

PHILIPP SCHINDLER  
Users expect  
companies to make  
their lives easier

Google

September 12 & 13, 2018  
at Koelnmesse

DMEXCO

# Journal

VOL.3



INTERVIEW WITH  
DMEXCO BOARD:  
Expo + Conference  
+ Content Plattform  
= #DMEXCO18

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AR, VR, etc.:  
New “superweapon”  
in content marketing

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BLOCKCHAIN  
REVOLUTION:  
New mantra  
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Organizer



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SevenOne  
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Wir bewegen Marken

ADDRESSABLE TV:

# DAS BESTE AUS BEIDEN WELTEN

TV-REICHWEITE TRIFFT DIGITALE ADRESSIERBARKEIT

DMEXCO 2018

12./13. SEP

HALLE 8

Stand D029/E028



■ Unsere Addressable TV-Produkte bieten Ihnen Exklusivplatzierungen direkt im TV-Programm mit maximaler Aufmerksamkeit. Zusätzlich zu starken Targetingmöglichkeiten [Geo, Wetter, Behavioural] können Sie jetzt mit TV Spot-Retargeting auch Ihre Kontakt-klassen ohne Medienbruch optimieren. Dabei belegt fundierte Forschung die Effektivität von Addressable TV. Heute sind bereits 12 Millionen TV-Geräte angeschlossen.

[www.sevenonemedia.de/addressable-tv](http://www.sevenonemedia.de/addressable-tv)

**DEAR READER,**



The six most valuable companies in the world at present – measured by stock market value – are digital companies. All of them – with a total value of 4.25 trillion US dollars – will be present at this year’s DMEXCO in Cologne – as exhibitors, speakers and dialog partners. But the global digital economy is more than just big business! Above all it means innovation and disruption, speed and new structures. And – very important – responsibility in business and society. This is why Take C.A.R.E. (Curiosity, Action, Responsibility, Experience) is the DMEXCO motto. This is both our attitude and our commitment towards visitors and exhibitors.

On September 12 and 13, we will be bringing you to the cutting edge at DMEXCO 2018 in Cologne. You can get tips and information in advance on the following pages.

Stay curious, act consciously, take responsibility, create special experiences – and above all have a good and successful DMEXCO journey.

We look forward to welcoming you!

Gerald Böse and Dominik Matyka

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# Next Stop: Cologne

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Since 2009, DMEXCO has been bringing all the important decision-makers from the digital economy together. This is where the digital agenda is debated and defined. Ideas are turned into concrete business here.

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For the tenth DMEXCO, Koelnmesse is expanding the community idea that has shaped the event right from the start. The physical platform, consisting of Expo and Conference, will be expanded step by step with the virtual platform dmexco.com. But the leading event for digital marketing and innovation remains the undisputed highlight with more than 40,000 visitors. Where else can you meet so many decision-makers in just two days?

For many decades, the success of trade fair events was measured primarily by the square meters sold. From the exhibitors' point of view, the number of contracts concluded, or at least the number of relevant new contacts, was the most important criterion for the investment. That was fine as long as purchasing cycles were geared towards the timeframe of the trade fairs. However, this changed long ago, as we all know. The customer journey no longer ends where marketing and sales want it to. It has become more complex and contains far more touchpoints than

it did just a few years ago. Trade fair organizers are therefore well advised to support their exhibitors and partners with an appropriate service that extends beyond the event timeframe.

There is a comparatively simple yardstick here. The aim of the DMEXCO creators is to guide the relevant decision-maker target groups to Cologne. The journey to Cologne begins – how else – on the web. The commitment to addressing decision-makers with relevant offers throughout the year has become visible for the first time with the complete redesign of the website. This is accompanied by the new guidance system, which here – as with DMEXCO itself – provides better orientation. This applies not only to the distinction between Expo and Conference, but also to the content guidance. A new, consistent topic framework addresses the most important questions on the website and at the Conference: Media (where?), Marketing (what?), Technology (how?), Business (why?) and Future (when?).



Photo: DMEXCO

The content strategy puts DMEXCO visitors and their challenges front and center. Despite all their differences, visitors ultimately share a need to find answers and solutions to these challenges. The content supports this with a complex technology that combines different systems and databases.

Based on detailed descriptions of the various target groups, the new content team researches, identifies and produces the content. dmexco.com aims to provide information about trends and market developments, point out options for action and make recommendations. This naturally also includes concrete recommendations for Expo and Conference. Because again: there is no better place to find answers and solutions to existing and future digital marketing and innovation challenges than DMEXCO.

The more intensively the content is used, the better we understand the interests and needs of each individual DMEXCO visitor. And we can make more individual, targeted recommendations as to which

program highlights and which exhibitors are relevant. This reflects our attitude and our commitment towards visitors and exhibitors. The community now has an additional virtual platform at its disposal, which helps to bring people together in a targeted manner.

The DMEXCO Team, featuring many new faces, has been working hard since the beginning of the year to launch the new concept with many additional services for visitors and exhibitors. The various formats are the responsibility of people who have been consistently making a mark in their fields for years. Together with exhibitors, partners and conference speakers, the DMEXCO Team aims to help overcome current and future challenges in digital marketing and the digitalization of companies. Despite the consistently positive response of recent weeks, everyone involved is aware that the journey has only just begun. Next stop: Cologne!



# Conference exhibition evolving into a community



**CHRISTOPH WERNER**

As Senior Vice President of Koelnmesse, Christoph Werner is responsible for DMEXCO's Finance and Administration division and the competence field "Digital Media, Entertainment and Mobility".

**DR. DOMINIK MATYKA**

Dominik Matyka, co-founder of Plista and founding partner of Cavalry Ventures, is responsible for the overall strategy and vision of DMEXCO as Chief Advisor.

**PHILIPP HILBIG**

Philipp Hilbig has been on the Koelnmesse DMEXCO Team for several years and joined the DMEXCO Board as Director Expo & Operations in 2018.

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# “Better guidance, stronger connections and more dialog” is the promise of the new DMEXCO Board. Philipp Hilbig, Dominik Matyka and Christoph Werner explain what this means in concrete terms in an interview.

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What new features can visitors and exhibitors look forward to at DMEXCO 2018?

**PHILIPP HILBIG**

When visitors enter Koelnmesse this year, they will notice one of the new features right away: DMEXCO has a new corporate identity – with the central colors red and blue. Red represents the Conference, blue the Expo. This color code can be found not only on our new responsive website, but above all in the exhibition halls. This makes navigation easier. Better guidance, stronger connections and more dialog. We have put these three topics at the top of our agenda for the next few years.

