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**SAWA EXECUTIVE COUNCIL APPOINTS NEW PRESIDENT FOR SAWA**

Florian Weischer, Chairman of the German Cinema Advertising Contractor Werbe Weischer has been appointed as the new President of the Screen Advertising World Association (SAWA) unopposed, by the Executive council. Weischer, who’s company has operations in both Germany and Switzerland has sat on the board of SAWA for over 15 years and has been Vice President for the last 10 years.

He replaces the outgoing President Carl Martin Klingberg following his departure from the Cinema Advertising industry.  Carl was previously CEO of CAPA, the Screen Advertising Company in Norway and held the role of President of SAWA for almost 8 years.  He oversaw many changes in the Global Trade body, giving enormous support in areas of sponsorship, production, web site development and offering an important hands on experience in the Digital era.

"After Carl has successfully guided SAWA through the digital transition, it is now time to turn towards fully integrated digital workflows and new business models. Cinema has to find its place competing with digital video platforms, smart TV and online. That is today's and tomorrow's challenge for our medium. Well I say - let's go for it!”,  says Florian Weischer.

“We have seen the industry go from analogue to digital.  We have seen cinema become accountable. We have seen research that documents a profound and superior quality in our medium.  We have seen SAWA grow to become one of the best trade bodies in the media business. I have been fortunate to take part in this.  I can only think of Cheryl, the executive board, the Digital Sub-committee and all of SAWA’s members and proud sponsors with gratitude”,  Carl Martin Klingberg added.

“I have performed the role of General Manager of SAWA for over ten years and worked with Carl through the Digital era when SAWA led the way setting standards and recommendations for the Cinema Medium as a whole.  The Norwegian based Cinema Advertising Company who was a pioneer in Digital deployment, gave huge support to SAWA during this period. I wish Carl only the very best for his future endeavours and thank him for his support.  I have also known Florian for over 15 years through the Cannes Lions festival and SAWA Executive Council and look forward to working closely with him during an exciting time for the Cinema Medium, where technology and interaction with audiences is taking the medium to a new level”, says Cheryl Wannell, General Manager, SAWA.

The SAWA Biennial Convention being held in Berlin on October 5 – 8, 2014, will see the official commencement of Florian’s 4 year tenure as President.

**About SAWA**

The Screen Advertising World Association (SAWA) is the global trade body of Screen Advertising Companies and Associated Companies that supply services to the Cinema Medium.

The role of SAWA is to develop international standards and best practice for the Cinema Medium and to improve communication between Screen Advertising Companies around the world. This facilitates the easier buying of the Cinema Medium for Advertisers and Agencies.

The Screen Advertising medium has always been uniquely positioned. High quality on screen image, high recall, excellent sound, highly targeted audience and a high rate of captivity of that audience. This has positioned screen advertising as a powerful albeit small medium in percentage terms of main media expenditure. Its size of main media expenditure is dictated by its finite reach in terms of the sought after audience it can deliver.

SAWA has been established for 61 years and now represents the Cinema Medium in 36 countries with over 75 members. The membership body is made up of Screen Advertising Companies who sell the medium of Cinema, research companies that analyse and collect data on behalf of the medium and technology companies who supply products and services to the business.

*Please note: Under the constitution of SAWA, the role of President is voted on by the Executive council and the role of Directors on the council is voted on by the Membership body.  A 40% majority has to occur for the vote to be passed.*

**For further information,**

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