



FIRST EVER 'MEDIA ACCELERATOR PROGRAM' LAUNCHED

- Outreach Initiative To Find Next Generation Media Businesses -

A brand new initiative launches today, in a bid to find the most exciting new media businesses in the world. The Media Accelerator Program (MAP) is launched by the Festival of Media Global and will be reaching out to the global community of media innovators to find those new companies who are set to most impact the sector in the coming years.

Entries are expected from companies spanning ad networks, social platforms and mobile app developers. Those companies who enter prior to the 18th March deadline will compete for one of ten speaking slots at the Festival and for the overall title of Festival of Media Global 'Hot Company Of The Year'.

Confirmed judges for the 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 and Russell Buckley, AdMob Evangelist for Google and Global Chairman Emeritus of the Mobile Marketing Association.

Greg Brooks, Content Director for the Festival organisers, C Squared comments: "The Festival of Media Global is now well known for attracting the highest level global decision makers in the media industry. The new MAP initiative is the only way for early stage media and marketing companies to guarantee reaching them and up to

32,000 media professionals globally, who are the ultimate purchasers of their services.”

Tim Hanlon added: “I am continually amazed at the still-wide gulf of understanding between enterprising technology visionaries and classically trained marketers as they both – often independently – attempt to solve today’s most intractable marketing challenges. A global initiative on this scale can only help to narrow this gap to the benefit of the media industry as a whole”.

Bernhard Glock concluded: “It has never been more right than today to launch this initiative as we are living in an extremely dynamic, innovation-hungry media world that is operating on an increasingly global basis”.

Event organisers are reaching out to Venture Capital companies and academic institutions and expect to announce the short list at the beginning of April 2011.

MAP will be hosted at the Festival of Media Global 2011, which takes place in Montreux between 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 <http://www.festivalofmedia.com/global/map> for full entry criteria.

-ENDS-

Notes to the editor

Judges are available for a limited number of interviews. For more information please contact Jessie Winston (+44 7977 118186) or Debbie Zaman (+44 7971 962221) at firstname.surname@withpr.co.uk

Entries

The deadline is 18th March and MAP companies must fulfil the following criteria:

- Must be a catalyst for the next generation of marketing industry growth
- Must be out of the starting blocks. Early is ok, but companies must be operational
- The products and services offered should already be launched or being trialed
- Products or services must be game changing, breakthrough, innovative and unique
- Products or services must provide a value proposition with a perceived ROI
- Products or services must be relevant for a broad spectrum of companies

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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