



NEXT GENERATION DIGITAL BUSINESSES UNVEILED

-finalists in global media program released-

A list of 11 of the world's most ground-breaking digital businesses is revealed today as the shortlist for the Media Accelerator Program (MAP) is unveiled. Judged by some of the world's leading media figures, digital financiers and innovation experts, the list provides up-to-the minute insight into the future of the media industry. The shortlist will now progress to judging at the Festival of Media Global event in Montreux.

The Media Accelerator Program, designed to uncover those emerging digital businesses which will transform the media industry over the coming years, has a shortlist spanning ad platforms, mobile marketing and social advertising businesses. Specialist data companies, offering new techniques for media buyers across fragmenting viewing audiences, also form a significant proportion of the finalists. These include Boston-based Data Xu, a Demand Side Platform for online, mobile and video advertisers which uses software originally intended for NASA's manned Mars mission.

The shortlist also features consumer-facing propositions such as Privowny, a 'personal control and identity management platform' from France which allows consumers both to

manage the information that appears about them online and ultimately to market this to brands who may want to engage with them. UK-based Locoit provide cloud space for personal online journals as well as a collective history wiki for a more personal take on the past.

Other businesses shortlisted offer benefits simultaneously to both business and consumers: including Share This, which offers a suite of sharing tools allowing consumers to get content they like to anyone anywhere on the web whilst providing businesses with trend insight based on the results of the sharing process.

However, advertising platforms within the shortlist are not just focused on data but include companies taking advantage of consumers' participation in social games. Both SocialVibe and BrandBoost are fast-becoming major players on the social advertising scene with a dynamic approach to integrating brands with social gaming.

The winning company will be chosen by a combination of the judges' insight and audience voting in the 700-strong throng at this year's Festival of Media Global, which takes place in Montreux 8-10 May. Now in its fifth year the Festival brings together thought leaders from the international media & marketing industries to explore media and communications developments that are transforming the industry. Visit

Judges for the MAP initiative include Bernhard Glock, former President of the World Federation of Advertisers, Jonathan Haber, U.S. Director of Ignition Factory OMD, Chris Redlitz, General Partner of Transmedia Capital, the leading digital VC, Tim Hanlon, CEO of Mediabrands' partnership and investment arm Velociter, David Orman, Head of Media and Sport at merchant bank Templewood, Tracey Scheppach, SVP Innovations Director at Vivaki and Russell Buckley, AdMob Evangelist for Google and Global Chairman Emeritus of the Mobile Marketing Association.

Bernhard Glock comments: "For me, what is at stake with MAP is the future of media. I was looking for people, ideas, approaches that can change the way we do media in the future.

And I was pleased to see exactly that: a diverse range of great new emerging companies that are approaching media from very different angles and that all have the potential to improve and in fact completely change the name of the game in media.”

Timothy Hanlon adds: “Rarely does early-stage tech innovation have the ability to neatly co-mingle and actively cross-pollinate with classic corporate media decision-making. The short-listed presenters for this year’s inaugural Festival of Media MAP program have the ability to do just that, and we are excited to help in the selection process in the hunt for the most breakthrough of these firms.”

Jonathan Haber concludes: “As advertisers and agencies we have been conditioned over the last decade to feverishly evolve or be left behind by consumers and technology. Programs like MAP represent our hunger to nurture the ancillary innovators and entrepreneurs that build new businesses on the edge of where consumer behavior and technology merge. The shortlist we have chosen represents bold attempts to push industries forward in mobile, cloud personalization, social, digital, data and more. These innovators keep our business fresh and showcasing their work at a forum like the Festival of Media benefits the entire global advertising community.”

Visit <http://www.festivalofmedia.com/global/map> for more information.

-ENDS-

Notes to the editor

Judges are available for a limited number of interviews. For more information please contact Jessie Winston or Elizabeth Jones (+44 207 249 7769) at firstname.surname@withpr.co.uk

About C Squared

C Squared is a business publishing and information company that serves the global media and marketing industry. Since the launch of its first international industry publication – *Cream* – in 2005, C Squared has grown twelve-fold and, though still headquartered in London, over half the Group’s turnover now comes from outside the UK. Across C Squared’s portfolio of market-leading magazines, websites and conferences, it has readers, subscribers, visitors and clients from over 50 countries and produces successful events on every continent – from New York to New Delhi; from Valencia to Vilnius and from Amsterdam to Accra.

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