



The UK's Fastest Growing Digital Media Companies

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"Media Momentum is an exciting addition to the Media Industry's calendar... These awards are a great opportunity to celebrate the achievements of those companies that are shaping the UK's media industry."

Jon Farley – Head of Barclays National Media Team

Appendix 2 - Media Momentum Stars – Top 5

Media Momentum Top 5

The Top 5 list was selected by our judges as the “One’s to Watch”

Winner – Fastest Growing Company



We are SEM specialists. When your potential customers go to a search engine and tell it what they are trying to find - depending on your line of business, that can be anything from a Caribbean cruise to a good deal on a mortgage, and everything in between - your company needs to rank in the best possible positions on the search results page. Latitude insures that you do. This is called search engine marketing. Latitude is the UK’s market leading search engine marketing agency.

Winner - Judges Award



Betfair operates the world’s leading betting exchange, a concept it pioneered. Driven by cutting-edge technology, Betfair enables punters to bet at prices set by other punters. This innovative system has revolutionised gambling and results in prices which are on average 20% better than prices offered by conventional bookmakers.

Winner – Vision



Inspired Broadcast Networks (Inspired) is Europe’s leading provider of software and platforms for server-based entertainment, betting and gaming. Inspired, with its parent company, Leisure Link Group has the largest estate of networked terminals in Europe. Inspired provides software and content to over 30,000 pay to play networked terminals in pubs, shops, licensed betting offices, bingo halls and casinos in the UK and abroad. Inspired provides consumers with the broadest range of up to date music, retail, entertainment, betting and gaming services.

Winner – Best Management



Vibrant Media is the world’s leading provider of in-text advertising, delivering highly targeted, user-initiated online advertisements within the text of Web content. Vibrant Media offers a truly turnkey solution, working closely with advertisers, agencies and Web publishers to plan, buy, deliver and optimize IntelliTXT, in-text advertising campaigns.

Winner – Uniqueness of Offering



The UK’s fastest growing TV retailer comprising bid tv - the world’s first auction channel - and price-drop tv, the world’s first falling price auction channel. Over 5 million viewers every month. Almost 3 million paying customers who are loyal because of our unique blend of entertainment and great prices.

Appendix 3 – Media Momentum Top 50 2006

Rank 2006	Rank 2005	Company	Rev Growth 2002-2004	Website	Company Activity
1		Latitude	3659%	www.searchlatitude.com	Search Engine Marketing
2	5	Inspired Broadcast Networks	2833%	www.inspiredbroadcast.net	Digital Music & Entertainment
3		iFone	1700%	www.ifone.com	Mobile Gaming
4	4	Aura Sports	1477%	www.aurasports.com	Media Sales
5	3	Optimad Media Systems	1086%	www.optimad.com	Media Technology
6		Betfair	996%	www.betfair.com	Online Betting
7		MX Telecom	970%	www.mxtelecom.com	Mobile Technology
8		Argogroup	875%	www.argogroup.com	Mobile Technology
9	10	Unanimus Consulting	792%	www.unanimis.co.uk	Creative Services
10	11	Avanti Screen Media	786%	www.avanti-screenmedia.com	Television
11		LoveFilm	653%	www.lovefilm.com	Online Commerce
12		The Search Works	606%	www.thesearchworks.com	Search Engine Marketing
13		Zamano	594%	www.zamano.com	Mobile Services
14		I-play	563%	www.iplay.com	Mobile Gaming
15	23	Recreate Solutions	460%	www.recreatesolutions.com	Media Outsourcing
16		Mobile Streams	400%	www.mobilestreams.com	Mobile Entertainment
17	7	Sponge Ltd	358%	www.spongegroup.com	Mobile Entertainment
18		Streetmap.co.uk	355%	www.streetmap.co.uk	Online Mapping
19	15	Vibrant Media	346%	www.vibrantmedia.com	Online Advertising
20	17	Top Table	311%	www.toptable.co.uk	Online Publisher
21		Cheeze	300%	www.cheeze.com	Agency
22		Mergermarket	292%	www.mergermarket.com	Online Publisher
23	21	Empower Interactive	280%	www.eigroup.com	Mobile Technology
24		Equator	263%	www.eqtr.com	Agency
25	20	Sit Up	261%	www.sit-up.tv	Television
26		Image Metrics	246%	www.image-metrics.com	Gaming Technology
27	19	Skinkers	229%	www.skinkers.com	Online Communications
28	24	Bluhalo	208%	www.bluhalo.com	Agency
29		Iglu	195%	www.iglu.com	Online Commerce
30	6	Ad 2-one	179%	www.ad2-one.co.uk	Media Sales
31		Magicalia	176%	www.magicalia.com	Online Publisher
32	37	Opera Telecom	175%	www.operatelecom.com	Mobile Services
33	18	Babel Media	171%	www.babelmedia.com	Gaming Technology
34	28	Flytxt	164%	www.flytxt.com	Mobile Agency
35		TMN	163%	www.themutual.net	Agency
36		Taylor Herring	142%	www.taylorherring.com	Agency
37		Electronic Direct Response	133%	www.edrplc.com	Direct Marketing

38	32	Cheapflights	125%	www.cheapflights.co.uk	Online Commerce
39	30	Spannerworks	120%	www.spannerworks.com	Search Engine Marketing
40		Ideaworks 3D	113%	www2.ideaworks3d.com	Mobile Gaming
41	39	Multimap	106%	www.multimap.com	Online Mapping
42	26	Flix	73%	www.flixglobal.com	Mobile Technology
43	40	TechnoPhobia	49%	www.technophobia.com	Agency
44	36	Sift	48%	www.sift.com	Agency
45		Infocandy	47%	www.infocandy.com	Media Technology
46		Sequence	45%	www.sequence.co.uk	Agency
47	34	Bruce Dunlop & Associates	45%	www.brucedunlop.com	Agency
48	31	Handbag	42%	www.handbag.com	Online Publisher
49		Twofour	32%	www.twofour.co.uk	Television
50		Mando Group	32%	www.mandogroup.com	Agency