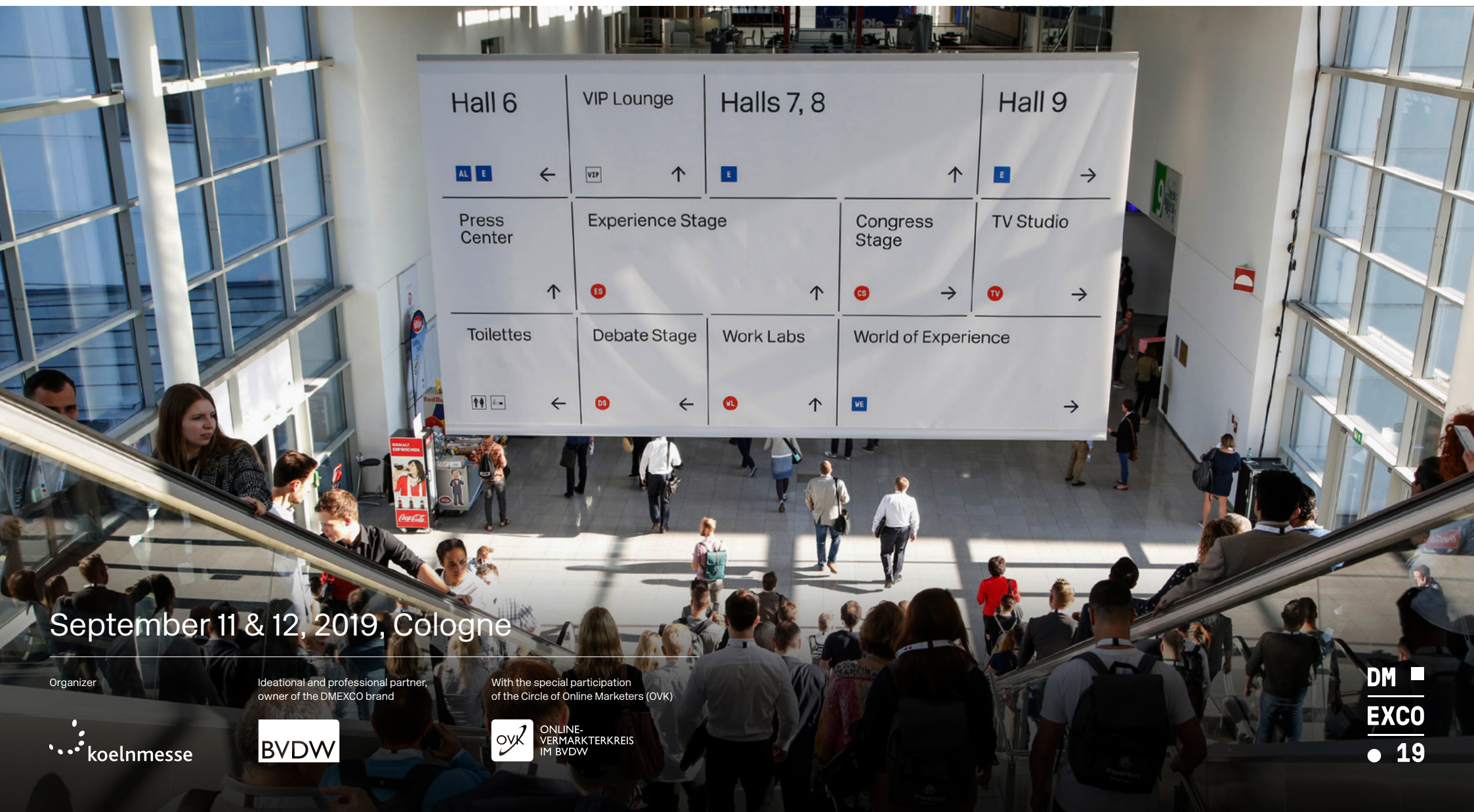
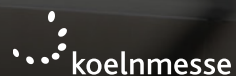


Facts & Figures



September 11 & 12, 2019, Cologne

Organizer



Ideational and professional partner,
owner of the DMEXCO brand



With the special participation
of the Circle of Online Marketers (OVK)



