



## European Addressable Media Initiative

**Friday, 22 April 2022**

We're delighted to announce that Jade Power, Head of Digital Commercial, has been appointed to the Expert Advisory Group for the European Addressable Media Initiative.

Launched in 2021, the members of the European Addressable Media Initiative- Amobee, Comscore, Finecast, LiveRamp, Lotane Magnite, Neustar and PubMatic- are working collaboratively to help advertisers, agencies and media owners navigate the fast changing advertising landscape for addressable media – that is, advertising that connects brands with individual consumers across multiple online advertising platforms.

The Expert Advisory Group will play an important role in supporting the initiative, feeding in important insights, views and perspectives about the challenges and opportunities ahead across Europe's largest advertising markets, based on years of experience and deep knowledge of addressable media and advertising.

With the goal of developing a set of practical recommendations for European Advertisers and media owners to support trust and growth in addressable media, the initiative will begin publishing interviews and emerging findings from its research and analysis, featuring insights and inputs from the members of the initiative and from the Expert Advisory Group.

Speaking of her appointment to the Expert Advisory Group, Jade said:

"I'm thrilled to have been chosen as a participant in the Expert Advisory Group. The death of the third party cookie means that towards the end of 2023, there is a significant risk to the digital landscape, both in the ability to target specific audience groups and the revenue associated with it. Identity resolution and addressability is a vital cog to overcome this and if done right, will give us an open, transparent ecosystem that will be better than what we had before."

-ENDS-