

Press Release

CAAAA joins I-COM as Global Patronage Organisation



GENEVA, MUMBAI & SINGAPORE -- July 29, 2011 -- The I-COM (International Conference on Online Media Measurement) and CAAA (Confederation of Asian Advertising Agency Associations) announce today that the CAAA has become a Patronage Organization of the upcoming I-COM Global Summit on October 14-18, 2011 in Rome.

The CAAA will be joining 17 other leading associations on the I-COM Global Programme Board representing the Digital Advertising space around the world in structuring the debate on the future of Online Measurement.



Srinivasan Swamy, Chairman, CAAA stated: "We are moving towards a world where everything will be in digital form and distributed through the net. We see this already - there is no newspaper or magazine without a web presence; or for that matter TV programmes. Our members consider on-line measurement critical in this larger context."

Andreas Cohen, Chairman of I-COM, commented: "With 24% internet penetration and yet already accounting for approximately 56% of internet users around the world as of 2011, there is no doubt about Asia's major role in the digital advertising space. In this regard, we welcome the decision of the CAAA to help lead the international effort to shape the future of online measurement."

About the CAAA:

The CAAA is a young institution with the sole purpose of building the reputation and business interest of advertising companies/agencies in the Asian region. Its objectives are to support high and uniform professional standards and norms and corporate social responsibility; undertake discussions of structural issues, such as those impacting upon fees and commissions; and, promote awareness of the contribution of advertising to market economies, together with other advertising bodies, if found necessary. For more information, please visit our website at <http://www.confederation-aaaa.org/>

About the I-COM

The I-COM (International Conference on Online Media Measurement) is an industry backed global forum for exploring measurement issues facing the Digital

Advertising Industry. It has become the preeminent community of Data Champions focused on the Digital Advertising Industry from around the world. The next I-COM Global Summits will be held from October 14-18th 2012 in Rome, Italy. For more information and registration, please visit our website at www.i-com.org or follow I-COM at www.twitter.com/icomglobal

Press Contacts:

CAAAA

Sudesh Kapoor

email: aaai@vsnl.com

I-COM

Marvin Macatol

email: pressinfo@i-com.org