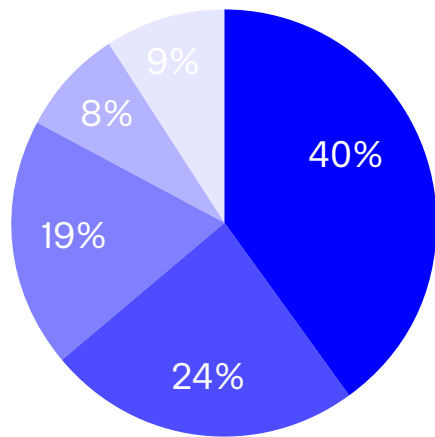
ONLINE-
VERMARKTERKREIS
IM BVDW



DMEXCO Visitors

41K

Visitors 2018



- Brands: 40%
- Tech Providers: 24%
- Agencies: 19%
- Consulting: 8%
- Other: 9%

DMEXCO attracts more brands, agencies, media and tech players from the industry than any other trade show — in 2018 we welcomed 41,000 visitors from 95 countries.



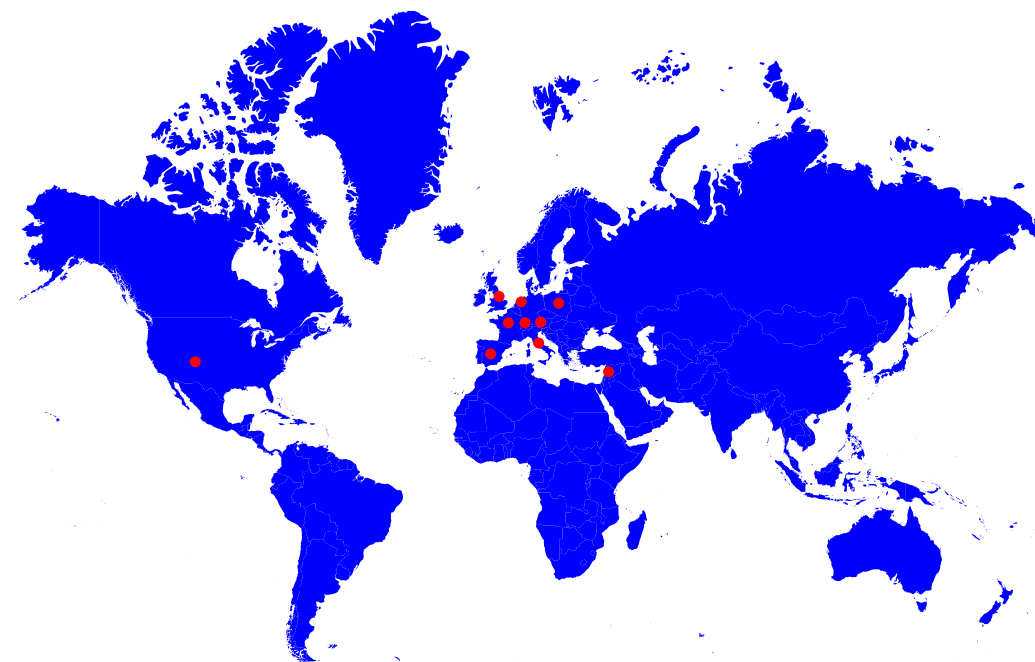
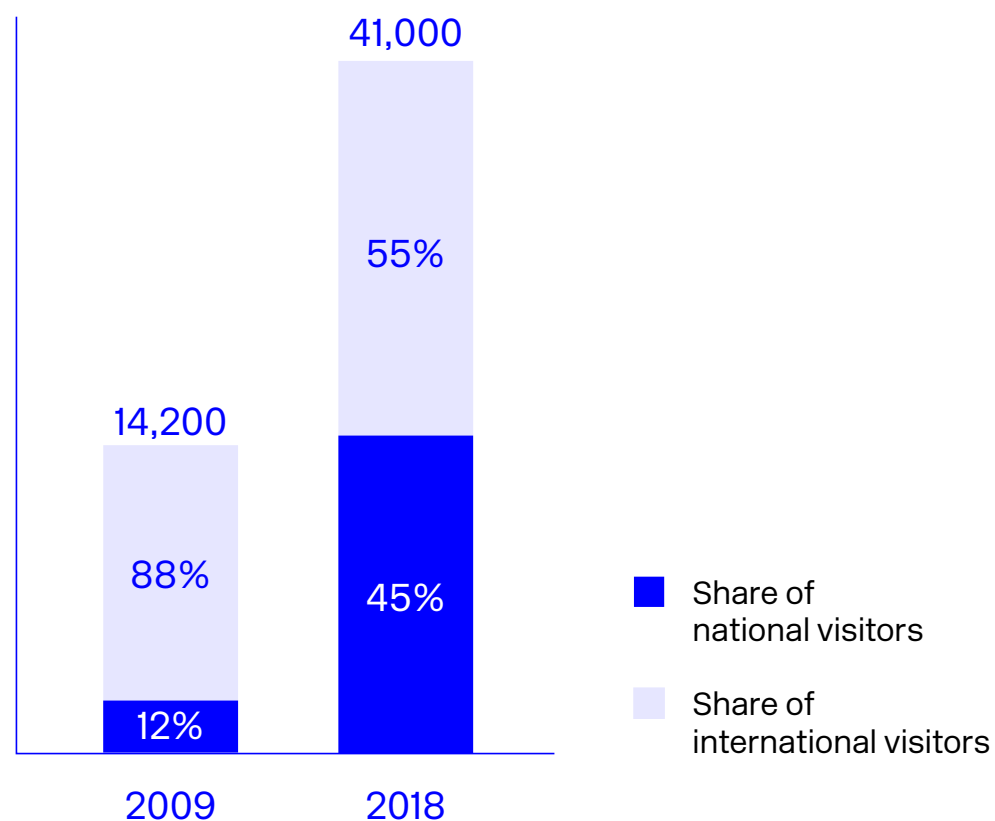
DMEXCO Visitors

