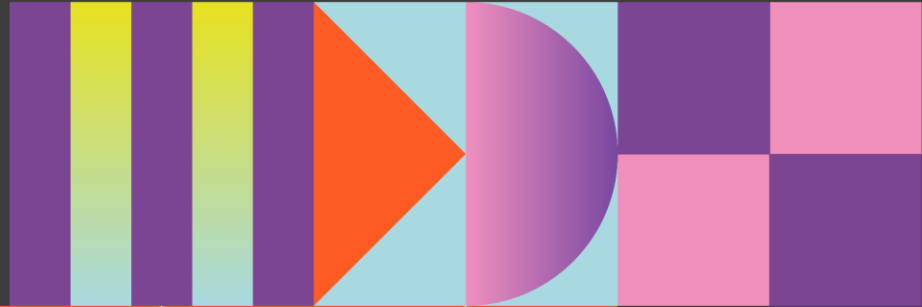


**#MTM SPECIAL**  
**FUTURE VIDEO**



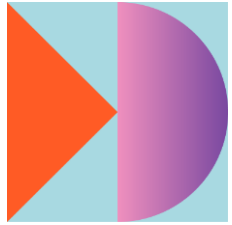
**APRIL 24, 2024**

House of Communication (HoC) | Munich

**INFOPAPER**  
**SPONSORS & EXHIBITORS**



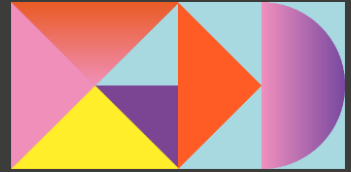
# OUTLINE



- The **#MTM SPECIAL Future Video** will take place on **Wednesday, April 24, 2024** at the **House of Communication (HoC)** in Munich, one of the most modern event and office locations in Germany. The one-day conference on **#NextLevelVideo** is organized by the **MEDIENTAGE MÜNCHEN** team.
- Experts from **digital video, TV** and **streaming, production** and **creation, technologies** and **advertising**, as well as **regulation** and **media policy** will meet here to highlight the decisive trends and the potential for the **future video market**.
- In practical **masterclasses**, participants also receive **practical knowledge** from renowned professionals from the industry - on topics such as AI, tech & data, personalization, UX / accessibility and advanced TV advertising / social video.
- The conference and masterclass environment is all about uninterrupted **networking** and cross-industry exchange - an ideal setting for **companies** to present their **new brands, products and solutions**.
- At the end, participants, speakers and partners will meet at a **get-together** with snacks, drinks and music to end an exciting conference day in a relaxed atmosphere.



# IMPRESSIONS 2023



# IMPRESSIONS LOCATION



# KEY FACTS

## Target audiences

- Employees from digital video, TV and streaming
- Professionals from production and creation
- Employees from advertising and agencies
- Brand managers from companies
- Experts from technology and research
- Representatives of media policy, regulation and consulting
- Startups & young professionals

## Facts & Figures

- More than **200 participants** 2023
- Integration into the wide-reaching **communication channels** of MEDIENTAGE MÜNCHEN, one of the largest media conferences in Europe:
  - **Newsletter:** about 11.700+ subscribers from the media and communication sectors
  - **Social Media:**
    - LinkedIn:** 3.700+ followers
    - YouTube:** 1.700+ subscribers
    - Instagram:** 2.200+ followers
    - Facebook:** 3.300+ followers
    - X:** 3.400+ followers
  - **Website:** [www.medientage.de](http://www.medientage.de)

# KEY TOPICS

- Market overview for TV, streaming & OTT
- Platforms & regulation
- Business models & monetization
- Content & strategies in FAST, AVoD, SVoD & BVoD
- Connected TV
- Trends & innovations
- Advertising market, target groups & user behavior
- Social & online video
- Social content creation, innovative formats & production

