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#dmexco #2017

dmexco 2017 is the meeting point of digital transformation for the next two days

Starting today, topics, trends and strategies for successful digital transformation are on display at dmexco 2017 in Cologne. With a record-breaking 1,100 exhibitors from around the world in six fully booked halls for the first time and over 570 top international speakers, dmexco is bringing together the global digital economy in a single location. According to the conference slogan "Lightening the Age of Transformation", the possibilities for transforming marketing, brands and entire companies will be discussed and the full spectrum of digital business will be made visible.

Digital transformation has been a top priority in the global economy for many years now - with varying effects and levels of success for individual markets, industries, companies and consumers. Starting today, dmexco 2017 is at the epicenter of the digital transformation. As one of the leading events of the global digital economy, dmexco will for two days be presenting the trends and topics that will define the marketing, media and communication industry in the years to come. At this important show for digital innovations, insights and solutions, 1,100 exhibitors and over 570 top speakers will be providing impetus and giving rise to new ideas, while fostering creativity and innovations to enable successful business at dmexco. The online marketers group OVK of the digital economy association BVDW has revealed the full potential of digital business in its new OVK report, which was presented for the first time at dmexco. According to current forecasts, the market for digital display advertising in Germany will have grown by 7 per cent compared to the previous year. The total anticipated advertising revenue will amount to 1.91 billion euros. The new OVK online report is now available at www.bvdw.org and www.ovk.de.

Exposition: the meeting point for global brands and agencies

Even after opening a new sixth hall for the first time, dmexco is once again fully booked - this time covering a total area of 100,000 square meters with a record-breaking 1,100 exhibitors. All the leading companies in the global digital economy are on board. These include Accenture, Adobe, Axel Springer, Bertelsmann, Deloitte, eBay, Facebook, Google, Gruner & Jahr, IBM, Microsoft, Oath, Otto Group, PayPal, RTL Group, Salesforce, SAP, SevenOne Media, Sky, Spotify, Twitter, United Internet Media and Yandex among others. For the first time in a hall of their own, 150 newcomers from the worlds of marketing, media and technology will have the opportunity to engage directly with investors, potential partners and new customers. The Start-up Village has also been expanded and is providing a platform for around 150 founders to present their business ideas and make pitches for a 20,000 euro award as part of the "dmexco and Procter&Gamble Start-up Hatch". As the winners of today's semifinals, Baqend, Insider Navigation, opinary, and StoryTEQ



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will compete against one another tomorrow as part of the grand Hatch finale (14 Sept. at 11:15 a.m. in the Debate Hall). At the expo special "World of Experience", first movers of the connected world will be presenting their innovations at the cutting edge of megatrends like the Internet of Things, Artificial Intelligence, Virtual and Augmented Reality, as well as the numerous facets of smart homes. dmexco is bringing the crème de la crème of the international agency scene together at the Agency Hot Spot in Hall 6 including DentsuAegis, IPG Mediabrands, Omnicom, Pilot, Plan.net, Plista and Publicis among others. Together with their special service providers, these top agencies represent media budgets worth billions of dollars.

Page
2/3

Conference: concentrated expertise and big names

Like dmexco itself, the diversity of speakers and topics presented on the 18 dmexco conference stages has grown exponentially. In 2017 visitors will be presented with more expertise and big names than ever before, spread across the 250-hour conference schedule. Key decision-makers and strategists from the entire digital value chain are providing a unique overview of the current trends in the digital (marketing) transformation - all according to the conference slogan "Lightening the Age of Transformation". The conference highlights of the first dmexco day include the presentation of Sheryl Sandberg (Facebook), Bob Lord (IBM), Sir Martin Sorrell (WPP), Jack Dorsey (Twitter), Margit Wennmachers (Andreessen Horowitz), Julia Jäkel (Gruner & Jahr), Bob Greenberg (R/GA) and Rachel Levin (influencer) among others. dmexco 2017 is placing special emphasis on the topics of female leadership and gender equality together with strong partners including The Female Quotient, Refinery29 and the Women Speaker Foundation. With its "29 Global Trailblazers", dmexco is presenting 29 women managers from the fields of marketing, media and technology, many of whom will also be involved in dmexco's "29Women-Talk" today and "Women's Leadership Table" tomorrow. The list of "29 Global Trailblazers" is now available at https://dmexco.com/gender_equality/. With even more top brands, insights and case studies, the dmexco Motion Hall is providing key insight into the world of digital video in its second round as an international forum for video and moving image screenings.

Christian Muche and Frank Schneider, both of dmexco: "With its dynamic growth, dmexco's success story is a reflection of the transformation that the global digital economy is currently going through. And our industry has a pioneering role in the digital transformation. Despite the rapid development and the growing number of digital communication possibilities, the business world in particular relies on meetings in person, an exchange of ideas and face-to-face business transactions. dmexco provides an ideal and renowned platform for precisely this purpose - both locally and internationally! dmexco's relevance as a business platform is clearly reflected by the fact that the number of exhibitors has once again grown in 2017. With this in mind, we are looking very forward to the second day of dmexco tomorrow!"

For all facts and figures pertaining to dmexco 2017, visit
https://service.dmexco.de/dmexco2017_Facts_Figures

Page
3/3



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About #dmexco

dmexco is the global business and innovation platform of the digital economy. It sets the digital agenda and acts as the driver of ideas and growth for national and international business through direct business deals, valuable new contacts, inspiring insights, and the evaluation of business ideas. dmexco stands for "Pure Business," brings together the key market participants from all over the world, and presents the most promising strategies, solutions, and trends from the field of marketing communications and technology. dmexco – the world's leading exposition and conference of the digital economy.

The Bundesverband Digitale Wirtschaft (German Association for the Digital Economy – BVDW) is the owner of the dmexco brand. With special assistance from the Circle of Online Marketers (OVK), the BVDW is also the conceptual and professional sponsor of the exposition and conference. dmexco is organized by Koelnmesse.

dmexco 2017 will be held in Cologne on September 14 and 2017, 13. You can find all the information about dmexco 2017, as well as photos, videos, and original audio material, at www.dmexco.com, www.facebook.com/dmexco, <http://twitter.com/dmexco>, and www.youtube.com/dmexcovideo.