

**PRESS RELEASE, 1st January 2013**

***The Online Publishers Association Europe appoints two new staff positions, both enhancing its key membership benefits and advocating its members' interests before European Institutions.***

Effective from 1<sup>st</sup> January, 2013, OPA Europe is pleased to announce that Constantine Kamaras is taking on the new role of Head of Research and Insights, and Lucia Baresi also joins the staff in the new role of Head of Public Affairs. These positions are created to support the association's core aims, namely the sharing of best practices and expertise in digital publishing and the promotion and protection of their common interests in the face of an ever-changing legislative environment.

Constantine Kamaras is Vice Chairman of the Greek Digital Media group 24 Media. Over the past three years, Constantine's experience representing 24 Media within OPA Europe, driving the association's best practice exchanges, has equipped him with firsthand knowledge of the value and goals of OPA Europe. Constantine was previously Publisher & CEO of the sports portal Sport.gr. Before that, he was Director for Management and Marketing Services of the Paris-based World Association of Newspapers (WAN), and Head of Electronic Publishing at Lambrakis Press, S.A.

Lucia Baresi worked as Head of Public Affairs at Gruppo Editoriale l'Espresso, publisher of "La Repubblica", where she developed European projects for online news, working closely with the Italian Federation for Newspaper Publishers (FIEG). Prior to that Lucia was Head of European and National Authorities Affairs at Sky Italia, where she managed the evaluation of lobbying opportunities during the legislation of new European law. Five years at the European Parliament in Brussels preceded her employment at Sky, where she held several positions, including policy drafter and Executive Assistant to the Vice President of the European Parliament.

Nikos Gouraros, OPA Europe President, said of these appointments, "The creation of two new staff positions, and the skills brought by Lucia and Constantine, will allow OPA Europe to expand its scope, both internally and externally, and be much more effective and targeted in its goals."

Constantine said, "Benchmarking among top European news brands remains a top priority for OPA Europe. We are building on the success of our 'best practice' initiatives, revising guidelines to facilitate and maximize meaningful exchanges between the members".

Of her appointment, Lucia Baresi said, "I am looking forward to this opportunity to work with Europe's top online publishers, to grow our membership and represent the interests of the association to European lawmakers."

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### **Head of Research and Insights**

Constantine Kamaras

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### **Head of Public Affairs**

Lucia Baresi

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### **Head of Operations**

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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), Agora (Poland), Gruppo Espresso (Italy), New York Times Global/International Herald Tribune (Europe), Lambrakis Press (Greece), Le Figaro (France), Le Monde Interactif (France), Il Sole 24 Ore (Italy), 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