



Matt Rowley appointed Chair of IAB Australia Board

Monday 21st January 2019: Matt Rowley, Director of Sales, Publishing at Nine, has been elected as Chair of the IAB Australia Board. He replaces Cameron King who resigned from News Corp late last year and who will be finishing his tenure as IAB Chair immediately. Rowley, who was appointed Director of Sales, Publishing at Nine in December 2018 following the merger with Fairfax Media where he was the Chief Revenue Officer at Fairfax Media. He oversees sales for all Nine's publishing assets including nine.com.au, 9Honey, 9Now, The Sydney Morning Herald, The Age and The Australian Financial Review. Rowley has been the alternate director for Fairfax Media on the IAB Board for the last two years. Through 2018 he worked closely with IAB Australia CEO, Gai Le Roy, on the Australian Digital Ad Practices with AANA and MFA, as well as supporting the development of IAB's new Charter which was launched late last year. Rowley commented "Now more than ever the IAB has a critical role to play in delivering on its purpose of growing sustainable and diverse investment in Australian digital advertising. I'm honoured to have the opportunity to lead the Board and look forward to working closely with my fellow Board members to support the advertising industry." Gai Le Roy, CEO of IAB Australia said "Matt's background and passion for developing strong media brands with robust commercial models that help sustain a rich media landscape as well as deliver on advertiser objectives makes him a wonderful choice to lead the IAB Board. I look forward to working closely with him, continuing to roll out initiatives that will highlight the strengths of digital advertising, as well as provide guidance and standards on best practice for all sides of the media and marketing ecosystem." /Ends About the Interactive Advertising Bureau The Interactive Advertising Bureau (IAB) Limited www.iabastralia.com.au is the peak trade association for online advertising in Australia. As one of over 43 IAB offices globally and with a rapidly growing membership, the role of the IAB is to support sustainable and diverse investment in digital advertising across all platforms in Australia. The IAB Industry Charter, which was announced in October 2018, details the organisation's focus on helping marketers and agencies understand how digital advertising can deliver on their business objectives. Foundation elements of the IAB Industry Charter include a renewed focus on standards that promote trust, steps to reduce friction in the ad supply chain; and ultimately improve ad experiences for consumers, advertisers and publishers. Beyond the IAB's continued focus on content and ad measurement, the Charter outlines four additional areas of activity: digital ad effectiveness, data and data privacy; standards and guidelines; and improving the digital value chain. For further information about IAB Australia please contact: Gai Le Roy CEO - IAB Australia T: 0408 431 455 E: gai@iabastralia.com.au Pru Quinlan Einsteinz Communications T: (02) 8905 0995 E: pru@einsteinz.com.au

Contacts

Pru Quinlan
+61 2 8905 0995
[mailto: pru@einsteinz.com.au](mailto:pru@einsteinz.com.au)
Karen Terranova
+61 2 8905 0995
[mailto: admin@einsteinz.com.au](mailto:admin@einsteinz.com.au)
Sue Ralston
0466 964 786
[mailto: sue@einsteinz.com.au](mailto:sue@einsteinz.com.au)