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NEWS IN BRIEF: 20 May 2014

20 May 2014
AdNews

Watch ads, get paid

Rewards Media is launching a new app at the *AdNews* Media Sales Summit on Thursday. It's basically a free download from Google Play, called CashOnAd, that plays video ads direct to people on their phones and pays cash rewards for those that watch at least six seconds.

iSentia to float

Media monitoring firm iSentia has lodged its prospectus ahead of its listing on the Australian Securities Exchange. The IPO will invite new and institutional retail shareholders to apply for 139 million shares at \$2.04 per share, raising \$283.5 million in total.

Outdoorsman

Val Morgan Outdoor has promoted Ben Butcher to Melbourne sales director. Butcher has 15 years in media sales at companies including News, Fairfax, APN and Bauer and has been with Val Morgan Outdoor since 2013.

Trailspotting

TorchMedia is promoting awareness of its Sydney train ads with a competition to win a \$1000 travel voucher. Commuters have to find and snap a live campaign and go to TorchMedia's Facebook page for a chance to win.

Kennards is Kontented

Kennards Hire has appointed creative content developer Kontented to reposition its business and to formally launch the company into the New Zealand market.

Media Starr

Verve Communications appoints strategic communications and media engagement specialist, Luke Starr, as its very first general manager.

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Have something to say? Send us your comments using the form below or contact the writer at adnews@yaffa.com.au

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ALSO ON ADNEWS

Opinion: Carat's Paul Brooks enters the Spotify debate

1 comment • a day ago

Eugene Du Plessis — There is one major question missing though... how to measure ROI for each channel ...

Spotify: Media agencies to blame for brands' risk aversion

2 comments • 6 days ago

Pete — Definitely some truth in what she says, but it's surprising that she's asking for agencies to put more ...

News Corp pitch down to two

3 comments • 14 days ago

Sherlock — So they're sticking to the incumbents? Good call on the part of Droga & Havas for pulling out of the ...

Danny Bass gets back at Spotify with help from his friends

13 comments • 5 days ago

Mike Wilson — 'Norwegian Would' Yellow card!

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- latest comments
12:51AM One more reason to use http://thevpn.gurufom-change-my-netflix-region-upn-dns-proxy/ and get all the...
All Jaxxed on Media Wrap: CBS plays the field [Answer to Netflix in the works?]
Freeview gets ready to press play | Hartigan on media reform | Blumberg's bungie
05:52PM 'Eugh 'Thanks for being a good sport'???? That makes it even worse.
MaBeckett on 'Is sexual harassment funny?': Destroy the Joint destroys Fitz & Wippa
03:59PM I think when we say digital we actually mean 'Interactive'. Let's use a term that reflects the use.
JohnGrono on The AdNews NGen Blog: What is digital?
02:32PM If you don't comprehend the market and can't come up with a strategy to do so... then by definition, ...
Spiff Licata on GroupM tells Spotify to wise up after claims of agency timidity
02:18PM Nine probably would have done even better out of The Voice if they had their advertising correct? T.
Wendy on Sunday celebrations: The Voice just shy of two million
02:09PM There is one major question missing though... how to measure ROI for each channel and platform.
Eugene Du Plessis on Opinion: Carat's Paul Brooks enters the Spotify debate
10:09AM spotify are not rookies, but don't comprehend Australia's little markets odd local characteristics.
mediawhore on GroupM tells Spotify to wise up after claims of agency timidity

One word can start a conversation
Fairfax Media | Conversations that matter

blogs (more »)
The AdNews NGen Blog: What is digital?
events (more »)
Effective Negotiation and Communication Skills
Commonwealth Avenue, ACT, 2600, Australia | 21 May - 22 May, 2014
Media Sales Summit 2014
Sydney | 22 May - 22 May, 2014
Google Partner Academy AdWords 301 & Exam - Brisbane
Level 19, Central Plaza One, 345 Queen Street, Brisbane, Queensland, Australia | 22 May - 23 May, 2014

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