

Hubert Burda Media

Immediate Media

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Digital publisher of the year



Tom Bureau, CEO of *Immediate Media*: "This price is a testament to the talent of our people across the company."

Immediate Media, Burda's special interest, content and platform company in the UK, has been named Consumer Digital Publisher of the Year at this year's AOP Digital Publishing Awards.

The award presented by the UK Association of Online Publishers (AOP) recognises the business which has demonstrated outstanding achievements across all its brands and publishing activity in the consumer sector. Entrants needed to provide evidence of a strong strategic vision, innovation across a portfolio of publishing brands, and a clear achievement against objectives.

The judges praised *Immediate* for exemplifying "successful digital publishing, delivering brands of real soul, and for a dynamism that is supported by expertly pursued multi-layered business models."

"Over the last few years we have transformed our business model, and the understanding of what a magazine media business can achieve. We've invested in new digital marketplaces, our ecommerce proposition and, more recently, in TV shopping. This has been underpinned through our strategic focus on creating a unified, agile technology platform to benefit all our

brands, to deliver world-class content and services wherever our consumers need them: on mobile, on the web, in print, on TV or at live events. I am delighted Immediate has been recognised by the industry for our achievements and it is a testament to the talent of our people across the company.”

Tom Bureau, Immediate Media CEO

The AOP Awards attracted entries from across the digital publishing industry – from specialist B2B brands, consumer titles and news media. The awards were announced at a ceremony at Old Billingsgate in London on Wednesday 28 June.

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