**DOMINIK MATYKA**

Otherwise, DMEXCO will this year once again feature an impressive line-up of keynote speakers and experts; over 570 industry personalities on a total of 18 stages. Since a number of the 120 seminars and work labs have been overbooked in recent years, many of the seminars will be live streamed. The DMEXCO Start-up Village is also growing and with the SevenVentures Pitch Day, one of the most important competitions for founders, we offer another high-light for young companies, in addition to our own “The Hatch” competition.

These are the changes on site, but at the same time DMEXCO is becoming a content platform. What does that mean?

**DOMINIK MATYKA**

DMEXCO is evolving from a conference exhibition into a medium or a community. In the future, we will be bringing our visitors and exhibitors into closer contact with each other throughout the year. For example, we are launching our own podcast in partnership with RMS. And we have created the “Stories” section on the new website. Here we report on all relevant digitalization topics, such as augmented reality, Instagram shopping, digital leadership or Amazon as an advertising universe. This range of content is constantly enhanced, as is our new event calendar. Here we collect all the events in the digital industry to provide our visitors with even more digital know-how and – as already mentioned – to create better guidance. We believe in year-round networking.

National or international? Where is DMEXCO heading?

**CHRISTOPH WERNER**

National AND international. This is not a contradiction, this is our commitment. DMEXCO is the meeting point for all important decision-makers from digital business, marketing and innovation. Even if the markets and countries have and will retain their peculiarities, the global aspect plays a major role in digitalization. Therefore, an event that wants to be internationally relevant and successful must always think globally – without neglecting the national aspects.

“Take C.A.R.E.” seems to be more than just a motto. What is behind this?

**DOMINIK MATYKA**

“Take C.A.R.E.” stands for “Curiosity, Action, Responsibility and Experience.” This is not a motto, but our attitude. So far, 2018 has been marked by data scandals, discussions about the power of major corporations from the USA and China and the changing world of work due to artificial intelligence. With “Take C.A.R.E.” we want our visitors, but also ourselves, to: stay curious, act consciously, take responsibility and create special experiences. We want to make a contribution to this with DMEXCO.

DMEXCO has been held in Cologne since 2009. What does this mean for Cologne as a digital location?

**CHRISTOPH WERNER**

North Rhine-Westphalia is a sometimes underestimated, but very popular location for start-ups and founders from the digital sector. And Cologne is a hotspot for digital events. 355,000 visitors came to last year’s gamescom alone. With photokina and DIGILITY, the new conference exhibition for augmented and virtual reality, we have two further top-class events at the exhibition center. For Koelnmesse itself, the digital media, entertainment and mobility competence field is of great strategic importance, in which we are constantly investing.



# 5 reasons to visit DMEXCO

Register for a full two days of networking, dialog, education and inspiration with the top names of digital business, marketing and innovation. Get your ticket now!

## 1

### GAIN INSPIRATION

Innovative experts and generators of ideas provide inspiration that broadens the perspective on the industry.

## 2

### EXPERIENCE INNOVATION

Experience industry innovations live on stage and directly at the Expo.

## 3

### MEET INDUSTRY LEADERS

With more than 40,000 decision-makers, seize this opportunity to network with managers from all over the world.

## 4

### EXPAND YOUR BUSINESS

DMEXCO is the central location for networking, dialog, education and inspiration. Here you will experience digital trends, tap into future business potentials and meet all the important service providers and partners.

## 5

### MORE THAN JUST AN EXPO

DMEXCO offers the perfect target group for your online marketing products, provides access to one of the largest business networks in the industry and provides inspiration with a top-class conference program.

### TICKETS

Trade visitor ticket (both days) – admission to Expo & Conference: € 99

Student ticket (both days) – admission to Expo & Conference: € 29

Party ticket (exchange e-ticket for a party wristband at the event!) – admission to DMEXCO Party including food and drinks: € 119

Trade visitors (both days) & party combi ticket – admission to Expo, Conference & DMEXCO Party including food and drinks: € 179

Young Leader ticket for agency employees aged 25 and under (both days) – admission to Expo & Conference: € 69

**DMEXCO.COM/TICKETS**



# Voices from the DMEXCO Community

**NICOLAS POPPITZ, MANAGING DIRECTOR GERMANY, TEADS**

We have been exhibiting at DMEXCO for 8 years because it has a directly positive impact on our business. This year we will present ourselves with the topics Creative Optimization and Interactivity for our outstream advertising media. For us, DMEXCO is still the most important industry event in Germany. We meet advertisers, agencies, publishers and partners there – nowhere else are these groups so concentrated.

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**BARBARA LOPEZ-DIAZ, REGIONAL MARKETING MANAGER CEMEA, MAGENTO**

DMEXCO brings together decision-makers from digital business, marketing and technology. It is the ideal platform for our vision of shaping the world by offering a new quality of digital experiences. Customers today are no longer just buying products, they are looking for experiences. A holistic, multi-channel customer experience thus becomes the driver for business success and growth. With Magento and Adobe, companies have a powerful partner at their side to tap the potential harbored by the “age of the customer”.

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**DR. MARK GREETHER, CEO, SIZMEK**

A recurring topic at DMEXCO is how advertisers can best reach their target groups. We have evolved from a simple demographic approach to today’s data-based, AI-driven programmatic purchasing. Campaigns can only be successful today if data, media and creation operate under the influence of AI across the entire customer journey.

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**FRANK VOGEL, MANAGEMENT SPOKESPERSON, G+J e|MS**

I look forward to seeing how DMEXCO’s new concept will meet the challenges of the digital business to continue fulfilling its role as a meeting point for all relevant digital decision-makers. In addition to a willingness to experiment, a spirit of innovation and the courage to break new ground, I am also hoping for an exciting exchange with long-standing and new customers and market partners from the industry.

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**MARKUS FRANK, MANAGING DIRECTOR, OATH DACH, MEMBER OF THE DMEXCO ADVISORY BOARD**

I am particularly looking forward to this year’s DMEXCO, which is one of the most important industry events for us. As a member of the DMEXCO advisory board, I worked closely with the new management to further develop the event for visitors and exhibitors. I am curious to see how people will experience the realignment on site: the conference program, the new structure and additional guided tours – to name but a few examples – promise high added value in terms of content.



# “Users expect companies to make their lives easier!”

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Google's Chief Business Officer talks about ever shorter innovation cycles, transparent data handling and the development of a globally supporting retail ecosystem.

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**PHILIPP SCHINDLER**

is responsible for all of Google's business activities as Chief Business Officer and member of the Board of Directors. The Business Studies graduate joined Google in 2005 and became Head of Germany, and later Head of Europe and VP Global Sales and Operations.

The Samwer brothers come from Cologne, you come from Düsseldorf – what do people from the Rhineland have that the World Wide Web needs? How difficult is it for a native of Düsseldorf to travel to DMEXCO in Cologne of all places?

