

OPA

Online Publishers Association

EUROPE

OUR MISSION

- To promote high-quality, original online content
- To represent the interests of members to
 - the advertising community
 - the press
 - local governments and European institutions
- To establish and promote the Internet as an effective advertising medium for marketers and a sustainable media business for publishers



OPA Europe is the only pan-European trade association focused exclusively on the digital content business with the single purpose of supporting media companies as they build profitable online businesses.

OPA Europe Online Publishers Association

www.opa-europe.org • +33 (0) 6 09 59 87 63 • info@opa-europe.org

OPA Europe is a non-profit association based in France

ABOUT OPA EUROPE

History

Founded in March 2003 by some of the European Internet's leading content brands, the Online Publishers Association Europe (OPA Europe) represents the interests of first-rate online publishers before the advertising community, the press, all governmental and European institutions and the public at large.

Standards

OPA Europe is affiliated with the U.S.-based Online Publishers Association (www.online-publishers.org). Through credible research and ongoing communications, 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 ascribe to the highest standards in Internet publishing with respect to editorial quality and integrity, credibility and accountability.



Values

Members of OPA Europe support publishing principles that reflect the traditional values separating editorial and commercial messages – never using advertising content as editorial, never creating editorial content for an advertiser, and always clearly labeling the source of content – thereby enhancing the credibility and public trust necessary to support a free press.

JOIN OPA EUROPE

Member Benefits:

- Strategise, brainstorm and network with premier Online Publishers in Europe and the U.S.
- Meet with EU officials
- Share best practices and information on service providers
- Member visibility through website and PR efforts
- Access to original and third-party research
- Member rates for media conferences
- Invitations to OPA U.S. events and teleconferences

Member Criteria

Membership is open to publishers of original online content with a demonstrated commitment to maintaining the highest standards in Online Publishing.

OPA Europe Members All Have:

- Strong brands
- Loyal audiences
- High degree of consumer trust and credibility
- Original content, published on the Web
- Traditional “publishing values” – ensuring the separation of commercial messages from content

FOLLOW OPA EUROPE!



MEMBER COMPANIES

- The New York Times Global / International Herald Tribune
- Group Le Monde Interactif
- Spiegel Online
- Lambrakis Press
- 24 Media
- Gruppo Espresso
- Il Sole 24 Ore
- RCS Digital
- Agora
- Prisa.com / El País
- Unidad Editorial / El Mundo
- Le Temps
- Turkuvaz Medya
- AdMeld

MEMBER BRANDS

