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#dmexco #2016

The global hotspot of the digital economy: With 50,700 visitors, dmexco breaks all previous records

1,013 exhibitors, over 570 top speakers, and a new visitor record of 50,700 trade visitors: dmexco 2016 posts record figures in all areas and confirms its leading position as the global business and innovation platform of the digital economy. Save the date: In 2017 dmexco will once again take place in Cologne, on September 13 and 14.

For two days, Cologne was the central hotspot of the international digiconomy. Under the event's motto, "Digital is everything — not every thing is digital", all of the important brands and the leading decision-makers from every area of the global economy met at dmexco 2016 in order to translate the most important digital trends directly into real-life business. The huge international prestige of dmexco is reflected in the continuing interest of visitors from all over the world. With 50,700 trade visitors (+18 percent compared to 2015), dmexco 2016 set a new visitor record. The 15 stages of the dmexco conference with its 570 top speakers were visited by more than 17,500 guests on the two days of the event.

"As an international hub for sector leaders and specialists, dmexco offers the entire economy a unique point of access to global digital business. During the two days of dmexco, the participants established numerous new partnerships and groundbreaking cooperative projects that will have a sustained impact on the economic development of individual industrial sectors in the digital economy. As a result, in 2016 Cologne has once again demonstrated its undisputed position as the trade fair capital of global digital business," **says**



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Gerald Böse, the President and Chief Executive Officer of Koelnmesse GmbH.

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“In the past two decades, there is hardly another sector that has developed as rapidly as the digital economy — and dmexco is the clearest indicator of that, thanks to its incredible growth, its extraordinary dynamism, and the constantly expanding spectrum of topics on its agenda,” **explains Matthias Wahl, President of the Bundesverband Digitale Wirtschaft (German Association for the Digital Economy — BVDW).** “This year’s dmexco has once again outdone itself. Together with the exhibitors and the unique lineup of speakers at the seminar and conference program, we have put the most significant developments in focus and generated strong momentum for existing and new business models.”

Christian Muche and Frank Schneider from dmexco: “dmexco 2016 has surpassed everything the global digiconomy has seen so far. In terms of both quality and quantity, what dmexco offered at its exhibition and its conference was absolutely unique. As the global business and innovation platform of the digital economy and an enabler of ‘pure business,’ dmexco has confirmed its leading role in national and international digital business.”

A successful premiere for new dmexco formats

Video, artificial intelligence, programmatic ad buying, virtual reality and much more — dmexco has reaffirmed its position as the business and innovation platform of the digital economy, where the major trend topics are discussed from a new angle and a perspective that’s relevant to business. The two new stages that were specially conceived for dmexco were also very popular. Their respective programs focused on two of the hottest trends of global digital business. In the Experience Hall, renowned sector experts

offered valuable insights into the latest developments and marketing opportunities associated with a new type of customer experience that is made possible by groundbreaking technologies. In the Motion Hall, they did the same for the increasingly important field of digital video.

dmexco 2017 will be held in Cologne on September 13 and 14.

All facts and figures of dmexco 2016 at http://dmexco.de/wp-content/uploads/2016/09/dmexco_Factsheet_2016-2.pdf

Further comments about dmexco 2016:

Sophie Blum, Brand Vice President Europe & Vice President Israel, West Bank and Gaza, Procter & Gamble: "During these disruptive times, it is more critical than ever to have 'think tanks' for the industry, and dmexco offers a great innovation platform for the industry where we map out the trends and come together to jointly raise the bar on how we operate in the digital ecosystem — for the benefit of the consumer."

Suresh Vittal Kotha, VP Strategy, Adobe: "All customers have a voice now, and they waste no time using it. dmexco 2016 is the forum where we come to discuss, debate, and demonstrate how this massive transformation is playing out — how, as an industry, we can capitalize on this opportunity and make it work for the benefit of brands and our customers."

Dirk Arnold, Vice President Product Management BMW i, eMobility:
"dmexco is one of the most important digital communication platforms. BMW i3 is the best-connected car in its segment, and dmexco gives us the possibility to position it in an exciting digital environment."

Stephen Allan, Chairman & CEO, MediaCom Worldwide: "As the only truly global digital media conference, dmexco brings speakers and panelists to discuss many of the issues affecting marketing in the digital world."

Mainardo de Nardis, CEO, OMD worldwide: "dmexco is the think tank of the global digital economy. Part incubator and part fair."



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About #dmexco

dmexco is the global business and innovation platform of the digital economy. It connects the real economy with visionary trends and defines the commercial potential of tomorrow. Within a few years, dmexco has developed into the pioneer of the digital transformation. Today it is the engine of growth that is driving the global digiconomy forward by means of direct business deals, valuable new contacts, the evaluation of business ideas, new standards for the digital economy, maximum value creation, and concrete added value. dmexco — the leading global trade fair and conference of the digiconomy.

The Bundesverband Digitale Wirtschaft (German Association for the Digital Economy — BVDW) is the owner of the dmexco brand. With special

assistance from OVK — Circle of Online Marketers, the BVDW is also the conceptual and professional partner of the trade fair and conference. dmexco is organized by Koelnmesse.

You can find all the information as well as photographs, videos, and audio material from dmexco 2016 (September 14 and 15 in Cologne) at www.dmexco.com, www.facebook.com/dmexco, <http://twitter.com/dmexco>, and www.youtube.com/dmexcovieo.