



News Release

'Industry first' as new *Digital in Retail Forum* brings retailers and suppliers together to help shape the future of digital retail media

POPAdigital forum launch signals significant step forward for industry

Wednesday, 12 December 2007 – A new Digital in Retail Forum has been officially launched by POPAdigital, part of retail marketing trade association POPAI UK & Ireland, which it is hoped will play a major role in helping to shape the future development and growth of the digital retail media industry in the UK.

Bringing together several major retailers including Thomson, Harrods, ASDA Media Centre, and Tesco Screens, represented through their agency Dunnhumby, as well as a host of other leading suppliers from the world of digital retail media, the new forum aims to tackle some of the key issues currently affecting the industry.

Led by the recently appointed new Head of POPAdigital, Jason Cremins, the Digital in Retail Forum represents the first step in what is a major shift in focus for POPAdigital – looking specifically at digital media in the retail arena, and working more closely with retailers to help them understand how screen communications add value in the retail environment and ultimately drive forward the adoption levels of digital media.

Speaking after the inaugural meeting of the Forum, held in London at the beginning of December, Phil Burroughes from ASDA Media Centre said: "There is still a general fear factor amongst retailers towards digital media, with developing networks being seen as a complex task with too many pieces to the jigsaw, which often results in them simply walking away."

Jason Cremins, Head of POPAdigital added: "One of the biggest challenges that the industry faces, as it attempts to engage more retailers, is the lack of a true business case for what works, where, and why. POPAI, as the only global, truly independent trade association in this area, is committed to developing strategies to equip suppliers and end-users alike with the resources necessary to implement effective, measurable digital media solutions in the retail environment. The direction this forum provides to POPAI will feed directly into our business planning at board level, enabling POPAI to develop strategies and initiatives for the industry, based on the recommendations from this group."

"Identifying best practice models and working towards developing clear ROI metrics, including comparisons between digital and other traditional media, such as outdoor, will be a key task for the Forum. We are acutely aware that, at present, the lack of a guide for media buying agencies is also something that needs to be addressed," he said.

More details on the Digital in Retail Forum, and its members, can be found at the new POPAdigital website – www.popaidigital.com

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Notes to Editors:

About POPAI UK & Ireland

POP AI is a Global Association focused on promoting the Retail Marketing Industry. In the UK, POPAI UK & Ireland provides the industry with research, education and resources; plus the POPAI Awards, recognising PoP excellence. The organisation also facilitates an international dialogue and information exchange between nearly 1,700 corporate affiliates worldwide. POPAI UK & Ireland also represents the area of digital signage and supporting media networks. **For additional information about POPAI UK & Ireland, visit www.popai.co.uk**