



## **Adobe, CNN, Fox Interactive, News Corporation, Yahoo! and zanox join IAB Europe**

*Europe's online advertising trade body moves to The Egg in Brussels*

**London 3<sup>rd</sup> February 2010:** IAB Europe is delighted to welcome **Adobe, CNN, Fox Interactive, News Corporation, Yahoo! and zanox** to the trade body for the interactive and digital media industry. IAB Europe represents over 5000 companies in the European internet advertising sector, and the membership of these players boosts the organisation as it gets set for 2010.

The trade body will be focusing on three objectives in the coming year:

- **Protecting** and representing the industry through an active and informed public affairs programme educating lawmakers and interest groups;
- **Promoting** the role of online advertising through events, white papers and public relations;
- Carrying out research to provide **proof** of the value of interactive advertising.

In a separate move, IAB Europe has just moved to The Egg, a refurbished factory building in Brussels designed as an innovative and functional office space for the Belgian communication, media and marketing industry.

IAB Europe CEO and President Alain Heureux has been at the helm of this innovative urban regeneration project. He says “The growth of the creative industry depends on the collaboration and exchange between business communities and the worlds of art, culture, science, research and others. By offering an inspiring yet utilitarian space, we have been able to attract



professional associations, entrepreneurs and universities. Working so closely with trade bodies that represent other media will help us engender greater understanding and collaboration – something that can only be good for everyone.”

As well as meeting spaces offering endless possibilities for events for audiences of all sizes, there will be artists in residence providing inspiration for everyone who visits The Egg, a restaurant open to the public and a crèche.



IAB Europe will shortly be announcing the line up for the Interact Congress in 2010. Key figures from across the interactive advertising sector will come together in Barcelona on 2<sup>nd</sup> and 3<sup>rd</sup> June to discuss the theme of online brand advertising. In the meantime, please save the date!

Ends

**Media please contact:**

Geraldine Gitel, PR Consultant (French/English) Tel: +44 (0) 7917 885380/00 33 6772 5050

[publicrelations@iabeurope.eu](mailto:publicrelations@iabeurope.eu); [ggitel@greenfieldscommunications.com](mailto:ggitel@greenfieldscommunications.com)

Lucy Green, PR Consultant (English) Tel: +44 (0) 7817 698366

[pressrelations@iabeurope.eu](mailto:pressrelations@iabeurope.eu); [lgreen@greenfieldscommunciations.com](mailto:lgreen@greenfieldscommunciations.com)

[www.iabeurope.eu](http://www.iabeurope.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, Italy, Netherlands, Norway, Poland, Romania, Russia, 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, Gemius, 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, White & Case, Yahoo! and Zanox.