



## **The Association for Downloadable Media Appoints New Director**

Phil Wilson to Drive Projects That Help Buyers Sponsor Episodic Content

Washington, DC — February 2, 2009 — The Association for Downloadable Media (ADM), established to focus on best practices for monetizing consumer-downloaded content, has announced the appointment of Phil Wilson to Director of the Association.

Phil brings a wealth of new media, established radio industry, and non-profit project organization skills that will be applied toward the Association's ongoing and future projects. As Director, his role includes coordinating and supporting the Association's volunteer member chair activities.

Phil says, "I'm excited to be working with such a great group of forward thinkers. The ADM has made some great strides on behalf of its members yet there's still plenty to do. I look forward to assisting the board in serving the membership and the industry as a whole."

In addition to his background in broadcast programming and management, Phil's experience in the interactive media world provide him a unique understanding of the media consumer and buyer as well as a valuable skill set to draw from while confronting the issues facing the members of the ADM.

"Phil's appointment to Director fills our critical function to provide the Association with a full spectrum of project tracking and accountability service to our member constituents," says Chris MacDonald, Chairman of the Association for Downloadable Media. "We are honored to have such a targeted and high caliber appointment."

The Association for Downloadable Media is committed to advancing its charter: creating a landscape favorable to the commercialization of

portable media. The ADM's focus includes revenue generation from advertising and sponsorships of audio and video podcasts, (aka vidcasts, or vlogs), and other digital content distributed via RSS, ATOM, peer-to-peer, mobile devices, downloads from Web sites and other platforms to come.

### **More about Phil Wilson**

Phil Wilson has programmed and overseen the operations of broadcast radio outlets for companies both small and large, most recently CBS Radio. His past 2 years have been dedicated to online media endeavors including co-founding [Localtone Systems](#), a company dedicated to user-generated and listener-controlled content across multiple platforms and consulting companies on interactive and social media participation and marketing through his company [RemainComm](#). He also recently created and launched [ComicTwit](#), a website and Twitter application. Phil contributes to and participates in a weekly podcast produced by [Minnov8](#), a site he helped launch dedicated to innovation in Internet and web technology Minnesota.

### **About the ADM**

The Association for Downloadable Media is focused on providing standards for advertising and audience measurement for episodic and downloadable media. The organization's constituents include individual podcasters, media companies, publishers, syndication companies and distributors offering downloadable media, advertising agencies, marketers, technology suppliers, hardware and software manufacturers of portable media products and services, market research firms and audience and advertising effectiveness measurement companies. Through our volunteer membership, we provide leadership in and organization of advertising and audience measurement standards, research, education and advocacy to all those involved in portable media (Podcasts/ATOM/RSS media enclosures) across the Internet, iPods, MP3 players, mobile devices, P2P and other upcoming platforms.

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