## Partners & sponsors of previous years (extract)

amazon appstore

bmt

EL CARTEL

RTLZWEI

DEUTSCHE  
TV-PLATTFORM

FREEWHEEL  
A COMCAST COMPANY

GOLDBACH

Google

MEK MEDIA  
THE SMART TV COMPANY

Paramount+

SAMSUNG  
Ads

smartclip

V/AUNET  
Verband Privater Medien

WB WARNER BROS.  
DISCOVERY

ZATTOO

# WHO IS THERE?

## Attending companies of the previous years: participants, speakers, partners etc. (extract)

1-2-3.tv	Cinesoundz	Frankfurter Allgemeine Zeitung	Konsole Labs	Plaiion Pictures GmbH	Serviceplan Group	veed analytics
A+E Networks	Clap	Fraunhofer Institut FOKUS	KPMG AG	Pluto TV	SevenOne Entertainment Group	Verlag Johann Oberauer
Ad Alliance GmbH	COUCHPLAY by Gofresh	Freenet	KRESS	Porsche	SevenOne Media	Verlag Werben & Verkaufen (W&V)
AGF Videoforschung	Criteo	FreeWheel, A Comcast Company	Landesmedienanstalt Saarland (LMS)	Prosch Communications	ShowHeroes SE	Verlagsgruppe Droemer Knaur
Amazon	CTV ShowHeroes Group	FUNKE	lead link	ProSiebenSat.1 Media	SID Sport-Informations-Dienst GmbH	ViacomCBSNetworks
Ampere Analysis	dailymotion	FUNKE Digital	Macromedia	ProSiebenSat.1 Tech Solutions	Sky Deutschland	viadoo
ANGA	DAZN	GfK	Magnite	Public Value Technologies	Sky Media	Video Redaktion
APA	defacto x	glomex	Mainstream Media	Publicis Media	smartclip	videociety
ARD	Deloitte Consulting	Goldbach Germany	Media For Excellence	Publicis Media Austria	Puls4	Vodafone
ARD-Mediathek	Deutsche Telekom	Goldbach Media (Switzerland)	Mediaplus Germany	purtel.com GmbH	QVC	VOX Television
Arte	Deutsche TV-Plattform	Goldmedia StrategyConsulting	Medien.Bayern	R&V Allgemeine Versicherung	Radio Fantasy GmbH	VR-NetWorld
Arvato Systems	Deutsche Welle	Google	Mediengruppe RTL Deutschland	Red Bull Media House	REGIO TV Sendergruppe	Waipu
AUDI	d-force	Google Germany	MedienNetzwerk Bayern	research & more consulting	Roku	Warner Bros. Discovery
AV-Medien/Österreichischer Agrarverlag	diconium strategy	Gracenote	MEEDIA	Roku	RTL Deutschland	WDR mediagroup GmbH
Axel Springer	DIE WELT	GroupM	MEKmedia	RTL2 Fernsehen	RTL2 Fernsehen	WebITV
Axel Springer Regionalvermarktung	Discovery Benelux	Grundy UFA TV Produktion	MessengerPeople	Samsung	Samsung Ads	WEKA MEDIA PUBLISHING
BI SmartTV	Discovery Communications Deutschland	Hartmut Schultz Kommunikation	Metz Consumer Electronics	Samsung Ads	Sanofi-Aventis Deutschland	Welocal
Bavaria Studios & ProductionServices	Divitel	HD PLUS	M-net Telekommunikations	SAT.1 Bayern Privatfernsehen in Bayern	SAT.1 Bayern Privatfernsehen in Bayern	WeltN24
Bayerische Landeszentrale für neue Medien (BLM)	DNMG Deutsche Netzmarketing GmbH	Hessischer Rundfunk	NetfliX	Schweizer Radio und Fernsehen SRF	Schweizer Radio und Fernsehen SRF	Westdeutscher Rundfunk (WDR)
Bayerische Medien Technik	drtv.agency	how2	Nonkonform	Schweizerische Teletext	Schweizerische Teletext	WVG Medien
Bayerischer Rundfunk	dwdl.de	HypoVereinsbank - UniCredit Group	Ocilion IPTV Technologies	Screenforce Gattungsmarketing	Screenforce Gattungsmarketing	XAD spoteffects
BBDO Düsseldorf	EarmotionAudio Creation	INFORMA	Olympia Verlag	ScreenHits TV	ScreenHits TV	YouGov
BILD	EL CARTEL MEDIA	Innovations- und Digitalagentur (ida) GmbH	OMDIA	Semigator	Semigator	Zattoo
BMW Group	ENERGY München	intive	ooiboo			Zattoo Deutschland
Boston Consulting Group	Ergo Direkt	jambit GmbH	ORF			ZDF
Burda	eXaring	Joyn	Österreichische Rundfunksender (ORS)			ZVEI-Fachverband Consumer Electronics
CANAL +	features & creatures	Kalhammer & von Grafenstein	Österreichischer Journalisten Club			[..]
CE Samsung Electronics	film-tv-video.de	Kaltura	OTV			
Channel Factory GmbH	Fincons		Pilot			
	Foxxum					