**PHILIPP SCHINDLER**

Cologne is an important business location: strong economy, good infrastructure – everything here is about growth. I once read that Cologne is the most business-friendly metropolis in Germany in its size category. Of course, the trade fairs also play a part in this, above all DMEXCO. The most important decision-makers from the fields of digital business, marketing and innovation meet here and exchange ideas. I'm happy to be a part of it this year.

I was fascinated by technology from a very early age, which is why I would experiment with my

Photo: Google

game console when I was a child. I was curious and wanted to understand the processes behind things, I was really obsessed. Success on the World Wide Web requires courage and a sense of innovation – a certain willingness to take risks, if you will. At the same time, technical know-how is essential. You have to test lots of things without really knowing one hundred percent whether they work beforehand.

As Google's Chief Business Officer and member of the Board of Directors, you have been living in the USA since 2012 – how do you see the current developments in the digital economy in Germany and Europe through US glasses?

**PHILIPP SCHINDLER**

Overall, the digital economy in Germany is developing somewhat more slowly than in America. New technologies are adapted with a time lag; caution and skepticism are more deeply rooted in German culture. Germans are afraid of failure. Not all structural requirements are in place yet either, there is room to expand the digital infrastructure. At the same time, certain areas are catching up and making progress. One example: Germans may love their cash, but through our G-Pay partnerships with major banks such as Commerzbank, we are observing a rethink and a change. In the private segment, smart speakers are becoming more and more established. In general, I believe that Germany has great potential: thanks to highly qualified specialists, the country definitely has what it takes in terms of technological competence.

The motto of DMEXCO 2018 is "TAKE C.A.R.E." and is an appeal to providers and visitors to take responsibility for digitalization. The GDPR has been keeping many companies busy. What does this mean for Google and the digital advertising industry?

**PHILIPP SCHINDLER**

Protecting the privacy of our users, being transparent towards them and giving them the opportunity to freely decide on their data is our top priority. These credos are firmly anchored in our DNA and can be found in all of our products. We have been investing in the privacy of our users for years and constantly update our data protection guidelines. It is important to us that users can directly see, understand and control how we use their data. The GDPR means more transparency, more control and better data portability for users. We want to continue to be the leader in data protection in the digital advertising industry.

How do you see the future of digital advertising? Which trends are promising, in your opinion?

**PHILIPP SCHINDLER**

Computer technology undergoes a major upheaval every few years: from PCs to the web to mobile.

The next development on the horizon is machine learning. ML raises user expectations and presents marketers with new and unexpected challenges. Artificial intelligence and machine learning help companies meet precisely these new user needs. For brands, for example, voice assistants represent an additional channel for reaching consumers in new ways and offering services. So companies can react to developments in consumer behavior and live up to user expectations about simplifying everyday life.

Your digital roots stretch back as far as Compuserve and AOL Germany. These former pioneers and major players are unlikely to be familiar to the "digital natives" of today. What does this experience teach the Internet giants of our time?

**PHILIPP SCHINDLER**

Technology trends are fast and unstoppable; innovations are growing exponentially. Whether an innovation is successful or not cannot be predicted – by anyone. An important aspect is to understand technology, to use it actively and to embrace it. Companies are faced with the challenge of constantly reacting to technical developments and adapting to new needs.

One example is the media industry: publishing houses have been fundamentally changed by digitalization. The promotion of journalism, media companies and publishing houses has been an important task for Google for many years. Our common goal: to provide access to information. Publishing houses are our partners and we want to help them succeed in the digital world. That's why we launched the Google News Initiative earlier this year.

Google has recently invested more than half a billion dollars in the Alibaba competitor JD.com. Who does Google fear more: Facebook or Amazon? What role does the partnership with Carrefour play?

**PHILIPP SCHINDLER**

Our goal is to build a global supporting retail ecosystem that takes into account both the needs of consumers for a pleasant and smooth shopping experience and the needs of retailers. We want to help small, local businesses and large retailers succeed in a competitive environment. To do this, we provide them with tools so they can grow online.

With regard to our partnership with Carrefour, we provide our know-how, access to new sales platforms, such as voice assistants, cloud infrastructure, AI and workforce tools to support Carrefour's business digitally. We benefit from Carrefour's expertise in products, logistics and sales.

In general, we focus on contributing to success across industries. After all, a diverse economy must be good for everyone: both industry and consumers.



# New superweapons in content marketing

Publishers are taking a multi-channel approach to selling their content; podcasts, blogs and moving image content are broadening the target groups. Virtual Reality (VR) offers huge opportunities in corporate publishing.



Photo: DMEXCO

The immersive nature of the medium is of great suggestive power and invites us to anticipate product experiences in a virtually real way. IKEA uses VR to let customers experience their individual kitchen design. However, immersing oneself in space means that multi-optional alternatives to linear storytelling have to be developed beyond pure show effects. The games industry has mastered this and is therefore predestined for VR use.

The effort needed to create convincing VR films and virtual showrooms is still considerable. To assert itself as a mass medium, hardware improvements are required above all. The willingness to use a cell phone is much greater than putting on VR glasses; perhaps Augmented Reality (AR) can pave the way for the spread of VR. Fascinating applications such as the “Mercedes cAR” app can help: in a real environment, the user can integrate and configure their desired vehicle, view it and scale it from all sides. They can even take it for a drive.

The “Ikea Place” app also offers convenience, service and a real benefit. Here, AR helps customers to furnish their homes by placing furniture true to scale within their own four walls that they have previously filmed or photographed, and thus testing its effect. Apps like those from Mercedes and IKEA are based on Apple’s

ARKit programming interface, which integrates basic AR functions into the iOS11 operating system. Last year’s launch reduced development costs for new products and gave AR a boost. At the beginning of June, Apple introduced the second generation, which also recognizes three-dimensional objects. AR could be a “superweapon for e-commerce”, as has already been euphorically claimed, if customer expectations are exceeded by intelligent answers from companies. The fact is that AR continues to blur the boundaries between online and offline. If a potential customer can see what he looks like wearing the sunglasses advertised, then he doesn’t care whether he is looking in a mirror in the shop or seeing himself with glasses at home on his smartphone. AR can, this much is certain, compensate for the lack of sensory experiences at least partially.

## DMEXCO Tips

Sept 12, 12:15–12:45 – Debate Stage

**Where have all the dollars gone?**

**Reinventing publishing**

David Fischer, Founder & CEO Highsnobiety |  
Stephanie Caspar, Board Member for Data &  
IT Axel Springer | Mike Owen, CSR, Flipboard

DS

Sept 13, 12:15–12:45 – Experience Stage

**Immersive Technologies – VR, AR, MR – as key for new business models to make money?**

Dana Porter, Co-Founder & CMO Inception VR |  
Dr. Rolf Illenberger, Founder & CEO VIOND |  
Julie Shumaker, VP Advertising Solutions Unity  
Technologies

ES

Mediaplus Gruppe für innovative Media |  
Mediamint | Seloy Live | WaardeX





**64 %**  
der Unternehmen sehen  
in Werbesendungen das  
Leitmedium in der  
Bestandskunden-  
Ansprache

## Automatisiert und integriert

**S**o entsteht eine intensive Kundenbeziehung: Ein Bestandskunde erhält zum Geburtstag oder anhand eines anderen Triggers ein individualisiertes Print-Mailing verbunden mit einem Gutschein: Schön und ansprechend gestaltet, auf Erwartungen und Interessen des Kunden zugeschnitten. Das macht Freude. Der Clou dabei: Der Prozess wird vollautomatisch in Gang gesetzt, ohne dass jemand im Unternehmen dafür aktiv werden muss. Wie geht das?

