Facts & Figures

September 11 & 12, 2019, Cologne

Organizer

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

41K
Visitors 2018

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.

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

95 Countries
289% Visitor Growth

2009
14,200
88%
12%

2018
41,000
55%
45%

Share of national visitors
Share of international visitors

The Strongest International Visitor Groups – TOP 10:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>Rank</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>GB / Northern Ireland</td>
<td>06</td>
<td>Switzerland</td>
</tr>
<tr>
<td>02</td>
<td>Netherlands</td>
<td>07</td>
<td>Israel</td>
</tr>
<tr>
<td>03</td>
<td>USA</td>
<td>08</td>
<td>Poland</td>
</tr>
<tr>
<td>04</td>
<td>France</td>
<td>09</td>
<td>Spain</td>
</tr>
<tr>
<td>05</td>
<td>Austria</td>
<td>10</td>
<td>Italy</td>
</tr>
</tbody>
</table>
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: 17%
- FMCG & Food: 15%
- Media: 14%
- Consumer Electronics: 11%
- Finance: 8%
- Automotive & Logistics: 7%
- Sport & Health: 6%
- Tourism: 4%
- Pharma: 3%
- Education: 2%
- Other: 13%

84% of DMEXCO visitors have purchasing power.
44% of DMEXCO visitors are Senior Executives.
27% of DMEXCO visitors are C-Levels.
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:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Topic</th>
<th>Rank</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>Content</td>
<td>06</td>
<td>AI</td>
</tr>
<tr>
<td>02</td>
<td>Data &amp; Analytics</td>
<td>07</td>
<td>Agencies</td>
</tr>
<tr>
<td>03</td>
<td>Brands</td>
<td>08</td>
<td>Personalization</td>
</tr>
<tr>
<td>04</td>
<td>B2B</td>
<td>09</td>
<td>Mobile</td>
</tr>
<tr>
<td>05</td>
<td>Social</td>
<td>10</td>
<td>Publishing</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Year</th>
<th>Exhibitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>295</td>
</tr>
<tr>
<td>2018</td>
<td>1,000</td>
</tr>
</tbody>
</table>
### Conference

<table>
<thead>
<tr>
<th>Stage Formats</th>
<th>International Top Speakers</th>
<th>Hours of Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>550+</td>
<td>250+</td>
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</tbody>
</table>

**Congress Stage**

**Debate Stage**

**Demo Arena**

**Experience Stage**

**Seminars**

**TV Studio**

**World of Agencies**

**Work Labs**

**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

<table>
<thead>
<tr>
<th>Business + Networking</th>
<th>Education + Inspiration</th>
<th>Communication + Exchange</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>100K</strong> sqm Exhibition Space</td>
<td><strong>18</strong> Stages and Seminars</td>
<td><strong>4</strong> Owned Channels</td>
</tr>
<tr>
<td><strong>847</strong> Marketing &amp; Tech Providers</td>
<td><strong>3</strong> Curated Stages</td>
<td><strong>PODCAST</strong></td>
</tr>
<tr>
<td><strong>13</strong> IoT/Al Experts</td>
<td><strong>2</strong> Start-up Stages</td>
<td><strong>EVENT CALENDER</strong></td>
</tr>
<tr>
<td><strong>4</strong> Expo Formats</td>
<td><strong>8</strong> Seminars</td>
<td><strong>SATELLITE EVENTS</strong></td>
</tr>
<tr>
<td><strong>1K</strong> Exhibitors</td>
<td><strong>2</strong> Work Labs</td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>Exposition</th>
<th>World of Agencies</th>
<th>World of Experience</th>
<th>Future Park</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>E</strong></td>
<td><strong>WA</strong></td>
<td><strong>WE</strong></td>
<td><strong>FP</strong></td>
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</table>

<table>
<thead>
<tr>
<th>Demo Arena</th>
<th>TV Studio</th>
<th>World of Agencies</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DA</strong></td>
<td><strong>TV</strong></td>
<td><strong>WA</strong></td>
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