

First programmatic business joins Advertising Association body

London, 22 April 2015. RadiumOne has become the first programmatic business to join the Advertising Association's Front Foot initiative – a network of business leaders tasked with promoting public confidence in advertising.

"We are delighted to welcome RadiumOne into the Advertising Association fold and the Front Foot group," said Ged Glover, Commercial Director at the Advertising Association. *"It is important our membership reflects the industry as it is today and programmatic has fast become a critical part of the advertising world."*

The Advertising Association is the industry body for UK advertising representing all sides of the industry in the UK – advertisers, agencies, the media and research services. Its role is to promote the role, rights and responsibilities of advertising, building recognition of advertising's economic and social contribution, encouraging a climate of responsibility amongst advertising practitioners and building understanding among policy-makers and regulators.

The Front Foot initiative is a network of business leaders from across advertising which funds and shapes the AA's programme of research, engagement and advocacy with the aim of improving the understanding of – and support for – advertising and marketing communications with all stakeholders.

Rupert Staines, MD Europe at RadiumOne, said: *"As a programmatic leader, we will be very proactive in helping the Advertising Association include technology, data & privacy in both the positive case for advertising and its responsible practice."*

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Press Contact

Jamie Gavin, jamie@meteorpublicrelations.com, 0790 036 7775

About Radium One

RadiumOne unlock the power of sharing. We collect and interpret data on consumer preference and intent by analysing what they're sharing online. We then provide advertisers, publishers and rights holders with the ability to act on this knowledge programmatically in real time. <http://radiumone.com>