Facts & Figures

September 23 & 24, 2020 - Cologne
DMEXCO Visitors

38K
Visitors 2019

DMEXCO attracts more brands, agencies, media and tech players from the industry than any other trade show — in 2019 we welcomed 38,000 visitors from 98 countries.

Brands: 29%
Agencies: 24%
Tech Providers: 22%
Other: 19%
Consulting: 6%
DMEXCO Visitors

98 Countries

168% Visitor Growth

The Strongest International Visitor Groups – TOP 10:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>Visitor Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>GB / Northern Ireland</td>
<td>55%</td>
</tr>
<tr>
<td>02</td>
<td>Netherlands</td>
<td>45%</td>
</tr>
<tr>
<td>03</td>
<td>USA</td>
<td>38,000</td>
</tr>
<tr>
<td>04</td>
<td>France</td>
<td>14,200</td>
</tr>
<tr>
<td>05</td>
<td>Austria</td>
<td>1,120</td>
</tr>
<tr>
<td>06</td>
<td>Switzerland</td>
<td>88%</td>
</tr>
<tr>
<td>07</td>
<td>Israel</td>
<td>12%</td>
</tr>
<tr>
<td>08</td>
<td>Italy</td>
<td>8%</td>
</tr>
<tr>
<td>09</td>
<td>Spain</td>
<td>12%</td>
</tr>
<tr>
<td>10</td>
<td>Turkey</td>
<td>12%</td>
</tr>
</tbody>
</table>
DMEXCO Visitor Structure

DMEXCO is the meeting place for decision makers

DMEXCO covers all industries & brands

86% of DMEXCO visitors have purchasing power

44% of DMEXCO visitors are Senior Executives.

20% of DMEXCO visitors are C-Levels

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%

44% of DMEXCO visitors are Senior Executives.
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: 67%
- Technology: 58%
- Future: 43%
- Media: 41%
- Business: 41%

Top 10 Visitor Topics:

01 Performance Marketing  
02 Data & Analytics  
03 B2B Marketing  
04 Brands  
05 Online Advertising  
06 Content  
07 AI  
08 Targeting  
09 Agencies  
10 Mobile
In the Expo, 977 exhibitors from 40 countries provide tailor-made answers and solutions for the challenges in digital marketing and business.
Conference

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>80K</strong> sqm Exhibition Space</td>
<td><strong>20</strong> Stages and Seminars</td>
<td><strong>4</strong> Owned Channels</td>
</tr>
<tr>
<td><strong>751</strong> Marketing &amp; Tech Providers</td>
<td><strong>3</strong> Curated Stages</td>
<td><strong>3</strong> Podcasts</td>
</tr>
<tr>
<td><strong>26</strong> IoT, AI, VR/AR Experts</td>
<td><strong>8</strong> Seminars</td>
<td><strong>2</strong> Event Calendar</td>
</tr>
<tr>
<td><strong>1K</strong> Exhibitors</td>
<td><strong>2</strong> Future Park Stages</td>
<td><strong>SATELLITE EVENTS</strong></td>
</tr>
<tr>
<td><strong>50</strong> Agencies</td>
<td><strong>2</strong> Work Labs</td>
<td><strong>STORIES</strong></td>
</tr>
<tr>
<td><strong>150</strong> Start-ups</td>
<td></td>
<td><strong>PODCAST</strong></td>
</tr>
</tbody>
</table>

**Exposition**
- Demo Arena
- CVC Conference
- World of Agencies
- How-To Stage

**Future Park**
- TV Studio
- World of Agencies
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