Mit dem Consentric-Ansatz hat die Deutsche Post die technologische Grundlage geschaffen, um physische Mailings in die Marketing-Automation einzubinden. Erste Partner sind Episerver, Emarsys und Artecig, weitere folgen. Werbungtreibende können damit ihren Bestandskunden über Marketing-Automation-Systeme auch ein physisches Mailing zuschicken: kanalübergreifend, datenbasiert und individualisiert. Die Post schlägt damit also eine Brücke zwischen Online- und Offline-Marketing.

### Consentric optimiert den Kundendialog

Für Werbekunden lohnt sich das dreifach. Erstens können sie die Customer Journey fortlaufend und kanalübergreifend optimieren. Zweitens können sie ihr Direktmarketing auch in Programmatic Advertising und Retargeting integrieren und so einen intelligenten Kundendialog führen. Über die Kooperation mit Marketing-Automation-Systemen, offenen Schnittstellen und Automatisierung werden physische Mailings für Werbekunden wesentlich einfacher einsetzbar – und zwar transparent und effizient.

Und drittens integrieren Werbekunden mit physischen Mailings einen enorm impulsstarken Werbekanal. Die CMC Dialogpost Studie mit 50 Online-Shops hat gezeigt, dass Print-Mailings selbst in der siebten Woche nach dem Empfang noch Kaufanreize setzen.

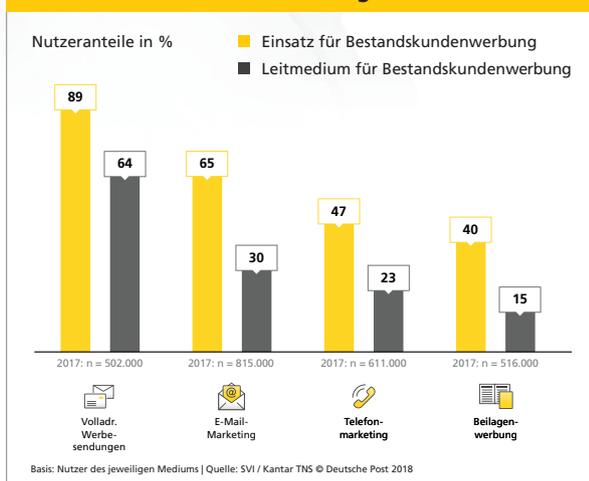
Wenn Sie weitere Informationen zu dem Thema wünschen oder die Potentiale von Print-Mailings entdecken möchten, nehmen Sie Kontakt mit uns auf:

[www.consentric.de](http://www.consentric.de)

kanalübergreifend - datengetrieben - individuell

Oder besuchen Sie uns auf der dmexco: **Halle 8.1, Stand C-048**

#### Bestandskundenwerbung nach Medien



„Die Consentric-Technologie ist unsere Antwort auf die Herausforderungen einer digitalisierten Marketing-Welt. So ermöglichen wir Werbungtreibenden, Offline-Kontakte in den datengetriebenen Kundendialog zu integrieren.“

Dr. Ralph Wiechers,  
Senior Vice President  
Dialogmarketing & Presse,  
Deutsche Post

#### Fazit

- Über die Consentric-Technologie können Print-Mailings in die Marketing-Automation integriert werden und bedienen damit den Trend zu datenbasiertem, automatisiertem und individualisiertem Kundendialog.
- Physische Mailings können so auch in Programmatic Advertising und Retargeting eingebunden werden.
- Print-Mailings bieten in der Ansprache von Online-Kunden ein hohes Aktivierungspotenzial und liefern eine erstklassige Conversion über Wochen.

# DMEXCO 2018: Presenting the Future

## DMEXCO TICKETS

Buy tickets now:  
[dmexco.com/tickets](http://dmexco.com/tickets)

## DMEXCO DATE

September 12 & 13, 2018

Weds: 9:00 – 18:30

Thurs: 9:00 – 17:30

Koelnmesse, Halls 5.1–9  
Deutz-Mülheimer-Straße 111  
50679 Cologne

## HOW TO GET THERE

The fastest way to get to the exhibition center is by public transport to “Köln Messe/Deutz” station or to the “Koelnmesse” tram stop. You received a free ticket for public transport (VRS) separately shortly after the e-mail with your ticket.

## DMEXCO ENTRANCES

For fast access and shorter distances, DMEXCO 2018 is opening three entrances: you can reach the halls via the Entrance North, Entrance East, Entrance Hall 11.1 There are free shuttle buses between “Köln Messe/Deutz” station and the North Entrance as well as between the car park “Zoobrücke” and the North Entrance on the days of the event.

## SOCIAL NETWORK

@DMEXCO  
#DMEXCO18

## GUIDANCE ON SITE

- Always available & helpful: Our hostesses in their white DMEXCO T-shirts
- Info points: Personal help & information material
- Halls & topics at a glance:
  - 5.2: Start-ups
  - 6: US players & agencies
  - 7: E-commerce & CRM
  - 8: Marketers & platforms
  - 9: Innovative companies in AR/VR/IoT

## CONFERENCE PROGRAMM

You can find the Conference:

- At [dmexco.com/conference](http://dmexco.com/conference)
- In the DMEXCO App
- Printed in the free DMEXCO Guide (on site)

## EAT & RELAX

There's something for everyone in the large Food Court in Hall 5.2, in the DMEXCO Café in the North Entrance and the DMEXCO Diner in the Boulevard! Practical: The food areas at the entrances and on the Boulevard are open from 7:30.

## DMEXCO APP

The DMEXCO App 2018 provides you with all the top news, the floor plan with exhibitor profiles and the Conference program – with a schedule function.

