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district m launches *touch*, a new high-impact mobile ad format to reach mobile consumers

October 10, 2017 (Montreal): **district m**, a leader in programmatic advertising, today launched *touch*, a new high-impact mobile ad format to reach mobile consumers.

"More consumers are living and working by their mobile devices, with the average person interacting with their cell phone more than 2,000 times a day," says **JF Cote, district m's CEO**. "Although a powerful technology, mobile is a very small, finite physical space and consumers have made it very clear that they don't want to be distracted with intrusive advertising that overshadows editorial content. With *touch*, we are offering consumers a discreet ad format that doesn't disrupt their online experience while inviting their engagement."

"We are excited to introduce *touch* to our clients, giving them an exciting new format to showcase their brands," says **Adrian Pike, district m's CMO**. "Incredibly easy and quick to implement, *touch* is the perfect solution to capture mobile consumers' increasingly short and distracted attention spans. The creative formats are eye catching but offered non-intrusively and I'm confident that consumers will embrace its highly-interactive features and enable advertisers to further showcase their brands in the mobile space."

About *touch*

Available in multiple configurations for mobile phones and tablets, *touch* is a user-activated format that complies with internationally-accepted ad standards established by the [Coalition for Better Ads](#), a body of international and trade associations involved in online media. Discreetly placed at the bottom of the screen, *touch* offers an engaging experience without intruding on the editorial content. As the viewer scrolls down the page, the ad's interactive features are activated, inviting greater engagement. To view a sample ad, [click here](#).

About district m

[district m](#) is a full-service advertising exchange that creates open, transparent marketplaces where publishers and advertisers can quickly and easily connect to maximize demand. It has served as a trusted monetization partner to 7,500 publishers globally by bringing incremental demand through over 200 unique brand partnerships. With offices in New York, Montreal and Toronto, and propelled by an investment by Fond de Solidarité FTQ, the company continues to grow and increase its footprint in the digital media industry. **district m** employs more than 70 talented experts, all responsible for its international success and influence.

For more information, contact:

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