

# Microsoft extends Cannes Cyber Lions sponsorship

Microsoft Digital Advertising Solutions today reconfirmed its commitment to the advertising industry with the extension of its exclusive sponsorship of Cyber Lions at the Cannes Lions International Advertising Festival for an additional three years. The agreement, which brings the total relationship to nine years with the International Advertising Festival (IAF), demonstrates Microsoft's long-term commitment to the advertising industry and wraps up this year's Cannes Lions Festival, which hosted 11 000 visitors from the global advertising industry.

Steve Berkowitz, senior vice president of Microsoft's Online Services Business commented: "Six years ago, people were confused by Microsoft's investment in the digital advertising industry, but this year it's obvious that we are very serious players in this space. It is undeniable that digital is taking an increasingly prominent position in the advertising mix. The industry has reached a level of maturity, and advertisers are now truly recognizing the power of digital. There's never been a better time to be in Cannes with the higher echelons of the advertising industry, and we're thrilled to have the opportunity to be here in force for three more years."

Philip Thomas, CEO, Cannes Lions International Advertising Festival added: "We are delighted to renew our relationship with Microsoft Digital Advertising Solutions for three more years. The Cyber Lions awards have become firmly cemented on the Cannes awards schedule as digital has added a richness to the advertising mix. We've seen strong growth again this year in Cyber with a record number of entries, up 8.35% versus 2006. Microsoft's continued sponsorship of Cyber demonstrates the stature and importance that these awards now have in the industry."

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