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Major Media Agencies and Owners Try Out MediaEquals

Richard Eyre, Andrew Walmsley and John Farrell invest in online trading platform
MediaEquals enlists the aid of industry heavyweights

By Sara Kimberley



Big guns (L-R): Farrell, Eyre and Walmsley join Banbury at MediaEquals

MediaEquals, the online trading platform for offline media, has appointed a raft of media heavyweights, including Richard Eyre, Andrew Walmsley and John Farrell, as it gears up to expand beyond its press inventory platform. Four new non-executive directors will be investing in the company, which launched its ad trading platform last year, including Internet Advertising Bureau chairman Eyre and the former president of Publicis Groupe SAMS Worldwide, John Farrell. I-Level co-founder Walmsley is investing in and advising the firm. MediaEquals allows media owners to detail their ad inventory on its system, including price and positioning. Media agencies and advertisers can then log on and purchase ad space or even bid against rivals for ad spots. Former IKEA chief financial officer Hannu Ryypponen and Ian McLennan, former global equity strategist for hedge fund Brevan Howard, complete the new hires. Farrell, ex-global chief executive of DMB&B, will join MediaEquals as

non-executive chairman. He will be instrumental in advising and guiding the board and expanding globally. He said: "It's a business and platform with enormous global potential. The technology could transform the media industry." IAB chairman and former ITV chief executive Eyre will join the board as non-executive director. He will advise the board as well as developing its technology, focusing on online media opportunities.

Martin Banbury, executive chairman, MediaEquals, said the business would next be focusing on launching a platform for media owners to trade online inventory. Currently, MediaEquals operates only a press and magazines trading platform. He said: "These people have the background to help understand media owners and agencies' needs and have access to colleagues and friends who can increase the quality" Leader, page 18

Q&A: MediaEquals CEO Gary Goodson on plan to centralise media trading



Gary Goodson is the CEO and co-founder of MediaEquals, an online platform set up initially for trading offline media with plans for an online display channel by early 2010. Backers include Richard Eyre, the chairman of the IAB, John Farrell, the former president and CEO of Publicis Groupe SAMS Worldwide and Andrew Walmsley, the co-founder of i-level.



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We interviewed Gary about the platform's ambitious plans and how his experience in offline and online marketing have informed the company's approach.

He also explains why the marketplace is not a threat to existing online advertising exchanges.



Ni deserves recognition for ad sales restructure



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Web charging and technologies can plug revenue gap



Interesting that Media Week has unveiled an influx of senior investors who are joining media trading platform MediaEquals (see page 3) in the same week the debate about newspapers charging for online content reignited. MediaEquals' appointments Richard Eyre and Andrew Walmsley will be well known to Media Week readers. The former as chair of the IAB, senior adviser to Starcom, Media Week columnist and former chief executive of Capital Radio and ITV. The latter is co-founder of digital media agency I-Level, which celebrated its 10th birthday last week. They don't usually back losers and are renowned as visionary thinkers.