



## PRESS RELEASE

# ZenithOptimedia Announces the Launch of Zed Digital India

**\*\*Worldwide management team endorse India growth initiative**  
Steve King -Worldwide CEO, Adrian Sayliss, Worldwide COO, ZenithOptimedia , Frederic Joseph –CEO-International Zed Digital , Philip Talbot- CEO Asia Pacific ZenithOptimedia  
All present in India on this historic occasion

**New Delhi, April 19, 2007:** ZenithOptimedia, one of the world's leading global media services agencies, today announced the launch of Zed Digital India, its full service interactive and digital unit.

Zed Digital capabilities extend beyond interactive media buying into the full array of digital communications. The applications cover a vast range of services from online media, search engine and e-mail marketing, to technology development and hosting, interactive kiosks and signage, and e-commerce retail, as well as across the PC, mobile, OOH (out of home) and TV platforms.

The new entity will track all Digital activities from conceptualization to the execution stages and will provide for continuous monitoring and evaluation across each step with corrective action if required

The experience of Zed Digital in the global market spans beyond media planning/buying and integrates creative strategy with proprietary tools and techniques and has registered a huge growth over last 2 years.

Translating this experience in India, will be a key dimension to the India growth strategy as ZenithOptimedia has been hugely successful with its ROI positioning and as says **Steve King, Worldwide CEO ZenithOptimedia,** *"In an increasingly fragmented consumer mediascape where consumers are editors and not passive receivers of media, going digital is an obvious route to enhancing the ROI of our clients marketing budgets, in one of the most exciting markets of the new world".*

At the launch of Zed Digital India, **Steve further added**, *“While we have very good operations in local markets, we wanted to provide greater cohesiveness to our operations and to better harness knowledge and insights by bringing these teams under common leadership,”*

**Commenting on the India launch, Frédéric Joseph CEO International- Zed Digital said**, *“Looking at the growing digital scenario in India and the unique platforms that are emerging in this highly potential market, Zed Digital will be able to leverage its global expertise and work towards providing fully integrated solutions and analytics to its clients.”*

By virtue of its international alliances, the company already has HP, L’Oreal, British Airways amongst key clients, working in this integrated arena. Whilst taking advantage of its parent company’s positioning to ensure best in class service for common clients, the new entity is designed to create exciting opportunities for direct business.

*“Digital technology is having an increasing impact both directly and indirectly on consumers’ every day life. The pace of this change is astounding and will only increase. This is why ZenithOptimedia has been investing substantially into the development of the Zed Digital network. With the launch of Zed Digital India, we now have a comprehensive Digital service we can provide all of our clients around the APAC region,”*  
**said Philip Talbot, CEO Asia Pacific ZenithOptimedia.**

**According to Ambika Srivastava, CEO India ZenithOptimedia**, *“After all we are in the business of creative thinking and connecting with the right mix required for client messaging. Our offering of an integrated media module will go a long way in streamlining the seamless online and offline integration of the client’s advertising requirements and we are extremely delighted to have Vineet lead this initiative”*

Zed Digital India will be spearheaded by Vineet Mathur, who comes on board as Sr. Vice President. Vineet has over 12 years of experience of which the last 7 have been in handling interactive and new media technologies. He will report to Ambika Srivastava, CEO India, ZenithOptimedia.

As per ZenithOptimedia's recent forecast, global Internet advertising spend will grow by 28.2 percent in 2007, at the same time ad spending in other media will grow by only 3.9% percent. In other words, online ad spending will grow seven times faster. ZenithOptimedia also projects that the Internet's share of worldwide total ad spending will increase from 5.8% in 2006 to 8.6% in 2009, overtaking other media such as radio and cinema.

In India, ZenithOptimedia predicts online expenditure will increase threefold to over Rs. 700 crores within two years.

ZenithOptimedia is one of the world's leading global media services agencies with 175 offices in 69 countries.

Key clients include Alcatel, Beam Global Spirits & Wine, British Airways, Darden Restaurants, Electrolux, General Mills, Giorgio Armani Parfums, Hewlett-Packard, Kingfisher, Mars, MBNA Europe, Nestle, L'Oreal, Puma, Ralph Lauren, Qantas, Richemont Group, Sanofi-Aventis, Siemens, Thomson Multimedia, Toyota/Lexus, Twentieth Century Fox, Verizon, Whirlpool, Wyeth and Zurich.

ZenithOptimedia is committed to delivering to clients the best possible return on their advertising investment.

This approach is supported by a unique system for strategy development and implementation. The ROI Blueprint. At each stage, proprietary ZOOM (ZenithOptimedia Optimisation of Media) tools have been designed to add value and insight.

The ZenithOptimedia Village enables the widest range of communications opportunities and skills to be brought together to ensure the most powerful connections are made with consumers.

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