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Precious Metal Party Proves A Golden Opportunity

More than 350 of the media industry's great and good turned out for the glittering launch of 365 Digital Media at *Silver* in Hanover Square.

The big bash had a *Precious Metal* theme, which fitted perfectly with the black and silver décor of the recently-opened night-spot. The advertising and sponsorship team of 365 Digital Media, formerly the sales arm of TEAMtalk Media Group, played host to guests from the advertising and media industries, as well as their clients.

"In London, you need to go that bit further to throw a truly unforgettable party and I feel sure we achieved it," says Colin Elms, director of advertising and sponsorship for 365 Digital Media. "We even had a TV crew on the red carpet at the door interviewing guests as they arrived. The drink was flowing late into the night and feedback has been phenomenal."

With the atmosphere that only a free bar can engender, one of the most popular attractions was the roulette table – cash free, of course – where prizes were won by Adam Chalk of Republic, Harry Brown of Agency.com and Simon Sothcott of Z Media.

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The primary function of 365 Digital Media will be the sale of advertising, sponsorship and promotional opportunities on 365 Media's network of sports and content portals. This includes Football365.com, sportal.com, sportinglife.com and TEAMtalk.com, among others, as well the recently launched Sport365.com content aggregation portal, which brings multi-sports news and comment from the entire network together for the first time.

By offering clients access to 14 distinct brands attracting more than 9 million monthly users, 365 Digital Media is well placed to take advantage of the rapid expansion of online advertising and promotion, which this year is expected to be worth more than newspaper advertising in the UK for the first time.

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Issued on behalf of 365 Media Group by Forum Communicate

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Notes to Editors

365 Media Group is the leading operator of sports websites in the UK. Comprising sportinglife.com, TEAMtalk.com, sportal.com, Football365.com, cricket365.com, golf365.com, Rivals.net, planet-f1.com and planet-rugby.com among others, the network delivers high-quality interactive content to an audience of 9 million loyal, sports fans; consisting mainly of affluent ABC1 males. Through the 365 Digital Media division, the group provides advertising and sponsorship opportunities across the network for a wide range of leading brand names from all sectors. In addition to consumer-facing activities, the group also syndicates content on a B2B basis through web, audio, video, iTV and mobile telephony channels to an array of well-known clients.