

Data Economy's João Marques Lima awarded PPA 30 Under 30 New Talent media award

Submitted by: Data Economy

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London, April 1, 2019 – Data Economy's (<https://data-economy.com/>) founder and editor-in-chief João Marques Lima has been awarded the PPA 30 Under 30 New Talent media award for his work at Data Economy, the leading source for business and finance news and opinion within the IT infrastructure sector.

Lima founded Data Economy in September 2016 as part of Broadmedia Communications' portfolio expansion which includes the Datacloud and Edge Congress series.

The award is handed out to media professionals to “shine a light on the outstanding efforts and achievements of the rising stars in consumer magazines and Business Media”.

More than 130 nominations were received by the Professional Publishers Association (PPA), an organization that has been active for more than 100 years and represents today over 250 media brands.

Born as an idea in Monaco, Data Economy – part of the Euromoney Institutional Investor PLC range of titles - has rapidly shifted market perspectives.

The publication is the world's only 24/7 news and commentary resource for data centres, cloud and edge computing, and has expanded its presence from a website to also covering print media, video production, podcasts, market reports and events. Data Economy recently launched the Finvest Summit (<http://www.datacloudcongress.com/finvest>) as the premier forum for finance, investment, transaction and legal intermediaries in the data centre, Edge and cloud space.

Lima's interviews portfolio within Data Economy includes Denmark's Minister for Foreign Affairs Anders Samuelsen, Prime Minister of Luxembourg, Xavier Bettel, the Director General of the European Space Agency Johann-Dietrich Wörner, Yang Yuanqing, Lenovo's chairman and CEO, and other international CEOs, Presidents, Chairmen, Investors and Entrepreneurs from across the globe.

Data Economy has in the last six months also added four new employees, proving the successful strategy implemented by Lima over the last 30 months, with further expansion planned in the future.

“Receiving this award is a welcomed industry recognition not only of my work but to Data Economy as whole,” Lima said. “We have worked extremely hard to ensure this publication took off and was built with the right pillars to continue its constant growth both in audience reach and revenues.

“The PPA award is a recognisable asset within the media sector and we couldn't be happier with this win. This has given a fresh boost to the team and myself to continue to disrupt the market and expand our lead.”

“We are delighted with the Award Joao truly deserves,” commented Philip Low, chairman, BroadGroup. “Data Economy has achieved a growing global subscriber base and is now an important digital media channel for our customers to reach the unique audience it attracts.”

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About Data Economy

Data Economy launched in September 2016 is part of publishing and events company Broadmedia Communications, recently acquired by Euromoney Institutional Investor PLC, which is listed on the London Stock Exchange and is a member of the FTSE 250 share index. Data Economy is targeting a worldwide elite of C-level IT and operations professionals responsible for making critical infrastructure and business decisions that impact not only their businesses but the thousands of enterprises across the globe and the more than three billion internet users. Data Economy publishes online and in print, and produces videos and events. Visit the website at www.data-economy.com (<https://data-economy.com/>)

About BroadGroup

BroadGroup is an Information Media Technology and Professional Services company providing a value chain of content research, publications including the industry leading print and online data-economy.com, and innovative conference brands focused on datacentre, cloud, Edge and IT infrastructure and investment and a member company of FTSE 250 firm Euromoney Institutional Investor PLC whose leading brands include Capacity, Metro Connect, Subsea Connect and the annual ITW held in Chicago. In the US, Euromoney owns TTI Vanguard and IMN events businesses. More information here (<http://www.broad-group.com/>).