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## Dublin-based Populis one of Europe's fastest-growing digital media firms

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Dublin-headquartered Populis, which last month reported €58m revenues, has been named one of Europe's 25 fastest-growing digital media companies. It is growing its workforce in Dublin from 58 to 80 people.

Populis received the accolade at the prestigious Media Momentum Awards in Barcelona.

The network of blogs and content sites has more than tripled its multilingual content production in the last two years across its high-profile media brands, which include Excite Europe, Better Deals, Nanopublishing, Blogosphere and Blogio.

The company today produces more than 35,000 articles and videos each month across 550 fully owned and operated websites in eight languages. Since forming, it has now produced 1m articles and videos and tracks, on average, 22m keywords.

Populis was started in Rome in 2004 by Luca Ascani and Salvatore Esposito. Previously known as GoAdv, Populis was founded with just €10,000 in cash but has been profitable since day one.

The company has key advertising deals in place with Google, Yahoo! and Ask.com

"This is the fourth year that Populis has been recognised by the Media Momentum Awards for its impressive growth and we are delighted that 2011 we have made the list again," said Ascani, who is also chairman of Populis.

"With extensive organic growth through increased content production, social media engagement, technology innovation and expansion to new territories, we are proud of our success in the last year. Strategic acquisitions are also helping to enhance our portfolio of media brands and we are looking forward to an equally exciting 2011."

John Kennedy

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Dublin-based Populis one of Europe's fastest growing digital media firms. Photo: Luca Ascani, co-founder and chairman of Populis

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