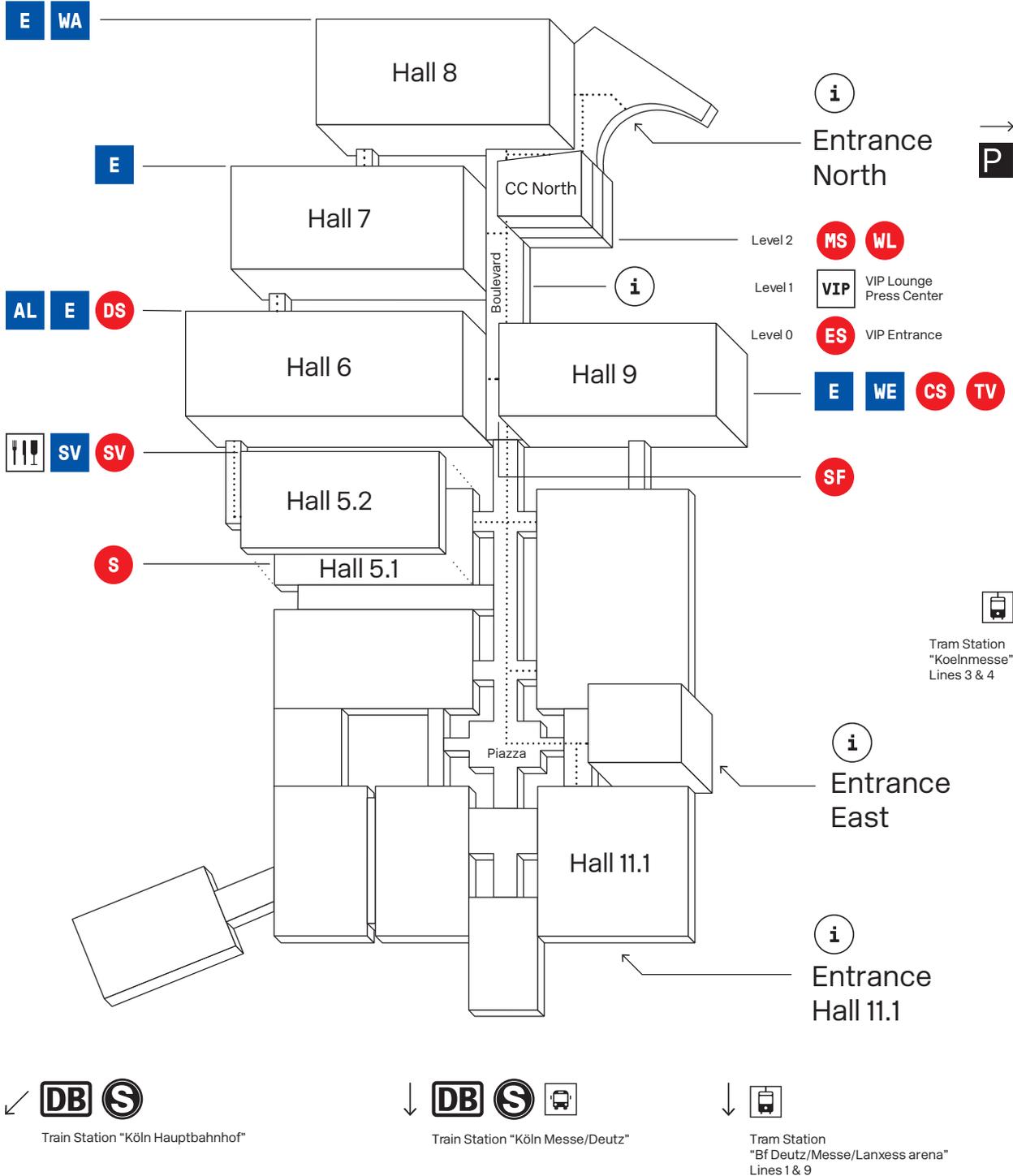
## DMEXCO PARTY

On September 12, 2018, 20:30 it's time for the DMEXCO Party at Wolkenburg. With guests from all over the world, we'll get Cologne city center shaking! Get your tickets here: [dmexco.com/tickets](http://dmexco.com/tickets)

## MAP LEGEND

-  Agency Lounge
-  Exposition
-  World of Agencies
-  World of Experience
-  Start-up Village
-  Congress Stage
-  Debate Stage
-  Experience Stage
-  Motion Stage
-  Seminars
-  Speakers' Forum
-  Start-up Village
-  TV Studio
-  Work Labs
-  Food Court
-  Info Point
-  Tram Stop
-  Shuttle Bus

With more than 40,000 visitors, around 1,000 exhibitors and more than 550 speakers from all over the world, DMEXCO is the industry's top event. DMEXCO is the place where the digital business of tomorrow can already be experienced today. To present you with the best possible experience, you can find the floor plan here with a few helpful tips.



# AI in marketing: Friend or foe?

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We often talk about artificial intelligence, although we actually only mean the processes of big data analysis.

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A differentiation may be justified from a technical point of view, but it is ultimately hardly relevant to consumers: users are satisfied if they get the right result. In optimizing services and products, companies in hardly any industry today can do without such processes: crime reports in the Los Angeles Times are written by a “crimebot” that processes more than 12,000 comments received by the New York Times every day using an algorithmic “moderator”. In one form or another, AI is used in more areas than is generally perceived.

And the importance will increase exponentially, fundamentally changing, among others, the retail sector: “The influence on us is already huge – from back-end processes such as sales forecasts or price analyses to voice control, which customers can use on Otto.de, for example,” said Sebastian Klauke, Chief Digital Officer of the Otto Group, in March in “Lebensmittel Zeitung”. For Klauke, voice control is just one instrument among many, for Scott Galloway it is THE killer application: the next battlefield on the technology market is our home, predicts the New York marketing professor: “And the weapon here is language. Billions of dollars will soon be earned and distributed in this market.” The manufacturers of smartphones could then be among the losers: An Accenture study found that two-thirds of consumers who have a digital voice assistant use their smartphone less often at home than before.

One of the most attractive implementations of artificial intelligence from the users’ point of view – voice communication with machines – could become a curse for companies if voice-controlled operating systems decide which products their users buy. That means major new challenges for marketing, underlines Accenture: there is a risk that the AI does not have its own brand voice and instead appears in an interchangeable, emotionless tone.

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## DMEXCO Tips

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Sept 12, 11:05–11:30 – Experience Stage

Artificial Intelligence Powered Media, the Future is Now:

Karl Bunch, Worldwide Technical Leader, Digital Advertising Amazon Web Services

ES

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Sept 13, 13:00–13:20 – Experience Stage

Augmented Intelligence: Where Man and Machine Make Magic:

Melanie Cook, Tedx Speaker, Managing Director Singapore Cpus

ES

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Photo: Fotolia/sdecret

The dimensions of the epochal transformation in which we find ourselves have long been underestimated. A representative survey conducted by Bitkom in November 2017 showed that only 9 percent of companies were already using AI applications, planning to use them or at least discussing this. And this is despite the fact that 49 percent of companies attached great importance to AI for the future global competitiveness of German companies.

The AI ship has not yet completely sailed for German companies. But it is pretty damn fast.

# New mantra of digital experts

Are you suspicious of intermediaries because direct customer contact is more efficient or the services and fees are not transparent? Blockchain technology promises a remedy!