95

Countries

289%

Visitor Growth



The Strongest International Visitor Groups – TOP 10:

01	GB / Northern Ireland	06	Switzerland
02	Netherlands	07	Israel
03	USA	08	Poland
04	France	09	Spain
05	Austria	10	Italy

DMEXCO Visitor Structure

DMEXCO is the meeting place
for decision makers

84%

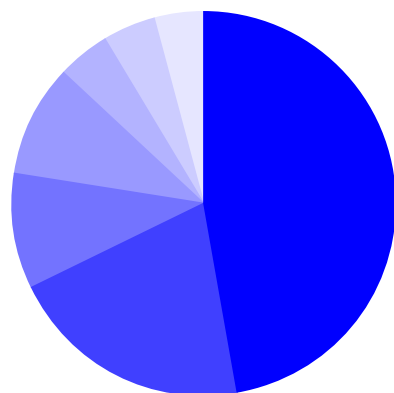
of DMEXCO visitors
have purchasing power

44%

of DMEXCO visitors
are Senior Executives.

27%

of DMEXCO visitors
are C-Levels

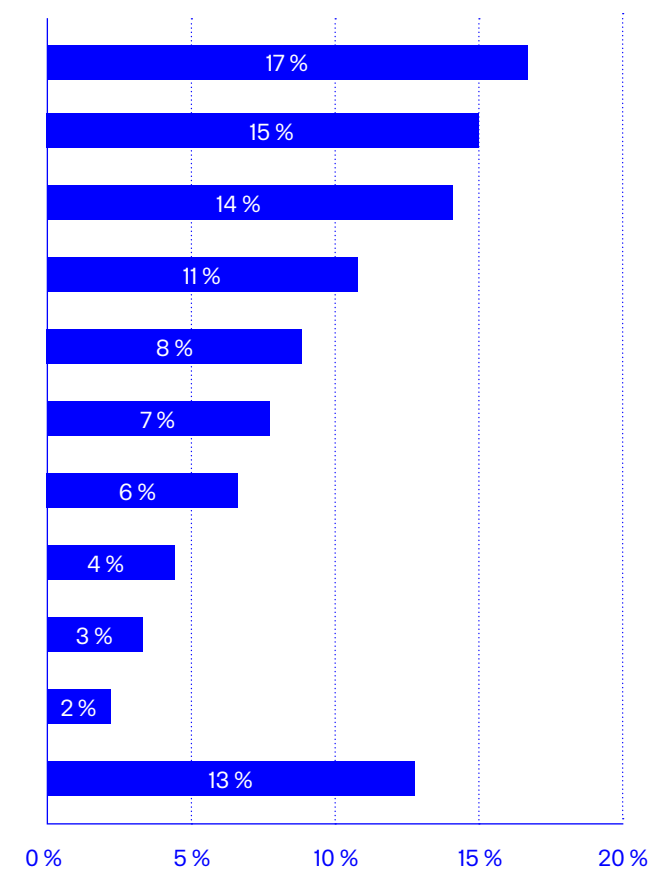


C-Level Structure

- CEO: 47,23%
- Other / CPO: 20,65%
- CFO / COO: 9,71%
- CMO / CCO: 9,58%
- CDO: 4,34%
- CRO: 4,34%
- CIO / CTO: 4,14%

DMEXCO covers
all industries & brands

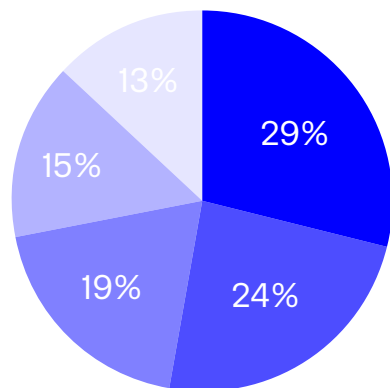
E-Commerce/Retail
FMCG & Food
Media
Consumer Electronics
Finance
Automotive & Logistics
Sport & Health
Tourism
Pharma
Education
Other



Visitors Interests

With its five theme tracks and dozens of topics, the DMEXCO attracts interested visitors from the global digital industry and offers a unique environment to exchange, inspire and grow your business.

Typical DMEXCO Visitors' Interests



- Marketing: 29%
- Technology: 24%
- Future: 19%
- Media: 15%
- Business: 13%



Top 10 Visitor Topics:

- | | | | |
|----|------------------|----|-----------------|
| 01 | Content | 06 | AI |
| 02 | Data & Analytics | 07 | Agencies |
| 03 | Brands | 08 | Personalization |
| 04 | B2B | 09 | Mobile |
| 05 | Social | 10 | Publishing |



Expo

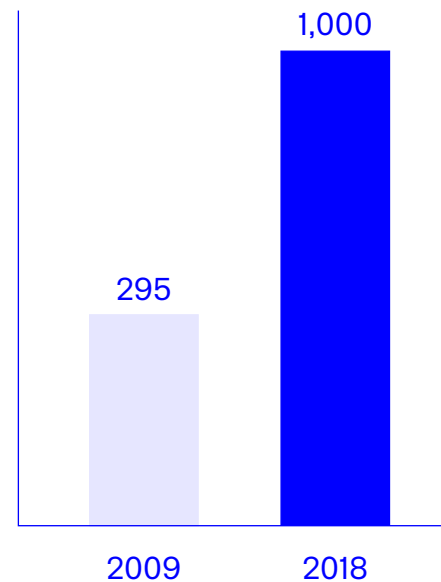
