



## **IAB Australia appoints Gai Le Roy as Programmes Manager**

### ***Outlines priority projects for three IAB Councils***

**Sydney, 23 July, 2009** - IAB Australia today announced the appointment of Gai Le Roy as IAB Australia Programmes Manager, effective immediately. Ms Le Roy will chair the three IAB Australia Councils - Measurement, Research, and Standards & Guidelines - and take responsibility for driving key projects for each Council.

In announcing the appointment, IAB Australia CEO Paul Fisher also identified priority projects for the three Councils:

“IAB Australia is delighted to welcome Gai Le Roy to our team. She brings tremendous industry knowledge and project management expertise to her new role as Programmes Manager and we look forward to drawing on this experience to advance the important projects being undertaken by our Measurement, Research and Standards & Guidelines Councils.

“These include the Measurement Council’s work to provide the industry with best practice online audience measurement data, projects being commissioned by the Research Council to determine the effectiveness of online advertising in shifting brand attributes and the impact of online video advertising, and the development of industry standards to guide the use of online video advertising and the Universal Ad Package by our Standards & Guidelines Council,” Mr Fisher said.

According to the IAB, the Measurement Council is collaborating with Nielsen Online to release data from the newly created RDD/Online panel. The implementation of a world-leading Hybrid measurement solution is also well advanced.

Commenting on her appointment, Ms Le Roy said, “I am very excited to be taking on this role and working with the industry to find solutions for key issues facing publishers and advertisers. The IAB, both locally and globally, is involved in some groundbreaking projects at the moment and I am looking forward to being part of this.”

Gai Le Roy has over 10 years of experience in interactive advertising and digital media, principally in her role as Insights Manager at ninemsn.

### **Ends**

#### **About the Interactive Advertising Bureau**

The Interactive Advertising Bureau (IAB) is the peak trade association for online advertising in Australia. As one of over 25 IAB offices globally, and with a rapidly growing membership, IAB Australia’s principal objective is to increase the share of advertising and marketing dollars that interactive media captures in the marketplace.

Officially launched in October 2005 by Australia’s six major online publishers - News Digital Media, Fairfax Digital, ninemsn, Yahoo!7, Google and Sensis Media Smart - together with the Australian Interactive Media Industry Association (AIMIA), the IAB has four objectives:

- To develop, coordinate and promote industry standards and guidelines that make interactive advertising a simpler and more attractive medium for agencies, advertisers and marketers
- To prove and promote the effectiveness of interactive advertising to advertisers, agencies, marketers, and the press
- To be the primary advocate for the interactive marketing and advertising industry
- To expand the breadth and depth of IAB membership while increasing direct value to members

For further information about IAB Australia please visit: [www.iabaustralia.com.au](http://www.iabaustralia.com.au)

**For more editorial information please contact:**

Pru Quinlan or Ashleigh Favaloro

Einsteinz Communications

T: (02) 8905 0995

E: [pru@einsteinz.com.au](mailto:pru@einsteinz.com.au)

E: [ashleigh@einsteinz.com.au](mailto:ashleigh@einsteinz.com.au)