

## Emediate opens new office in the UK

*Emediate, one of the most dominant players in the Nordic region for ad serving solutions and revenue optimisation, continues to expand its activities in Western Europe. After successful entries in Germany and Italy, the Danish company now strengthens its sales efforts in the UK and opens a new office.*

Kate Owen will be heading up Emediate's UK operations, based in London. Previously employed by ad pepper media in Germany and more recently Crystal Semantics in the UK, Kate brings over ten years of online publishing, product and international business development experience to the job.

Emediate offers publishers, advertising networks and website owners a user-friendly and flexible ad serving solution that makes it easy to manage advertising campaigns - whether this is for online, mobile or video. New to the market and generating much interest amongst publishers and agencies alike is SiteScreen, Emediate's groundbreaking content vetting and brand protection tool. Available as a standalone solution, or alternatively as an enhancement within the standard ad server, SiteScreen prevents online ads from running alongside unwanted content using patented semantic content recognition technology.

"What specifically sets Emediate's solution apart from other ad server solutions available currently in the UK market is that all targeting is included in the forecasting algorithm, which gives the website owner a much better opportunity to assess how to deliver exactly what the advertiser wants. Also, the opportunity to get a brand protection application (SiteScreen) either standalone, or integrated directly within the ad server solution, is unique," says Otto Neubert Block, Managing Director of Emediate.

### **About Emediate**

Emediate is one of the Nordic countries' leading suppliers of ad serving solutions. Emediate offers publishers, advertising networks and website owners a complete system for advertising delivery and management. In 2010 SiteScreen, a content vetting and brand protection tool for publishers and agencies that prevents online ads from running alongside unwanted content, was added to the product portfolio. Emediate was founded in 2001 and has offices in Denmark, Sweden and the UK, as well as resellers in Norway, Finland, Germany, Italy, Benelux and Brazil.

Emediate was rewarded as a Gazelle company for the fourth year in a row by the Danish business newspaper Børsen. This acknowledgement is given to Denmark's fastest-growing companies that are both profitable and have at least doubled their annual turnover over the past four years. Find out more at [www.emediate.biz](http://www.emediate.biz).

### **For further information, please contact:**

Marketing Manager, Katrine Møller Madsen  
[Katrine@emediate.dk](mailto:Katrine@emediate.dk) +45 70 20 91 95

