



Maria Cadbury is appointed General Manager of Joost

LONDON, 19 July 2011 – Joost, the newly launched digital distribution platform (DDP) dedicated to building brands has appointed Maria Cadbury as its General Manager. This promotion comes off the back of Maria's role in leading the strong growth of the Joost In-stream and In-banner Video Network over the past 12 months. Maria will report to Adconion Media Group UK Managing Director, Matt Hunt and will lead Joost as it develops from a video network to a broadcast platform for content & video.

"Maria has an excellent reputation in the industry from her commercial experience with agencies and with publishers. She has a deep understanding of how brands are looking to engage with audiences, irrespective of the device or channel they are consuming. We are delighted to have Maria leading our brand distribution platform" commented Matt Hunt.

With its in-house creative services team, and an in-house content studio RedLever, Joost works with agencies to package their advertising and content for distribution across multiple distribution channels including mobile, in-stream, in banner, connected TV and the Joost portal.

Maria has ten years' experience and is a specialist in digital marketing from her roles at agencies and media owners. Maria joined Adconion Media Group as Director of Media in June 2010, prior to joining Adconion she was Senior Director of Sales and Strategic Partnerships at Vibrant Media. Before her move to the media owner side of the industry Maria held digital media roles at Agency Republic and Mindshare.

Maria Cadbury, General Manager commented: "Our objective is to make Joost the brand platform of choice for UK agencies deciding how to distribute video and content online. Joost addresses the market demand for a large-scale, dedicated, multi-channelled broadcast platform that delivers in-stream and in-banner video capabilities, across a number of devices. Our digital distribution platform optimises brand campaigns at a creative, channel and platform level with advance targeting and great transparency that our most advanced clients are demanding."

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The Joost logo is available from Six Degrees

Contacts

Six Degrees for Joost

Lesley Booth or David Mieny

Tel: 01628 480280

Email: Lesley.booth@sixdegreespr.com / david.mieny@sixdegreespr.com

Joost

Fay Miller

Tel: 020 3073 2900

Email: fmiller@adconion.com

Web: www.joostmedia.com

ABOUT JOOST

Joost is Adconion Media Group's brand marketing Digital Distribution Platform (DDP). The Joost platform builds on the Joost video network's in-banner and in-stream video capabilities with the addition of premium display, mobile and connected TV distribution channels to reach audiences that are accessing content through multiple devices.

Joost is UK's first brand marketing DDP delivering the scale, reach and access to premium video content that has traditionally only been available through traditional broadcast networks. In the video on demand (VOD) market Joost is a Top 5 UK video network, delivering brand messages and content to 13 million viewers in the UK every month.

Adconion Media Group is one of the world's largest independent content distribution and monetisation platform, reaching nearly 325 million unique users – or one-quarter of the total global Internet population every month.

Joost