



## Association for Downloadable Media Announces Formation of Ad Council and Appointment of Agency Liaison

*First Standards and Guidelines To Be Presented at ADM Forum at ad:tech San Francisco*

**Washington, DC (PR WEB) March 10, 2008** -- The Association for Downloadable Media (ADM) announced today the appointment of a special advertising agency liaison to the organization, along with the confirmation of a fourteen-member Ad Council, comprised of media professionals from leading interactive advertising agencies.

The council will act as a sounding board for the ADM committees, which are creating downloadable media advertising standards and guidelines. David Herscott, President of San Diego-based interactive agency MEA Digital, has been appointed the liaison between the Ad Council of media strategists and the ADM committee chairs.

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.

The Association for Downloadable Media, formed to focus specifically on monetizing consumer-downloaded content will be releasing initial ad unit standards and audience measurement guidelines for public consideration at the ADM Forum at ad:tech San Francisco April 16<sup>th</sup> from 9:00 am - 11:45 am at Moscone Center.

Chris MacDonald, Chairman of the ADM and Executive Vice President for Business Development and Operations, Libsyn PRO Enterprise Platform, said regarding this announcement: "People have been talking for years about the need for podcasting ad standards. We're taking the first big leap on standards-setting and are working proactively to verify that the ad formats and audience measurement processes we set will work for both the buyer and seller."

"Podcasting and downloadable content are the next frontier of digital media. The members of the Ad Council and I are excited to work with the ADM committees. Our work together will help brands leverage the amazing engagement we find with the audiences of downloadable content, says David Herscott, President, MEA Digital"

The members of the Ad Council are highly experienced digital media pioneers who are volunteering to be the sounding board for the ADM committees as they develop standards for monetization of downloadable media, making sure the standards dovetail with prevailing digital advertising best practices.

The Ad Council members include:

Jonathan Adams, Vice President, Group Director, Media Digitas (Publicis Groupe)  
Kendall Allen, Managing Director, Incognito Digital  
David Berkowitz, Director of Emerging Media & Client Strategy, 360i  
Jason Burnham, CEO, Burnham Marketing  
Jocelyn Griffing, Senior Vice President Online Media at ICON International, an Omnicom Company  
David Herscott, President, MEA Digital  
Tom Hespos, President, Underscore Marketing LLC  
Alyson Hyder, Director, Digital Marketing Services, Avenue A-Razorfish  
Jennifer Kim, Vice President, Integrated Strategy, Sigma Group  
Susan MacDermid, Senior Vice President, Real Branding  
Jennifer Samples, Senior Vice President, Digital Director, Targetcast  
Stephen Smyk, CEO, Performance Bridge  
Jeff Adelson-Yan, Managing Partner, Levelwing Media

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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