Photo: Fotolia/Sergey Niverts

And if you look around, there are more and more opting for decentralization and auditing reliability – and withdrawing their confidence from long-established partners.

In the travel industry, platforms such as Expedia and Tripadvisor will come under pressure when technology strengthens the direct link between providers and customers and the platforms become superfluous as a result. If there is a decentralized distribution platform for hotel rooms operated by blockchain, which sales staff can access for a transaction fee, the focus is no longer on the intermediary, but on the service. Bitkom speaker Marco Liesenjohann is convinced that such blockchain infrastructures would make the market more dynamic.

This dynamism is likely to affect media agencies, which many consider the most likely losers in the advertising industry. Here it is the combination with smart contracts that is fundamentally changing the game: agreements automatically trigger actions or payments as soon as the contractually defined conditions are met: they essentially close the gap between the service promise and the executing act, for example that an ad placement has actually been seen by a real person. The expectations are so high that people are already talking about the dawning “evidence economy”.

Large branded companies long ago added blockchain to their toolbox, but so far in other areas: Walmart, for example, launched a project in 2016 with IBM in the USA to continuously track food from the warehouse back to the producer. After successful tests with mangos in the USA and pork in China, Kroger, Nestlé, Unilever, Dole, Tyson Foods, McCormick, McLane, Driscoll’s and Golden State Foods are now members of the blockchain network, according to Lebensmittel Zeitung.

In addition to the industries mentioned above, the financial industry and logistics are also expected to see far-reaching changes as a result of blockchain. A joint venture formed by the Mærsk shipping company and IBM is set to accelerate and secure international supply chains. Blockchain is suitable for changing the quality of services and thus naturally will become part of marketing.

How quickly the technology will establish itself in digital marketing depends on the commitment of advertisers. Tina Beuchler, Chairwoman of Organisation Werbungtreibende im Markenverband (OWM – Organization of Brand Association Advertisers), in January formulated an expectation to see blockchain projects in marketing starting in 2018.

At DMEXCO you can now check what the state of affairs is.

## DMEXCO Tips

Sept 12, 9:45-10:10 – Experience Stage

**Blockchain Revolution:**  
Alex Tapscott, Co-Founder, Blockchain  
Research Institute

ES

Sept 13, 11:15-11:45 – Experience Stage

**A new Take on Transparency – How the Blockchain is providing Value in the Media Business:**  
Christof Baron, Global Head of Media Sanofi |  
Tina Beuchler, Director Digital & Media Nestlé |  
Hendrik Hey, Geschäftsführer Welt der Wunder |  
Karin Libowitzki, CEO Vizeum

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# “Results directly from the engine room”

## **MATTHIAS WAHL**

President of the BVDW (German Association for the Digital Economy) since 2015. Prior to that, he spent several years as the board member for Online at agma and as board member of OVK (Circle of Online Marketers) in the BVDW, among others.



Photo: BVDW

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The BVDW President on the perspectives of artificial intelligence, blockchain and e-privacy, the strengthening of women in the digital economy and the importance of DMEXCO.

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There has always been a lot of movement in the digital industry – but the EU General Data Protection Regulation (GDPR) is currently a particularly dominant topic. Why is this regulation so far-reaching?

## **MATTHIAS WAHL**

It quickly became clear: the GDPR has really unsettled many companies. Not because they are ill-prepared, but because the complex and sometimes contradictory regulation makes it extremely difficult for them to operate their business models on clear legal foundations. The scope for interpretation is sometimes very large. Then there is the sword of Damocles, the ePrivacy Regulation: if the EU Commission actually implements the version currently being discussed, I believe this will have negative consequences for the global competitiveness of Europe. This naturally also endangers numerous usage scenarios of exciting and promising developments such as artificial intelligence or blockchain.

You mention AI and blockchain. Are these the most relevant issues in terms of content at present?

## **MATTHIAS WAHL**

Absolutely, and above all because they have long since left their niche and are now becoming increasingly relevant to society. We at the BVDW are responsible for moderating such developments and integrating economic, political and social aspects into our actions. AI and blockchain are often referred to as trends – I see it differently. They are basic innovations: business models that build on this foundation will have the potential to fundamentally change our daily lives.

What role does DMEXCO play here?

## **MATTHIAS WAHL**

The most relevant digital developments in our industry will be concentrated at DMEXCO over just two days. And against the backdrop of the fast-moving digital economy, there is hardly any comparison with other conference exhibitions – DMEXCO is absolutely unique. For the BVDW as ideational and professional sponsor and owner of the brand, DMEXCO is of course the most important and also the most prominent stage.

In addition to our stand directly on the Boulevard at the North Entrance, I would particularly like to single out our 20 seminars. The most exciting projects and products from the association's committees will be showcased and discussed here. These are real results straight from the engine room.

Speaking of results: in June, the BVDW announced plans to become a more attractive platform for women. Do you have anything to report on this already?

## **MATTHIAS WAHL**

The initial reactions to our initiative were entirely positive – we obviously struck a chord here. Though many may not be aware of it: with a better balance between men and women, the digital economy will be more successful. This is what we are working towards. At our DMEXCO seminars we have already come very close to achieving this balance this year – at think.beta18, the BVDW lead conference for digital transformation which will take place in October, the proportion of female digital experts will be around 50 percent.



# It only works if we work together

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Much has been said about the low proportion of women in management roles and on the podiums at specialist events, but in practice the measures required to improve women's participation are being implemented rather sporadically. We asked the panel "Future Work" for their assessments. The consensus: we are at the very beginning, there is still a lot to do!

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Many claim that they want to be pioneers in this development. But: "When things get serious in the implementation of concrete measures, the enthusiasm is often no longer so great," is the observation of Vera Schneevoigt, SVP Product Supply Organization of Fujitsu Technology Solution. The need for action is great, especially in the agency sector. A study published in December 2017 by the GWA (German Association of Communications Agencies) shows a frightening picture: although 60 percent of employees in agencies are female, only 2 percent make it into general management.

The agency world has already been described as "chauvinistic", but strong, often loud men also dominate in other organizations. Do the patriarchs have to die out first? "We have to change the management and work culture, but we have to do this anyway," says Stephan Noller, pointing to the new technological and social framework that places different demands on management behavior: "We need participative organizations, team-oriented leadership, we need a leadership culture of peers. And then we automatically arrive at other solutions and everyone has to change."

Noller, one of six BVDW Vice Presidents, is not only relying on the self-cleaning function of digital change – he also believes in the business sense of his industry: "Mixed teams get better results! Companies with more women in management positions are also more economically successful." It is therefore the task of organizations to create facts "by ensuring that even small working groups at lower hierarchical levels are mixed."

