



## **IAB Europe appoints Screen Digest as new AdEx research partner**

**London 2<sup>nd</sup> February 2010:** IAB Europe is delighted to announce that media analyst firm Screen Digest is the new research partner for the annual advertising expenditure report, AdEx.

The AdEx Report is the definitive guide to the value of the online advertising market across Europe. Since it was first published in 2007, the report has provided actual full year booked revenues for this diverse region that includes both emerging and mature internet advertising markets. In 2009 the report included figures for search, display and classifieds in 19 markets, and in the 2010 Screen Digest will be auditing figures for 21 markets.

Screen Digest's Head of Advertising, Vincent Letang, worked closely with IAB Europe in 2009 to prepare market analysis and forecasts to publish alongside the data to set the internet in the context of other media. In 2010 this initiative will continue, helping to show the role that internet advertising plays when combined with other media, as well as on its own.

Catherine Borrel, Head of Research at IAB Europe says "We were impressed with Screen Digest's contribution to this important project last year and so are very pleased to be working with them again in 2010. Screen Digest has unrivalled media expertise: as well as a dedicated advertising team, there are 50 specialists across the media sector including mobile, gaming and television. In business for

more than 15 years, we provide analysis and data on over 30 global media markets and have a track record in compiling similar reports for a number of European trade bodies. As the internet becomes part of the media mix, it is vital that we can not only view it on its own, but show its significant contribution when combined with other media. We are also able to look at emerging trends and share market forecasts with our members so they have a clear picture of what has happened combined with an understanding of where the market is going.”

Screen Digest’s Vincent Letang said “IAB’s Europe’s Adex report is the most comprehensive study and we are delighted to formalise our partnership that began last year. We are excited to be working together to expand the report’s scope and market coverage.”

IAB Europe CEO and President Alain Heureux comments “IAB Europe and Screen Digest will be presenting the findings at the 2010 Interact Congress in Barcelona on 2<sup>nd</sup> June. The theme for this year’s event is online brand advertising so it will be very apt to have the final round up of data for 2009 and the forward-looking view for our delegates so we can see how and where internet advertising can contribute to brand building.”

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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 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 Adobe, Alcatel-Lucent, BBC.com, CNN, comScore Europe, Ernst & Young, Fox Interactive Media, Goldbach Media Group, Google, Hi-Media-AdLink, InSites Consulting, Koan, Microsoft Europe, Netlog, News Corporation, Nugg.ad, Nielsen Online, Orange Advertising Network, Publicitas Europe, Truvo, United Internet Media, Yahoo! and Zanox.