

Aedgency comments on new VAT-regulations for publishers in Italy

23th February 2010 – The affiliation market is growing every day. Since the start of this year, new regulations introduced in Italy, dictate that any VAT-registered publisher monetising its websites through affiliation services by non-Italian companies, such as the ones provided by Aedgency, must issue a regular invoice - with no need to charge VAT and add the sentence “Operation off VAT application domain.” Up to the end of 2009, users had only to provide a hand-written note declaring they had received payment for the publication of a banner or text advertisement on their website or blog.

Commenting on the news, Vincent Labey, Aedgency Founder, said: “This change to the reporting of profits derived from affiliate marketing may appear to be a minor bureaucratic update, but actually that’s not the case. This decision marks the first formal acknowledgement of affiliation as an “official” business tool for websites and blogs. For companies like Aedgency, which has been working in the affiliation field for the last five years, this is a further proof of how this industry is gaining footprint on the market and becoming more professional.”

“Independent publishers, including bloggers, have made great leaps forward over the last few years, and, thanks to reliable and profitable affiliation networks such as Aedgency, they’re now able to make a living from their work. This new regulation means that alongside the acceptance of blogging as a valid career within the marketing sector, the industry is also receiving legal recognition”, added Vincent Labey.

Visit Aedgency’s Italian website at www.aedgency.com/it.

About Aedgency

Aedgency, headquartered in Barcelona, is a pan-European performance-based marketing specialist which offers a gateway to privileged communication channels between brands and e-buyers.

Founded in 2004 Aedgency has been growing rapidly ever since and now operates across five European markets. Aedgency focuses on increasing advertisers' conversion rates and monetises its publishing networks and independent publishers' websites.

Aedgency offers brands access to millions of online consumers across Europe. Its bespoke analytics engine uses deep contextual and behavioral segmentation to closely target users through the communication channel that is most likely to get a result.

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