

ADCONION CEO TYLER MOEBIUS SHORTLISTED AS MEDIA PROFESSIONAL OF THE YEAR

NEW AWARD RECOGNISES CONTRIBUTIONS TO GLOBAL DIGITAL MEDIA INDUSTRY IN 2009

London, United Kingdom, 19th March 2010: Tyler Moebius, CEO of Adconion Media Group, the world's largest independent audience and content network, is one of ten people shortlisted for the Media Professional of the Year award at this year's Valencia Festival of Media.

The award is a new category for the 2010 Festival of Media Awards and is designed to recognise those who drive innovation, world-wide market game changers such as significant advancements in technology, thought-leadership, and considered by his or her peers to have contributed greatly to the overall development of the international media and marketing business over 2009.

The nomination process was open to all and saw hundreds of nominations. Those shortlisted will now go before a jury comprising of unparalleled seniority and global scope, bringing together a range of disciplines that reflect the changing nature of the communications business as a whole. From media agency network CEOs, through to the most progressive global clients.

Tyler says, "The online media industry is currently going through a dramatic evolution – at Adconion, we believe that online video will be at the forefront of some of these changes. To this end, we have taken big steps towards evolving the 'traditional' ad network model into a content distribution and monetisation platform. I am extremely honoured to have been selected as a finalist, as it is a testament from our industry peers that we are on the right track."

The winner will be announced at the Festival of Media Awards Gala Dinner, the finale of the Festival of Media, in Valencia, Spain on 20th April 2010 in front of an audience of senior advertising decision makers.

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The Adconion logo is available at <http://www.adconion.com/uk/about-us/downloads.html>

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