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USA Title Mediapost Launch OMMA Display and OMMA Mobile to European Audience

Mediapost.com (www.mediapost.com), the USA's largest online media publication with 140,000 subscribers, is launching its two flagship events OMMA* Display Europe and OMMA Mobile Europe in the UK on the 17th and 18th September 2012. Over 30 of the world's most respected display advertising and mobile marketing experts will share their strategies with an audience of 150 brands and agencies.

In the USA, over 2,000 top brands have attended and participated in the OMMA Display and OMMA Mobile events, including Pepsi, Estee Lauder, Bloomingdales, Home Depot, Allstate, MLB, Verizon, NBC Universal, Sports Illustrated, CNN, Pfizer, Dell and more.

On the 17th September at OMMA Display Europe (<http://www.mediapost.com/ommadisplayeurope/>) delegates will listen to issues in the display market around real-time bidding, facebook advertising, impact of the EU cookie directive, the state of video and the attribution model. Other sessions on the day will include results of a research report as well as a panel debate with leading publishers, planners buyers and advertisers.

The following day on the 18th September at OMMA Mobile (<http://www.mediapost.com/ommamobileeurope/>), top mobile marketing executives and media decision makers will share their experiences, insights and predictions on the future of mobile marketing.

Kenneth Fadner, chairman and publisher of Mediapost Communications comments on the arrival of the OMMA events to Europe, 'In 2011, media buyers invested 21 billion Euros online in the European continent, bringing the market close to the size of the US and also putting online within the top 3 media in each country, in terms of ad spend**. The OMMA brand is highly respected with 16 years in the making and is associated with a premium level of content, we are confident that we can provide real value back to a UK and European audience'.

Carri Lukasik, Marketing Manager, Disney Store, a past delegate at OMMA USA comments on the conference, "As a brand marketer, the conference provided key insights into the realities and opportunities of the business that I may not have been exposed to otherwise. Great conference."

Shegun Ogunsheye, Head of Creative Services MPG Media Contacts says, 'I read the mediapost.com email newsletters and they provide original forward thinking content that some of the UK titles don't offer me, I signed up immediately for OMMA Display Europe and OMMA Mobile Europe, as I know they will inspire, educate and allow me to meet like-minded peers'.

The conference agenda is being produced by Andy Oakes (ex NMA) and the sponsorships, event logistics, PR and marketing is being managed by events and marketing agency Mixing Digital

(www.mixingdigital.com). To register visit (www.mediapost.com/ommadisplayeurope/ and (www.mediapost.com/ommamobileeurope/). Brands and agencies can attend the show of their choice free and the second show at half-price.

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Contact for additional information –

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About MediaPost Communications

MediaPost Communications is an integrated publishing and content company whose mission is to provide a complete array of resources for media, marketing and advertising professionals. MediaPost is the holding company for the following entities: MediaPost.com, the OMMA conferences (25+ events per year), Publications.MediaPost.com, OMMA & MEDIA Magazines, and suite of 50+ industry-focused eNewsletters & blogs. Our properties include Mediapost.com, The MediaPost Directories, Opt-in E-Newsletters, OMMA Magazine, MEDIA Magazine, MediaPost Events

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*OMMA stands for Online Media Marketing and Advertising

**AdEx Benchmark 2011 - Full Report see www.iabeurope.eu/knowledge-bank/knowledge-bank/online-advertising-spend.aspx