

INTERACT in Paris, May 20-21st 2014

Brussels, 18th December 2013 - IAB Europe is partnering with the **Cristal Festival Network – 2C Associés** for the organisation and production of the future editions of **INTERACT**.

With the 13th edition of the **Cristal Festival** (International Summit for Media & Advertising) just taking place in Courchevel, the Cristal Festival Network – 2C Associés has been selected to organise the future editions of IAB Europe's yearly event **INTERACT**. Previously held in Barcelona, this year's conference will take place on **20-21st May in Paris**, and gather the entire European Advertising and Digital Industry.

Together with its members – companies and national trade associations in 28 countries – IAB Europe represents over 5,500 organisations. The Cristal Festival Network organises numerous major Advertising and New Technology events, namely, the Cristal Festival in Courchevel (10-14th December 2014), the Middle-East advertising industry event; the MENA Cristal Festival (4-6th February 2014), as well as the monthly Paris based event; Data Tuesday.

While signing the partnership, **Christian Cappe**, CEO of the 2C Associés, said: « This partnership promotes our know-how and experience and, is a symbol for recent international development in the field of Digital Advertising and New Technology. »

Constantine Kamaras, IAB Europe Chairman and Founder /Board member, IAB Greece continued: « INTERACT's ambition is to be the number one forum for the European Digital Advertising Industry. IAB Europe wishes to strengthen the economic and social impact of this industry, encouraging favorable conditions to further develop. We are delighted to partner with the Cristal Festival Network – 2C Associés to organise the major annual event for our European association.

Interact is the essential conference where leading European advertisers, industry experts, agencies and media owners gather for digital insight, debate and inspiration. As part of the event, the MIXX Awards Europe and IAB Europe Research Awards celebrate creativity in advertising and best practice in research. 8 editions have been held since 2006.

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About IAB Europe

IAB Europe is the voice of digital business. Its mission is to protect, prove, promote and professionalise Europe's online advertising, media, market research and analytics industries. Together

with its members – companies and national trade associations – IAB Europe represents over 5,500 organisations.

The member countries are: Austria, Belgium, Bulgaria, Croatia, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Netherlands, Norway, Poland, Romania, Russia, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey and United Kingdom. The corporate members include: AB Inbev, Adconion Media Group, Adobe, AdRoll, ADTECH, affilinet, AGOF Services, AOL Advertising Europe, AppNexus, AudienceScience, BBC Advertising, CNN, CoAdvertise, comScore Europe, Creafi Online Media, Criteo, Deutsche Post, eBay International Advertising, Emediate, Evidon, Expedia Inc, Fox Interactive Media, Gemius, Goldbach Group, Google, GroupM, Hi-Media, Koan, Meetic, Microsoft Europe, Millward Brown, News Corporation, nugg.ad, Nielsen Online, OMD, Orange Advertising Network, Performics, PHD, Prisa, Proxistore, Publicitas Europe, Quisma, Sanoma Digital, Selligent, Tradedoubler, Triton Digital, Truste, United Internet Media, Verisign, Viacom International Media Networks, White & Case, Yahoo!, Yandex and Zanox.
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