

Digital content distributor Media Carrier becomes new ABC Associate member

Premier service provider for UK publishers to extend reach and tap into new markets

London, 3 May 2017 – Media Carrier, a premium-class distribution partner for publishers, has been accredited as an Associate member by ABC, the industry body for media measurement in the UK. Through its innovative digital media library, the Media Box, Media Carrier can now offer British publishers the added benefit of paid download information that can be verified to ABC standards, helping them to extend their reach and boost their circulation figures.

Media Carrier, which was founded in 2011 in Germany and opened its UK subsidiary in 2015, has established itself as one of the most successful digital newspaper and magazine distribution companies in the market. Its Media Box is primarily used by international tourism companies, such as the Lufthansa Group, Virgin Atlantic or the Radisson Blu hotel chain, to provide their customers and guests with an attractive content service. Publishers partnering with Media Carrier can thus access an international and attractive new readership.

Jan Pitt, Group Executive Director of Client Services at ABC, says: “I am delighted to welcome Media Carrier as an ABC Associate. Through achieving our accreditation, they are able to clearly demonstrate both their expertise and commitment to working to industry agreed standards. I’ve no doubt the enhanced trust and transparency that comes from ABC accreditation will bring added benefit to the publishers using their platform.”

“The ABC Associate accreditation is great news for us,” stresses Patrick King, Media Carrier UK’s Commercial Director. “It demonstrates our capability to support the reporting of digital editions as an important service for our UK clients. We already work with more than 50 British titles, including the Daily Mail and Financial Times, for whom we simplify global distribution, reduce logistics costs and enable controlled distribution by providing detailed download statistics for individual publications. Apart from the overall benefit of boosting audited circulation, the Media Box is also a great discovery tool in particular for smaller and niche publications.”

The Media Box is currently available in over 35 countries worldwide, generates 500,000 downloads per month and reaches more than 120 million airline passengers per year. Users only need a web-enabled device to download their digital editions and do not have to register to

do so. Content is made available unabridged compared to the print layout and can also be browsed offline.

Notes to Editors

About Media Carrier

Media Carrier was established in 2011 as a subsidiary of the Munich-based MELO Group, whose central divisions are built on the two pillars media and logistics. The company specialises in marketing and distributing digital content. Through its digital media library Media box, it supplies the travel industry with e-papers. Passengers of Lufthansa, Austrian Airlines, Virgin Atlantic or Oman Air but also guests of over 1,000 hotels worldwide are able to use the innovative e-paper service from Media Carrier.

www.media-carrier.com

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