# PARTNER OPTIONS: PLATINUM

EUR 8.800

## PLATINUM PACKAGE: Benefits

- Logo presence in the communication (website, on site)
- Banner ad in the newsletter: up to 3 placement options – by arrangement\*
- Speaking-slot / masterclass – depending on topic and availability, by arrangement\*
- Premium expo / networking space on site (incl. electricity and WiFi) – position and equipment by arrangement\*
- Display of give aways / bags / brochures (e.g. studies, flyers) on site – by arrangement
- Conference tickets: 8 tickets (price per ticket: EUR 299; total value EUR 2.392)
- Additional partner tickets (discount of 20% on up to 10 tickets)

\* **Please note:** There are only a few places available, we will proceed after receipt of bookings!



# PARTNER OPTIONS: GOLD

EUR 5.800

## GOLD PACKAGE: Benefits

- Logo presence in the communication (website, on site)
- Banner ad in the newsletter: 1 placement option – by arrangement\*
- Speaking-slot / masterclass – depending on topic and availability, by arrangement\*
- Expo / networking space on site (incl. electricity and WiFi) – position and equipment by arrangement\*
- Display of give aways / bags / brochures (e.g. studies, flyers) on site – by arrangement
- Conference tickets: 5 tickets (price per ticket: EUR 299; total value EUR 1.495)
- Additional partner tickets (discount of 20% on up to 10 tickets)

\* **Please note:** There are only a few places available, we will proceed after receipt of bookings!

# PARTNER OPTIONS: SILVER

EUR 3.800

## SILVER PACKAGE: Benefits

- Logo presence in the communication (website, on site)
- Expo / networking space on site (incl. electricity and WiFi) – position and equipment by arrangement\*
- Display of give aways / bags / brochures (e.g. studies, flyers) on site – by arrangement
- Conference tickets: 3 tickets (price per ticket: EUR 299; total value EUR 897)
- Additional partner tickets (discount of 20% on up to 10 tickets)

\* **Please note:** There are only a few places available, we will proceed after receipt of bookings!





# PARTNER OPTIONS: ADD-ONS\*

- Sponsoring **coffee break** + EUR 1.250
- Sponsoring **lanyards** for speakers and participants\*\* + EUR 1.500
- Sponsoring **breakfast snack** conditions by arrangement
- **Video ad** during the conference + EUR 1.500 per clip
- Sponsoring **drinks / bar** get together \*\* conditions by arrangement
- Individual **brandings** on site conditions by arrangement
- Sponsoring **DJ / band** get together conditions by arrangement

