



RadiumOne eyes Nordic growth with new Norway office

LONDON, 14 January 2016 – Programmatic advertising specialists RadiumOne has continued its international expansion by opening an office in Norway, one of the world's most advanced digital ad markets.

The operation will be led by advertising technology veteran, [Ketil Øye](#), who becomes RadiumOne's Managing Director, Norway.

During his 20 years in digital media, Øye has held senior business development roles at DoubleClick and Nettavisen. Most recently, he was commercial director at ad tech business AdForm. He will report to Rupert Staines, RadiumOne's European MD.

According to eMarketer, Norway is the world's second most advanced market, behind the UK, in terms of digital advertising's share of total ad spend (45%) and ranks third globally in both total media ad spend per person and digital ad spend per internet user. The IAB estimates the Norwegian display, video and mobile ad market is worth about €300m, with around 30% of this spend being delivered programmatically.

One of the primary reasons for opening an Oslo office is to service the increasing business RadiumOne is winning across the Nordics region.

Staines said: *"Norway is one of the world's most advanced digital ad markets and a key strategic choice in our international expansion. Having the calibre and local market knowledge of someone such as Ketil is vital to spearheading our launch into Norway and bolstering our overall Nordics presence."*

The US-based company is aiming for rapid international growth, opening offices in Italy and Singapore last year. Its European office presence now includes London, Manchester, Paris, Amsterdam, Copenhagen, Milan and Oslo.

[Photo of Ketil Øye.](#)

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About RadiumOne

RadiumOne is a global, programmatic marketing technology company that serves the world's top brands.

We unlock the value of sharing connecting brands with consumers based on their 'right now' emotions and passions. By harnessing the online audiences engaging with & sharing online content we understand, segment & amplify this audience data enabling brands to reach consumers with paid media, in real-time, cross-device.

Founded in 2009 and based in San Francisco, RadiumOne has offices across the US, Canada, Europe and Asia/Pacific. To learn more about RadiumOne visit www.radiumone.com