



## **The Votes are In, "Association for Downloadable Media" Announces Election Results**

*Executive and Advisory Board and Committee Chairs Selected by Members*

NEW YORK/SAN FRANCISCO, December 3, 2007 – The Association for Downloadable Media (ADM) announced today the election results for the 20 inaugural office seat positions including the Executive Board (Chair, Vice Chair, Secretary, Treasurer); eleven (11) Advisory Board seats, Chairs for: Advertising Standards Committee, Education & Outreach Committee, Measurement Committee, Membership Committee and the Terminology Standardization Committee.

Set to provide leadership in measurement standards, research, education and advocacy to all those involved in portable media, the ADM is committed to advancing its charter of creating a landscape that facilitates the commercialization of this growing audience. The ADM's focus includes revenue generation from advertising and sponsorships of podcasts, vodcasts (aka vidcasts, video podcasts, or vlogs), and other audio/video digital content distributed via RSS, ATOM, peer-to-peer, mobile devices, downloads from Web sites and other platforms to come. The organization has been formed to focus specifically on any content downloaded by consumers, and will work in collaboration with related industry associations.

Chris MacDonald, EVP Business Development and Operations Libsyn PRO Enterprise Platform, founder of Indiefeed and newly elected Chairman of the ADM says, "The initial set of ADM founders and current members have accomplished considerable groundwork. Now that we're formalized, we will aggressively drive the agenda for monetization and advertising effectiveness of downloadable media and accelerate our membership drive. We will reach out to existing organizations to provide leadership, support, and assistance to this new emerging area. Additionally, we will strive to become the preeminent information resource for efficacy and measurable results in the downloadable media space."

Susan Bratton, CEO of Personal Life Media, newly elected Vice Chairman and progenitor of the organization says, "Our leadership team and our 188 members

are ready to populate the committees and get to work. Expect great strides in actionable industry guidelines from this experienced group.”

Elected individuals for the 4 Executive Committees (Chairman, Vice Chairman, Secretary and Treasurer), 11 Advisory Board seats and 5 Committee Chair positions are:

#### Chairman

\* Chris MacDonald, EVP Business Development and Operations Libsyn PRO Enterprise Platform and Founder of Indiefeed

#### Vice Chairman

\* Susan Bratton, CEO, Personal Life Media

#### Secretary

\* Matthew Snodgrass, VP Digital Marketing, Porter Novelli

#### Treasurer

\* Duncan Perry, COO, Podcast.com, Treedia Labs

#### Advisory Board

- \* CC Chapman, Podcaster and Partner, The Advance Guard
- \* Jonathan Cobb, Founder and CTO, Kiptronic Inc.
- \* John Furrier, Founder, Podtech
- \* Rob Greenlee, Podcast Programming Lead, Microsoft Zune
- \* John Havens, VP, Business Development, BlogTalkRadio
- \* Risto Koski, Business Manager, Multimedia/Nokia Music, Nokia
- \* Jim Louderback, CEO, Revision3
- \* Mark McCrery, Founder and CEO, Podtrac
- \* Elisabeth McLaury Lewin, Publisher, PodcastingNews.com
- \* Kent Nichols, Principle, AskANinja.com
- \* Tim Street, Principle, French Maid TV

#### Committee Chair: Advertising Standards

\* Brian McMahon, CEO, National Podcasting System

#### Committee Chair: Education & Outreach

\* Rob Walch, VP, Podcaster Relations, Wizzard Media

Committee Chair: Measurement

\* Angelo Mandato, CIO, RawVoice, Inc.

Committee Chair: Membership Committee

\* Bryan Moffett, Sponsorship Operations Manager, NPR Digital Media

Committee Chair: Terminology Standardization

\* David Rowley, VP Engineering, Kiptronic, Inc.

About the ADM:

The Association for Downloadable Media is focused on providing standards for advertising and audience measurement for episodic and downloadable media.

Our constituents include individual podcasters, media companies, publishers, syndication companies and distributors offering downloadable media, advertising agencies, marketers, technology suppliers, hardware and software manufacturers of portable media products and services, market research firms and audience and advertising effectiveness measurement companies. Through our volunteer membership, we provide leadership in and organization of advertising and audience measurement standards, research, education and advocacy to all those involved in portable media (Podcasts/ATOM/RSS media enclosures) across the Internet, iPods, MP3 players, mobile devices, P2P and other upcoming platforms.

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