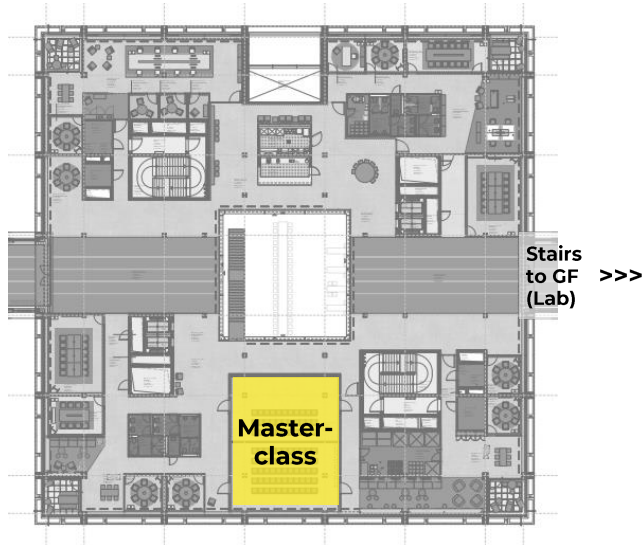
\* Add-ons: Prerequisite for the booking of add-ons is the status as a partner of the platinum, gold or silver category

\*\* plus production costs

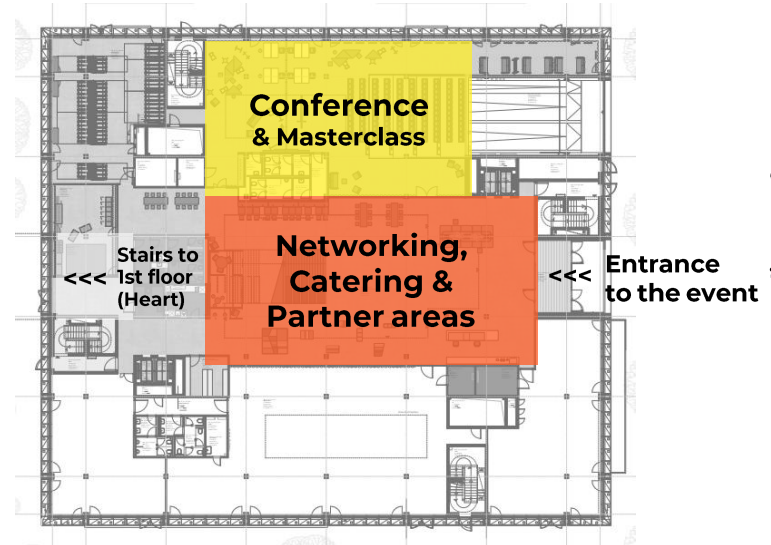
# LOCATION MAP HOC

(PRELIMINARY / SCHEMATIC)

## OG 1 – House HEART



## EG – House LAB



August-Everding-Straße 25

# CONTACT



## Hans Häusler

Expo & Sponsoring  
M +49 173 720 59 54

[hans.haeusler@medientage.de](mailto:hans.haeusler@medientage.de)



## Katrin Alff

Expo & Sponsoring  
M +49 1590 4203 341

[katrin.alff@medientage.de](mailto:katrin.alff@medientage.de)



## Svenja von Dall'Armi

Expo & Sponsoring  
M +49 1590 4203 325

[svenja.dallarmi@medientage.de](mailto:svenja.dallarmi@medientage.de)



The #MTM SPECIAL Future Video  
is an event of the

**MEDIEN.  
BAYERN**

Medien.Bayern GmbH  
August-Everding-Straße 25  
81671 Munich, Germany  
CEOs: Stefan Sutor (chair), Lina Timm

All participation prices quoted are net prices, plus VAT at the statutory rate. The prices for conference partnerships as well as for sponsorships, brandings and other advertising measures are understood as advertising flat rates, plus costs for equipment and infrastructure, branding, production, goods, personnel, GEMA, KSK or presentation technology (according to expenditure).

The General Terms and Conditions for Exhibitors, Sponsors and Partners of #MTM SPECIAL Future Video 2024 apply. Errors and omissions excepted. Status: December 2023.