

**PRESS RELEASE, 18<sup>th</sup> October 2011**

***Online Publishers Association Europe appoints new Executive Director and takes a step forward in growing the association, promoting its interests and enhancing its presence in front of the European Institutions***

Founded in 2003, OPA Europe is an alliance of high-level executives from online publishing companies of quality content whose aim is to share best-practice and expertise in digital publishing, at the same time promoting and protecting their interests in the face of an ever-changing legislative environment.

Effective from 1<sup>st</sup> October, 2011, OPA Europe is pleased to announce that David Mahon will take over the new role of Executive Director.

David Mahon was previously the Executive Director of the European Federation of Magazine Publishers (FAEP, now renamed EMMA) and was a Board member, Executive Committee member and Treasurer of the European Advertising Standards Alliance (EASA), the voice of advertising self-regulation in Europe.

Prior to FAEP, David spent five years as a consultant in media policy at the European Commission, mainly working in the central and eastern European countries that are now the most recent EU Member States.

Tomasz Jozefacki, OPA Europe President, said of the appointment, "We are very pleased to welcome David on board the OPA Europe team. David's experience of both the publishing world and the workings of the EU will add to the capabilities and effectiveness of OPA Europe in promoting and protecting digital publishers' interests, especially as regards potential legislation and other business issues that will affect our businesses coming from the EU institutions."

David Mahon said, "I'm delighted to join OPA Europe at this important stage in the development of digital content creation and dissemination. I look forward to working closely with OPA Europe members in ensuring that the association grows and that its concerns are addressed to its advantage".

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**About OPA Europe :**

Founded in 2003 by some of the European Internet's leading content brands, OPA Europe represents the interests of first-rate online publishers before the advertising community, the press, governmental and European institutions and the public at large. OPA Europe seeks to establish and promote the Internet as an effective advertising medium for marketers and a sustainable media business for publishers, thereby ensuring the continued availability of quality content to serve the public good. Members of OPA Europe are: 24 Media (Greece), AdMeld (UK), Agora (Poland), Gruppo Espresso (Italy), International Herald Tribune/New York Times Media Group (Europe), Lambrakis Press (Greece), Le Monde Interactif (France), Il Sole 24 Ore (Italy), Le Temps (Switzerland), Prisacom/El País (Spain), RCS Mediagroup (Italy), Turkuvaz Media group (Turkey), Unidad Editorial/El Mundo (Spain) and Spiegel Online (Germany).

**OPA Europe members represent, collectively, more than**

- 23 million unique visits daily
- 27 million sessions daily
- 200 million page views daily