But the BVDW also knows that concrete measures must be taken to achieve the goal of increasing women's participation, and has anchored points to this effect in the association's statutes. One says: Quota for female speakers at BVDW events. Around 50 percent of the speakers at the think.beta digital conference will be women.

Women tend to hide their light under a bushel here. Dörte Spengler-Ahrens, CCO of Jung von Matt/Saga, has described and emphasized restraint in statements and poor networking as among her female colleagues' typical weaknesses: "As a woman, we have to make an active effort to be seen." Franziska von Lewinski, board member at fischerAppelt, agrees with her: "We must become more visible, not only in the industry and in management bodies, but also in the social media and on the stages of the major specialist conferences."

Networking is an important measure and has long been underestimated by women, confirms Vera Schneevoigt, who would like to see individual women have more courage. The networking aspect is supported by the BVDW, which is planning to partner with women's networks that have a lot of experience and competence in this area.

So now all women have to do is bite the bullet for things to turn for the better? Of course it's not that simple. In addition to women, the state, companies, individual managers and colleagues are also called upon. On the one hand, there are personnel selection and development, where attention has to be paid to "unconscious bias," emphasizes Janina Kugel,



Photo: DMEXCO

who knows what she is talking about: as a member of the board and Labor Director for Siemens AG, she holds a key position.

But on the other hand, work and family life is sometimes difficult to reconcile, which remains the biggest hurdle for many women in Germany in their career development. “Mothers, but also fathers need more support from employers, politics and society,” says von Lewinski, underscoring the dimension of the task at hand. Specifically, it is about flexible working models and individual solutions so that family and career can be better reconciled.

This has long been the norm in Scandinavia: “In Norway, everyone leaves at 15:00. And at 17:00 there are simply no more appointments. Then mom or dad can pick up their children without a guilty conscience for missing something – and without being at a disadvantage to colleagues without children,” says Stephan Noller, describing a practice that still seems unimaginable in Germany.

The differences in salaries between men and women that still exist despite legal regulations show just how far there still is to go before equal participation.

Stephan Noller believes that one cannot use the fact that the laws are comparatively suboptimal as an excuse. For example, although it may be easier in the UK to create transparency and reveal salary levels in a company, one thing must simply apply: “a gender pay gap is a no-no!”

Even if, as agency head von Lewinski admits, “we women have to learn not to sell ourselves short and to negotiate our salaries confidently,” it is still up

to the companies to comply with the law. Which, as Stephan Noller suggests, offers opportunities for profiling in specialist recruiting: anyone who orders gender pay gap studies for themselves and regularly publishes their results can score points as an employer.

The bottom line: A major leap is needed now to make significant progress.

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## DMEXCO Tips

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Sept 12, 10:35–11:05 – Debate Stage

**Future Work – Female Economic Empowerment** Vera Schneevoigt, Managing Director, Fujitsu | Janina Kugel, Board Member, Siemens | Franziska v. Lewinski, Board member, fischerAppelt | Stephan Noller, Vice President, BVDW

DS

Sept 13, 14:25–14:45 – Congress Stage

**Women’s Leadership Table: Why Diversity in AI** Nikki Mendonca, President Intelligent Marketing Operations, Accenture | Sean Kegelman, Global Head of Data and Audio Solutions, Spotify | Lynne Kjolso, VP Global Corporates, Microsoft

CS

**The Girls’ Lounge**  
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# Drivers of innovation



Start-ups are popular, not only in TV shows! They are enjoying strong interest from FMCG producers and retailers. Investors see great pioneering spirit in the consumer goods market.

Photo: iStockfoto/BlackJack3D

Companies such as dm, Edeka, Real and Rewe are expanding their partnerships with founders. Start-up TV shows enjoy good ratings at prime time. Thomas Harms, retail and consumer goods expert at the consulting firm Ernst & Young, summed it up as follows: "It's simply very trendy to surround yourself with start-ups."

There are several reasons for this. On the one hand, the disruptive nature of digitalization. Business models, entire segments, even industries can change from one day to the next. And many companies' size stands in their way. They often do not have the structures for agile working, neither organizationally nor in terms of the way they think. In this context, we often speak of "courage". Rahmyn Kress, Chief Digital Officer of Henkel, once put it like this: "It takes courage and a certain willingness to take risks if we want to drive forward and shape the serious changes in our industry."

Start-ups have this courage, they are quick, open and radical in thinking and acting, they bring products to the market that are not completely mature, in the knowledge that they will have to change many things. The start-up Opinary has found that this impresses the established players. Max Meran, co-founder of last year's Hatch winner:

"Our customers like P&G, Group M or the German Foreign Office love that we can react quickly and easily to what works. I believe that many people really enjoy experimenting with us and easily finding results that sustainably improve branding and conversion."

It is no coincidence that Procter & Gamble is supporting the SevenVentures Pitch Day (7VPD), where start-ups can present their business ideas. The lucrative and prestigious competition will take place for the first time as part of DMEXCO. Florian Pauthner, head of the investment branch of the ProSiebenSat.1 Group, described the reasons for the realignment: "In the past, we focused very much on digital topics – like the entire investment industry – and the consumer goods market perhaps missed out. But here especially is where we can see a strong pioneering spirit." Start-ups help to make the future uncomplicated, un-nerdy and relaxed. This, according to Sascha Lobo, makes them ripe for the population. This low threshold creates new markets at the expense of existing markets. The established players must use the pioneering spirit of start-ups if they don't want to be among the losers during the change.

## DMEXCO Tips

Sept 12, 11:10-12:10 – Debate Stage  
SevenVentures Pitch Day

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Sept 13, 11:50-12:50 – Debate Stage  
Start-up Hatch Finale

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# The future lies in the Far East

Baidu, Alibaba and Tencent are BAT, the Chinese equivalent of GAF A, and quite far ahead when it comes to innovation. But not alone. An insight into a major market of the future.

Alibaba dominates the online retail market with JD. It is planning to make deliveries in Shanghai by drone. The secret of success is the payment service Alipay, which is mainly used on cell phones. Orders are placed almost exclusively via smartphones; the rate for Alibaba's Single's Day was around 90 percent. By way of comparison: in the USA, 25 percent of iPhone owners use ApplePay. Alibaba also includes AntFinance, the tenth largest bank in the world.

Baidu: Search engine giant with technological foundation in AI, active in deep learning, speech recognition and voice control (DuerOS). Just partnered with smartphone manufacturer Xiaomi to create improved end devices. Wants to produce autonomous vehicles in series production by 2021. Cars are to roll off the assembly line as early as 2019 and drive autonomously (still with drivers).

Ctrip: Travel portal, but essentially an IT company specializing in big data and artificial intelligence, which analyses travel flows and customer behavior. In addition, it is very active in the field of electronic facial recognition.

