

## Digital Out Of Home Specialists Gear up for Multichannel Future

*Imperative Group announces the creation of a first class team of associates to tackle emerging multichannel media opportunities in the digital out of home sector*

**London, UK, 17<sup>th</sup> June, 2009** -- Imperative Group, an independent digital out of home development & communications agency, today announces an expansion of the business to include some of the most talented and experienced practitioners in the retail & digital out of home media sectors, who join as associates.

Over the last year, the Imperative Group (Imperative) has successfully established itself as a leading independent development & communications business to the digital out of home marketplace. This has been done by injecting value into clients' initiatives by leveraging our primary knowledge, experience, method, approach and connections for their benefit whether publicly or privately.

This approach has enabled clients including Scala, Premier Retail Networks, Sony Professional Solutions Europe & POPAdigital to make better decisions on developing digital out of home opportunities, improve existing initiatives, developing new products, services & techniques or communicating ideas to help maximise their commercial opportunity.

In order to enhance the value Imperative offers and in order to tackle the emerging commercial, media & technical opportunities presented by an evolving multichannel marketplace, Imperative have sought out first class individuals to add significant complementary value and who share similar objectives, ethos and ambition. These nine experienced & knowledgeable individuals are:

**Mike Silverman**, formerly founder & CEO of Corinthian Television, Commercial Director of Instrumental Media & SVP of Thomson Technicolor. *Mike will be providing commercial & operational strategy services.*

**Guy Chiswick**, formerly Commercial Director for Tesco.com, Sales Director for dunnhumby retail media & Head of Agency Sales for CBS Outdoor. *Guy will be providing media, digital, ecommerce & retail media strategy services.*

**Joy Salisbury**, formerly Content Director for Bates Dorland, Channel Editor Tesco TV & Director of the CAN Media Group. *Joy will be providing media & strategic development services.*

**Amanda Groom**, formerly Head of Channel Health and Executive Producer for Pearson Television. Latterly, founder of Strand Media Consulting. *Amanda will be providing multi-channel content strategy & syndication services.*

**Andrew McCall**, formerly a senior executive at Granada Television, founder of Inside Broadcast, Managing Director of How and Why and founder of ROI Team. *Andrew will be providing customer & commercial insight and research strategy services.*

**Graham Smith**, formerly Head of IT for Impact Marcom, founder of BitRate Solutions & Head of Operations for Innov8 Solutions, a specialist digital signage network operations business. *Graham will be providing network architecture & content management systems services.*

**Andrew Griffiths**, former DJ for GWR FM, Creative Director for DMX Music (now Mood Media) and Head of Programming for Inflight Productions. *Andrew will be providing audio and music strategy services.*

**Fiona Ryder**, formerly founder of Cube, Board Director of Immedia Broadcasting and CEO of Stream Exchange. *Fiona will be providing IPTV & media exchange development services.*



**Jennifer Harris**, founder of JRBH Strategy Management and columnist for Management Today magazine. *Jennifer will be providing strategy and business development services.*

"The DOOH industry is rapidly evolving and the convergence of distribution platforms and technologies will be the next major development to affect the sector. Given the complex nature of these deployments there is an increasing requirement for an accessible panel of credible experts in the industry. The Imperative Group will answer that need and will provide the required depth and breadth of expertise to help clients maximise the value of their networks and their commercial opportunities" said Fiona Ryder, associate and CEO of Stream Exchange.

Commenting on the announcement, Chris Heap, Imperatives Managing Director said, "I'm delighted that this group of highly reputable, skilled and professional people have become associates to the business. This team will enable us to widen and deepen the level of service we can provide by drawing off their experience and packaging this into highly skilled project teams quickly in order to respond to client needs." He continued, "This collaboration will enable us to deliver significant innovation, operational & commercial value to our clients. I look forward to working with the team and developing our clients business in the coming year."

Additional associates with complementary skills will be added in time as required. For extended associate biographies, visit <http://www.imperativegroup.com/people.html>

## Notes to Editors

### About the Imperative Group

The Imperative Group help retailers, landlords, media and technical businesses connect, develop, innovate, deliver and communicate their digital retail & out of home media ideas in order to deliver competitive advantage.

The value we add is based on a cocktail of primary knowledge, connections, method and approach drawn from over 11 years of practical experience gained specifically developing retail & out of home media networks (inc radio and digital screen media).

We provide a broad range of competencies fine tuned to the needs of the retail and out of home media markets, including new product development & proof of concept, project management, marketing & press relations, insight management and business development.

These competencies relate directly to experience gained from working with retail and out of home media owners, operators and practitioners in the UK and U.S including BP, Pret, The Mall Corporation, Tesco, Shell, Jewson, Kroger, Safeway, Shaws, Scala (EMEA), Premier Retail Networks (Thomson PRN), BT, Sony Professional Solutions Europe and POPAdigital (UK & Ireland).

The Imperative Group is a member of POPAdigital and representatives of the business sit on the management committee for POPAdigital UK and on the Advocacy Steering Group in the U.S.

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