

# BUSINESS DEVELOPMENT NEWS



Our Russian team is starting sales activities! The key focus of Javier Huertas (Spotify Lead) and his team is to achieve targets across its CIS markets. In the meantime, we are discussing opportunities to expand the Spotify partnership across other CEE and APAC markets.



We had initial training in Vienna for general narrative, creative and ad ops. The teams in Austria, Switzerland and Finland start sales in November.



We started discussing the possibility to represent its gaming brands (Candy Crush, King.com, etc...) across our markets. The product would focus on traditional branding advertisers in several verticals including CPG, auto, consumer electronics and travel, with standard ad products and more advanced sponsorship packages.



After securing representation in India and Indonesia we are discussing the opportunity in HongKong in APAC and POL, CZ, SLK in CEE. We plan to have initial tests in Q4 and roll out in 2020.



AdOps and CSM teams have participated in the training in London.



The partner informed us that we will continue our conversations in early 2020.