Face ++ specializes in facial recognition, which is very widespread in China. Among other things, Alipay uses this technology to verify the user ID. Didi Chuxing, a mobility service provider similar to Uber, uses facial recognition to verify the identity of its freelance drivers. iFlytek uses deep learning for data mining and natural voice processing, among other things. The speech recognition software, which translates Chinese voice messages into English texts and sends them, is used by over 500 million people.

## DMEXCO Tips

Sept 12, 10:50-11:15 - Congress Stage

China Innovation | Alex Tze-Pin Cheng,  
General Manager & VP US Baidu

CS

Sept 13, 13:20-13:50 - Congress Stage

Powered by the Silicon Dragon: New Take on  
Digital Transformation

Yurivan Geest, Singularity University |  
Dr. Wanli Min, Chief Data Scientist Alibaba |  
Olaf Rotex, Managing Director Accenture

CS

Avazu | Beijing kuaiyou century technology |  
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Photo: Depositphotos/stevanovicigor

JD: E-commerce platform operator in which Google has invested 550 million US dollars. According to the company, it has been using blockchain technology for its supply chain for one year and the network already includes fully automated warehouses and delivery drones.

Tmall: If you want to export to China, there is no way around Alibaba's platform.

Tencent is the world's largest video game company and operates WeChat, China's largest social network with more than 1 billion customers, which also offers shopping, music, videos and peer-to-peer payments. No one knows more about their customers than Tencent does.



# Agencies 4.0

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When it comes to agility, agencies have remained in a rut for too long; they have to part ways with their silo mentality.

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The established advertisers have come under pressure, consultants seem to offer their customers better digital transformation solutions. But the alleged deficits on the agency side are hardly addressed, representatives react with a defiant “we have been integrating consulting and agency services for ages, we can implement business model innovations.” The question as to how agencies can be successful in the digital age is hotly debated.

Marco Seiler believes that agencies have a once in a century chance of expanding existing business areas. To remain fit for the future, they would have to approach the task with the same determination with which consulting has changed. The industry expert, CEO of the Syzygy Group until 2016, believes that agencies are in principle well positioned in this respect. Seiler believes that they have not really excelled in terms of big data, artificial intelligence, blockchain and other digital transformation areas yet due to the fact that technical feasibility is often the driving force and not the focus on people’s needs: “Very often truly customer- or user-centric implementation is in short supply.”

As is the determination to really break new ground. To become an integral value-added partner for their customers, agencies would have to take over corporate functions and regard everything that is relevant for marketing and sales in the context of digital transformation as their terrain.

Justin Billingsley, Global COO of Publicis Communications, shares this view: “Digital transformation is based on placing the consumer more at the center of one’s own business,” he said last fall in an article, indirectly admitting deficits in the agency business. The core competence is still in demand. To make up ground here again, agencies would have to “part ways with their silo mentality that has long prevailed,” each individual in the team would have to break out of old work habits. When it comes to agility, agencies have remained in a rut for too long.

The ultimate goal is to develop attractive digital products and services for customers. And to allow mistakes as innovation drivers. Sascha Lobo used the example of Alexa to describe this as “marketing by funny failing”: Some of the dysfunctions of voice control, with the anecdotes they generate, are causing the functionality to be seen as more normal in everyday life.

The approach is not new. But the courage to implement this consistently is clearly not yet widespread. It is time for the agencies to reflect on their strengths: customer understanding combined with outstanding creativity. And then to reposition themselves.



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## DMEXCO Tips

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Sept 12, 17:40–18:10 – Debate Stage

**Breaking the Traditional Agency Silos – Changing the Work in the Digital Economy:**  
Trevor Johnson, Global Agency Director Facebook | Tim Ringel, Global CEO Reprise | Abrah Abbi Asefaw, Founder & CEO The Pop Up Agency

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# New old rules

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The planned ePrivacy Regulation is causing panic. Sebastian Schulz, Head of Legal Policy & Data Protection at the Bundesverband E-Commerce und Versandhandel Deutschland e.V. (bevh – Federal Association of E-Commerce and Mail-Order Business), argues for a differentiated view. A transcript.

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There is a lot of discussion about the fact that the setting of cookies and thus the use of information generated via cookies should be dependent on the user's consent. But this regulation (and with it the discussion) has been around for 10 years! As a reminder: the 2002 E-Privacy Directive amended in 2009 states that cookies may only be set with the prior consent of the user, in other words a clear opt-in is required. In Germany, this requirement was not implemented strictly. The Telemedia Act (TMG) also permits an opt-out for selected processing steps. This form doesn't exist anywhere else! Germany and the domestic Internet industry have so far been in blissful isolation.

In other countries, the requirements of European legislation have been implemented more consistently. Take Benelux, for example: here, media such as [telegraaf.nl](http://telegraaf.nl) have set up a cookie wall – users must agree to the setting of cookies or they cannot visit the site. We are not aware of any major acceptance problems. So requiring consent does not seem to mean the downfall of the Western world. A precondition for this, however, is that such a tie-in remains permissible.

If there is a tie-in ban, this would introduce a right to use content even without the use of data in return. Such interference in the freedom to market and thus in the fundamental rights of companies would be unjustifiable and would deprive many of their financial basis.

The fact that in economic life there are holders of fundamental rights on both sides not only prohibits a tie-in ban. The legislator is called upon to also permit processing outside of the existence of consent and to produce an appropriate compensation for this.

That, incidentally, is also how the GDPR sees it. There is simply no reason for a strict opt-in for simple tracking measures without extensive profiling.

With regard to the user, we must ensure that he can make an informed decision. We should make him an offer with clearly structured, potentially tiered cookie banners. We have to guide the users, this is also a challenge of communication! If we already use appropriate cookie banners or walls, we can get the user used to the new handling early on.

Finally, a reference to a positive consequence of the GDPR: the fact that DMPs and affiliate networks consider themselves responsible for data processing opens up new opportunities for publishers and advertisers. The order processing contracts, which have often been used illegally before now, will have to be replaced in future by joint control contracts – with considerably more scope in the drafting of contracts.

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## DMEXCO Tips

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Sept 12, 17:30–18:00 – Experience Stage

Trust, Credibility and Authenticity  
in an Anti-Ad World

Jose de Cabo, Co-Founder Olapic |  
Bernhard Schmidt, Head of Online  
Communication & Content Thomas Sabo |  
Brett Zucker, CMO Monotype

ES

Sept 13, 09:45–10:15 – Debate Stage

Taking stock – the impact of Europe's new  
data protection rules four months on

Bethan Crockett, Digital Risk Director  
Group M | Townsend Feehan, IAB Europe |  
Jan Oetjen, Member of the Executive Board  
United Internet AG | Armand Heslot,  
IT Expert – Technology Experts  
Department, CNIL (Commission nationale  
de l'informatique et des libertés)

DS

iab Europe | T-Systems | Tealium |  
United Internet Media | Usercentrics



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