuss how the structural change in media spending affects us now and in the future."

Michael Nutley, Editor-in-Chief of New Media Age, will chair the panel '**Long Tail, Short Tail: Making content pay**'. With advertising rates dropping, brands may be enjoying some of the cheapest rates to advertise for years but what is the long-term impact on quality ad-funded publishing? Whilst the 'blockbuster' titles that attract most eyeballs, and the niche titles will survive, what will happen to the titles in the middle that reach medium sized audiences? Panelists representing the entire spectrum of the industry will

debate the topic including Banner, Netlog, Nokia, AdLINK, Axel Springer and Truvo. Michael says “The panel is based on the premise that the past is being broken up faster than the future is being created. Advertisers and content providers need each other - but with the relationship between content and advertising changing rapidly, and publishers taking a significant hit in the recession, where will brands be advertising in five years – and what can we do about it?”

Alain Heures, President of IAB Europe says “There’s more to the Interact Congress in 2009 than ever before. We’ve had so much interest in the event we’ve had to extend the agenda. It’s a real 4-4-2 formation: Four powerful panel debates with some of the industry’s leading practitioners; four thought-provoking viewpoints from major players; and two exclusive research projects that the online advertising audience has been waiting for - AdEx and The MIA Project. We’re also delighted that Commissioner Madelin will be hosting a roundtable on e-privacy and behavioural advertising. With more than 250 executives from across Europe and globally, this is *the* event in the online advertising space.”

For more information or to register, please visit www.interactcongress.eu

Media please contact:

Lucy Green, PR Consultant (English) Tel: +44 (0) 7817 698366
publicrelations@iab europe.eu

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 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, Hungary, Ireland, Italy, Luxembourg, Netherlands, Norway, Poland, Portugal, Romania, Slovenia, Spain, Sweden, Switzerland, Turkey and the UK. Our corporate members include Alcatel-Lucent, Axel Springer Verlag, BBC.com, comScore Europe, Goldbach Media Group, Google, Hi-Media, Insites Consulting, Netlog, Nugg.ad, Nielsen Online, Publicitas Europe, Truvo and United Internet Media. www.iab europe.eu