

31 January 2019 – 17:40 CEST

Audiovalley: Caroline Dupuis ♦ [press@audiovalley.com](mailto:press@audiovalley.com) ♦

Actifin: Victoire Demeestère ♦ [vdemeestere@actifin.fr](mailto:vdemeestere@actifin.fr) ♦

## Targetspot, the advertising network of the Radionomy centre, is continuing its European expansion: rollout into Germany

**AudioValley** (ISIN code: BE0974334667/ ticker: ALAVY) is continuing the European rollout of its Targetspot advertising network with the introduction of a direct presence in Germany. As such, the Radionomy centre has met all of the objectives that were set when the Group's Initial Public Offering was listed.

### Consolidation of Targetspot's presence in Europe

The Radionomy centre, a solution for the aggregation and monetisation of digital audio audiences (digital radio and podcasts), is accelerating its expansion into the German market, with this new facility in Düsseldorf.

This local structure in Germany will now be the base in Germany from where Volkan Sen, designated *Head of Sales DACH*, will steer the development of Targetspot in the key market of the DACH zone (Germany, Austria, Switzerland).

With more than 20 years experience in the media and digital industries, Volkan Sen is joining Radionomy after having held positions of responsibility at Widespace, Hi-Media, PHD, OMD, Mindshare and latterly at Madvertise Media, where he was *Head of Sales West*. On this occasion, Geert Hoogeveen will become *Managing Director of the Netherlands and Germany*.

In establishing a team of renowned local experts, Targetspot benefits from a strong strategic position in the European market to make the most of the current swing in advertising budgets towards digital audio.

### In progress to capture the full potential of the market

Since summer 2018, the Targetspot network has reached several important milestones in its commercial acceleration strategy. Its geographical coverage in Europe is well known, with the opening of sales offices in the Netherlands and Spain, which have already led to the signature of a strategic partnership with PRISA, the group leader in Spanish-language radio. With this new direct presence in Germany, Targetspot has met all of the objectives that were set when the Group's Initial Public Offering was listed.

*"We are proud to start 2019 having met all of the objectives that were set 6 months ago: the Radionomy centre has opened 3 new countries with high quality commercial teams and has launched premium subscription services on its proprietary software, Shoutcast. We are now in a position to implement our digital audio market solutions throughout Europe. With a solid technological and commercial position, the Radionomy centre will be a powerful source of growth for AudioValley,"* explains Alexandre Saboundjian, Chief Executive and founder of AudioValley.

# Press release

[www.audiovalley.com](http://www.audiovalley.com)

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# AudioValley

## CONTACTS

### AUDIOVALLEY

**Caroline Dupuis**

+ 32 (0) 2 466 31 60

[press@audiovalley.com](mailto:press@audiovalley.com)

### ACTIFIN, financial communication

**Victoire DEMEESTERE**

+33 (0)1 56 88 11 11

[vdemeestere@actifin.fr](mailto:vdemeestere@actifin.fr)

### ACTIFIN, financial press relations

**Jennifer Jullia**

+33 (0)1 56 88 11 19

[jjullia@actifin.fr](mailto:jjullia@actifin.fr)