In the Expo, 1,000 exhibitors from 40 countries provide tailor-made answers and solutions for the challenges in digital marketing and business.

1K

Exhibitors 2018

339%

Exhibitor Growth



40

Countries





Conference

9

Stage Formats

550⁺

International Top Speakers

250⁺

Hours of Program

- CS** Congress Stage
- DS** Debate Stage
- DA** Demo Arena
- ES** Experience Stage
- S** Seminars
- TV** TV Studio
- WA** World of Agencies
- WL** Work Labs
- SV** Start-up Stages

The DMEXCO Conference brings together all the major theme worlds and disruptive trends of the digital economy and presents them on a total of 18 stages and seminars.

Leading international CEOs to start-up founders, and from digital prophets to creative masterminds, exceptional individuals and top decision makers from all segments of the global digiconomy will illuminate the most important trends at DMEXCO.





Our audience benefits from the entire DMEXCO Ecosystem

Business + Networking

100K

sqm Exhibition Space

4

Expo Formats

1K

Exhibitors

847

Marketing &
Tech Providers

20

Agencies

13

IoT / AI Experts

170

Start-ups

Education + Inspiration

18

Stages and Seminars

3

Curated Stages

2

Start-up Stages

8

Seminars

2

Work Labs

Communication + Exchange

4

Owned Channels

STORIES

PODCAST

EVENT CALENDER

SATELLITE EVENTS

E Exposition

WA World of Agencies

DA Demo Arena

WE World of Experience

FP Future Park

TV TV Studio

WA World of Agencies



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