

No. 16.20 // Cologne, September 14, 2016

**#dmexco #2016**

## **dmexco 2016 is a key driver of the global digital sector's business**

**Beginning today, dmexco 2016 is focusing on one thing above all: generating real business on the basis of the crucial trends of the digital world. dmexco is underscoring its national and international leading role for the digital economy with a record number of 1,013 exhibitors from all over the world, a record exhibition space of 90,000 square meters in five halls, and more than 570 top international speakers. Today and tomorrow, the global business and innovation platform is bringing the entire digital ecosystem together in order to discuss the latest trends and innovations and explore new business potential in line with this year's motto, "Digital is everything — not every thing is digital".**

The decision-makers of the world's largest advertisers, digital brands, agency networks, and publishers, as well as creative masterminds and start-up managers, have traveled to Cologne today from more than 100 countries and all areas of business in order to link the key trends with the real economy and define the commercial opportunities of the future. In a globally unparalleled combination of the sector's biggest exhibition and leading conference, 1,013 exhibitors and more than 570 top speakers are showing what current and future business models look like and how they can be further optimized under the influence of technological developments. The Circle of Online Marketers (OVK) of the German Association for the Digital Economy (BVDW) is demonstrating the great potential of digital business in its new OVK report, which was unveiled at dmexco. According to the latest forecasts,



SEPTEMBER 14 & 15, 2016  
COLOGNE

[www.dmexco.com](http://www.dmexco.com)

Contact:

André Hoffmann  
Tel.  
+49 40 679 446 53  
Fax  
+49 40 679 446 11  
e-mail  
[dmexco2016@faktor3.de](mailto:dmexco2016@faktor3.de)

Koelnmesse GmbH  
Messeplatz 1  
50679 Cologne  
Germany  
[www.koelnmesse.de](http://www.koelnmesse.de)

Management:  
Gerald Böse (President and Chief Executive Officer)  
Katharina C. Hamma  
Herbert Marner

Chairman of the Supervisory Board:  
Mayor of the City of Cologne  
Henriette Reker

Headquarter and place of jurisdiction:  
Cologne  
District Court Cologne, HRB 952

Associated Federation



the market for digital display advertising is growing by 6.3 percent in Germany, compared to the previous year. Online and mobile advertising is expected to generate a total of €1.782 billion in sales. Additional facts and figures are available in the new OVK online report, which will be accessible at [www.bvdw.org](http://www.bvdw.org) and [www.ovk.de](http://www.ovk.de) beginning on September 19.

### **Exhibition: The meeting place for leading brands and agency networks**

All the significant brands and leading companies of the global digiconomy are on board at dmexco 2016. More exhibitors than ever before are presenting themselves on more than 90,000 square meters in five halls. Among the exhibitors are Facebook, Google, Adobe, AOL, Bing, MediaLink, Salesforce, Spotify, Twitter, Vice, Yahoo, Yandex, Telefonica, Groupon, Neustar, Oracle, Rakuten, SAP, Amazon, eBay, IBM, Oracle, accenture, Burda, Eurosport, Discovery, Payback, PayPal, RTL, Shazam, Sky, Ströer, and Zalando. Global agency networks such as GroupM, Publicis Media, Omnicom Media Group, Dentsu Aegis Network, IPG Mediabrands, Havas Media Group, Pilot Group, and Mediaplus Group also have their own stands at the exhibition or are represented in the dmexco Agency Lounge. Together, the agency networks at dmexco 2016 represent a global billing volume of more than €300 billion. The proportion of dmexco exhibitors from abroad has risen to 50 percent.

### **Conference: Providing a think tank and orientation for all of the trends and topics of the digiconomy**

dmexco 2016 features the most extraordinary and top-level conference program to date, which showcases all of the theme worlds and disruptive trends of the digital industry on a total of 15 stages. From internationally leading CEOs and up-and-coming start-up founders to digital prophets and creative masterminds, extraordinary individuals and top decision-makers from all sectors of the digiconomy are making the key trends of the entire economy visible at dmexco. These trends range from the IoT and connected

worlds to virtual and augmented reality, visual communication, and creative storytelling. The new Experience Hall and the new Motion Hall provide crucial insights into the changing customer experience and the theme of digital video. The speakers at dmexco 2016 include numerous CEOs and CMOs of internationally leading companies such as Nestlé, Lego, Mondelez, PepsiCo, P&G, RedBull, and BMW, as well as stars of the digital economy such as VICE founder Shane Smith, Snapchat's Chief Strategy Officer Imran Kahn, and Facebook's Chief Product Officer Chris Cox.

**Christian Muche and Frank Schneider from the dmexco team:** "Today dmexco is one of the globally leading events of the digital economy that attract all of the elites from Germany and abroad. dmexco is mentioned in the same breath as the Consumer Electronics Show (CES), the Mobile World Congress (MWC), and Cannes Lions as one of the most important events of the digital world. Together, they form the "Fab Four" in the yearly schedule of top events in the global digital economy, and dmexco is the culmination of the series.

All facts and figures of dmexco 2016 at [http://dmexco.de/wp-content/uploads/2016/09/dmexco\\_Factsheet\\_2016-2.pdf](http://dmexco.de/wp-content/uploads/2016/09/dmexco_Factsheet_2016-2.pdf)



#dmexco 2016 is a key driver of the global digital #economy's #business — [www.dmexco.com](http://www.dmexco.com)



Beginning today, #dmexco #2016 is focusing on one thing above all: generating real business on the basis of the crucial trends of the digital world. dmexco is underscoring its national and international leading role for the digital economy with a record number of 1,013 exhibitors from all over the world, a record exhibition space of 90,000 square meters in five halls, and more than 570 top international speakers. Today and

tomorrow, the global business and innovation platform is bringing the entire digital ecosystem together in order to discuss the latest trends and innovations and explore new business potential in line with this year's motto, "Digital is everything — not every thing is digital".

[www.dmexco.com](http://www.dmexco.com)

Page  
4/4

### **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](http://www.dmexco.com), [www.facebook.com/dmexco](http://www.facebook.com/dmexco), <http://twitter.com/dmexco>, and [www.youtube.com/dmexcovideo](http://www.youtube.com/dmexcovideo).