



Christian Muche
Director Business Development,
Strategy & International



Frank Schneider
Director Marketing, Sales &
Operations

DMEXCO 2014'S "SHIFT"

FORMULA FOR THE NEW "DIGICONOMY" ERA

The digital forces and influences affecting the economy today are powerful, interactive, and complex. The digitization of all aspects of life and the associated major technological advances are not only leading to the creation of new business models; they are also changing prevailing economic structures and laws, often in a fundamental manner. The days are long gone when only those companies with huge amounts of physical capital could be successful. Value creation in the digital economy is based on new disruptive ways of thinking, which the marketing, media, and advertising sectors naturally attempt to address in order to open up new dimensions for their business.

DMEXCO 2014: SUMMIT MEETING FOR THE NEW DIGITAL ECONOMY

dmexco is the central platform that visibly presents this new economy — the "digiconomy" — and also highlights all the trends associated with it. We've been measuring the DNA of the new digiconomy by traveling around the world and conducting numerous discussions with the leading minds of the global digital industry. Our goal is to serve as an information broker and central networking platform that provides the best possible support to companies and partners seeking to enter into new dimensions and take off in the digiconomy. For this reason, we developed our own new formula this year: Known as "SHIFT," this formula lists the key factors of success in the digiconomy, and it therefore plays an important role in the dmexco 2014 concept as well. SHIFT also describes the changes companies need to make if they wish to remain successful in the future. The SHIFT acronym is made up of the first letters of five important characteristics of the digiconomy. It thus bears in its name the challenges our industry will soon face — challenges that will be directly addressed at dmexco 2014.

IS FOR SHORT-TERM: AVANT-GARDE MEETS REAL BUSINESS

Development cycles in the digiconomy are brutally short. Marketing, media, and creative businesses and technologies need to react to new trends, theories, and future scenarios in realtime. Avant-garde tasks and real business operations are now carried out simultaneously, and change and transformation pose a constant challenge. That's why dmexco is the place where avant-garde meets real business. The focus here is not just on inspiration and forecasts of the future, but also on firm business models and business deals in the here and now.

IS FOR HOLISTIC: CREATIVE ANALYTICS

Big data is no longer rocket science. All types of data can already be intelligently used today to make advertising approaches more efficient and strategies and concepts more creative. Now, the next big development is coming: The merging of creativity and analytics. Up until now, data analysts and people in the creative industries have often been unable to speak the same language. The two groups need to get closer together: Either they will find some common ground for discussions or else a new profession will be born that combines the skills from the two groups. Companies need to start creating the right conditions for this now.

IS FOR INNOVATIVE: COURAGE AND AN UNCOMPROMISING WILLINGNESS TO INNOVATE

Our daily business is increasingly moving into the world of "ambient intelligence," a forward-looking sector with huge market potential. This innovation field literally creates a new dimension: It expands our individual freedom of action, automates and optimizes processes, and brings digital devices into our lives in order to improve our understanding and control of the real world around us. Our business is thus given access to realtime connections with the physical world. These connections enable both technologies and people to act and react more quickly and, above all, more intelligently. Let's take advantage of them!

IS FOR FLEXIBLE: LARGE CORPORATIONS THAT OPERATE LIKE STARTUPS

Established brands are now creating new structures that allow them to react as quickly and flexibly as startups, despite their size and experience. The startup mentality also includes accepting and learning from mistakes. More specifically, developments here mean that a culture of innovation will once again be more strongly promoted. The new dominant attitude is that only those companies that continually evolve will be able to succeed in the future. A whole new approach to work is required here, which is why hierarchies are being eliminated and virtual project teams and social collaboration tools are now starting to be used at all levels. This involves more than just productivity, as such developments are also having a huge impact on processes and corporate cultures.

IS FOR TRANSPOSING: UNLIMITED COLLABORATION AND CROSS-CATEGORY THINKING

People tend to compartmentalize things because it's easier to think that way. Lumascapes attempt to bring order to dynamic business operations, but their use also harbors the risk of creating rigid categories. We need to break out of this static segment-based logic and create new alliances. Many companies are throwing off the constraints brought about by blind identification with a particular sector and are now developing new business potential on their own. We are convinced that pigeonholing is a dead-end. The lines between pure technology development and marketing strategy are becoming ever more blurred, sales and marketing activities are more closely knit than ever before, and creative industries no longer reject technological options. The key to success here is collaboration across sector boundaries.

GET READY TO "SHIFT" AT DMEXCO 2014

dmexco 2014 offers the best possible conditions for addressing all of the challenges posed by the new digiconomy — and for successfully putting the SHIFT formula into practice. Companies at dmexco will learn how to "make the SHIFT" and actively take part in shaping the future of the digiconomy.

Join the dmexco and start entering new dimensions!

Christian Muche and Frank Schneider
Board of Directors dmexco