



## 10 Years And Counting...

Milestones are incredibly important in both the professional world and in our personal lives. I actually think sometimes we forget to celebrate the accomplishments along the way that might feel small, but collectively represent success toward achieving our goals.

When I arrived at Ai Media Group, we declared our 2020 Vision and set out on a wonderful journey. And while our team is laser focused and driven to reach goals for our customers, this month was also about us.

On August 8, 2008 a lot of things happened, but in addition, a very important company was born with a goal to change the accountability of marketing, show the buyer's journey and show our work.

On August 8, 2018, Ai Media Group celebrated our 10th Anniversary and we are going to continue the energy and momentum throughout the next year. From 3 founders to 72 committed associates and from a backyard concept to a Blackstone PE - backed company, we have come a long way. And, while I have mostly been sitting on the other side of the equation as a client for 8 years, I am no less impressed and grateful for the kind of care this wonderful 'Group' shows its own people.

In this month's edition of Candor, we reflect and share some insights into our people – the ones that are watching the incremental steps to success for each of our clients and making sure we do everything possible to attain the goal.

Happy 10th Anniversary,

PS: Check out our [10th Anniversary Poem](#)

**Stephanie Anderson** | Chief Marketing & Strategy Officer

## This Day In History...

### AI MEDIA GROUP WAS FOUNDED AUGUST 8, 2008.

Let's take a look back at what was happening in the world during that time...

#### ON THE DAY

- 29th Annual Summer Olympic Games open in Beijing, China
- Brett Favre signs with the New York Jets

#### IN THE YEAR

- Global Financial Crisis Begins
- Barack Obama becomes the 44th President of the United States
- Beyoncé's "Single Ladies (Put a Ring on It)" was released
- The first movie of the Twilight series was released
- Apple's iPhone 3G hit the market at a whopping \$199
- Amazon unveiled the first Kindle

## Blackstone Investment

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Ai Media Group announced in October of 2016 that The Blackstone Group made a minority investment in our agency. “On behalf of our customers and our talented and dedicated associates, we couldn’t be more enthusiastic about working with Blackstone at this important phase of the company’s development,” said Andy Fenster, Ai Media Group’s President and Founder. Read [Here](#) & [Here](#)

## Our Manumatic Approach

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Ai Media Group sought to change the media industry. Our founders saw a better way to buy. Not simply relying on algorithms, but instead using algorithms to help implement a human strategy and allowing human intelligence to guide the execution. With a manumatic approach, a programmatic system is backed by human intelligence to keep the results in check. Read [Here](#)

## Around the Industry

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Facebook Eliminates 5,000 Ad Targeting Options To Pull the Plug on Prejudice. Read [Here](#)

Flashtalking and Neustar Partner to Fill the Void Created by Google’s Removal of the DoubleClick ID. Read [Here](#)

Telemundo, Mashable Partner for Regular Tech Programming on Linear TV. Read [Here](#)

This Study Shows Holding Companies Will Lose Market Share Until They Become More ‘Client- Centric’. Read [Here](#)

