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#dmexco #conference #2017 #video

The dmexco Motion Hall 2017: Focus on the future of video

Let's celebrate video: With even more top brands, insights, and case studies, the dmexco Motion Hall, the international forum for video and moving-image screenings, will go into its second round in 2017. In its high-caliber program, thirteen national and international media companies will present strategies, content, and innovations on the impressive LED wall and show advertisers, agencies, and all digital professionals where they should spend their video budgets in 2018. You can now find the complete program of the dmexco Motion Hall 2017 at http://dmexco.com/conference_program/.

TV is becoming online is becoming mobile: Tremendous changes are taking place in the video ecosystem. The inevitable consequence is that advertisers and agencies must continually rethink their planning of moving images. All interested visitors at the dmexco Motion Hall 2017 will find out how to spend their media budgets on the right video trends and video platforms. Here, leading video and content producers, broadcasters, and platform operators will present the most exciting moving-image trends on the impressive stage of the international forum for video and moving-image screenings. The presenters will include Kevin Allocca (Google), Patrick Bales (StoYo), Marco Bertozzi (Spotify for Brands), Robbie Douek (Walt Disney EMEA), Samantha Glynne (FremantleMedia), Bert Habets (RTL Group), Donata Hopfen (BILD), Kay Hsu (Facebook/Instagram), Nicolas John (Webedia), Alex Kaplan (Discovery Communications), Petra Malenicka (CNN), Kevin McGurn (Vevo), Peter Naylor (Hulu), Becky Owen (Walt Disney

EMEA), Marco de Ruiter (National Geographic), Julian Reichelt (BILD), and Alex Wellen (CNN).

13 top media brands on stage in 2017

The Motion Hall will cover the whole range of video content producers, ranging from publishers to broadcasters and online platforms —and from Bild to Walt Disney, RTL Group, Facebook, Hulu, and YouTube. This year, thirteen leading brands will use compact screenings to present their latest productions, most recent multiscreen developments, and innovative marketing possibilities. After that, they will be available in the newly designed Speakers' Lounge or at the stands of their screening partners for in-depth discussions and business contacts. The up-to-the-minute showcases will also feature the top video trends, "Branded Content" (hosted by the Branded Content Marketing Association) and "Virtual Reality" (hosted by VAST MEDIA), and will share key insights with the visitors. In addition, numerous panels and keynote speakers will address the growing importance of video in a vast variety of areas, as well as the concrete effects of video on the media business.

You can find further information about the dmexco Motion Hall 2017 at http://dmexco.com/motion_hall/. The complete Motion Hall program can be accessed at http://dmexco.com/conference_program/. dmexco tickets are available at <http://dmexco.com/tickets/>.



#dmexco Motion Hall #2017: Focus on the future of video —

http://dmexco.com/motion_hall/ Tickets:

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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 13 & 14, 2017. You can find all the information about dmexco 2016, 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/dmexcovidéo.