

- 2** EXPOS
- 2** CONFERENCES
- 2** AWARDS
- 3** DAYS
- 5** STAGES



World Publishing Expo

09 - 11 October 2018
Messe Berlin, Germany



Digital Content Expo



NEARLY **5,000** VISITS

194
EXHIBITORS

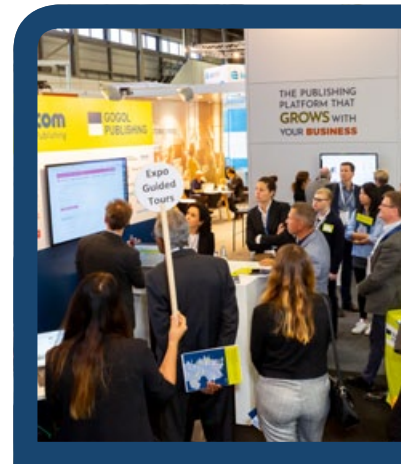
6 guided tours with more than 120 participants

- 4** KEYNOTE SPEAKERS
- 106** PRESENTATIONS
- 15** WINNERS OF THE PRINT INNOVATION AWARDS
- 121** PARTICIPANTS IN THE INTERNATIONAL NEWSPAPER COLOR QUALITY CLUB

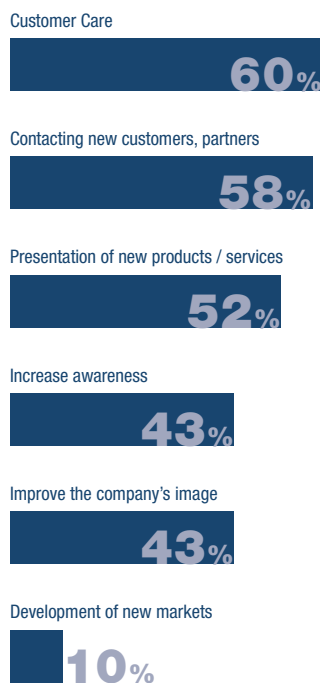
VISITORS FROM 58 COUNTRIES

TOP 10 COUNTRIES OF ORIGIN

- Germany United Kingdom
- Austria Italy France
- Finnland Netherlands
- Sweden Denmark
- Norway



PARTICIPATION GOALS OF EXHIBITORS



VISITOR MARKETING

- + **63** media partnerships
- + **67** ads in the daily and trade press
- circulation of + **85,000** expo journals
- circulation of + **3,000** expo catalogues
- Social-Media Campaigns on Twitter, Facebook, Youtube and Instagram
- online presence via social media (Facebook, Twitter, Flickr, LinkedIn, Xing, Youtube, Instagram) and online newsletters
- + **52** targeted online newsletters to more than **40,000** potential visitors

PREMIUM GLOBAL MEDIA PARTNERS



Seien Sie anspruchsvoll.



EXTRACT FROM THE LIST OF TOP VISITORS

- ABV Anzeigenblatt Vertriebsgesellschaft mbH
- Agency for Culture and Palaces
- Akbar Elyoum
- Al Jawad Photo & Trading Co.
- Aller Media Group
- Allgäuer Zeitungsverlag GmbH
- Alma Manu Oy
- Alma Media
- Amedia Trykk as
- Amedia Trykk og Distribusjon AS
- APA - Austria Presse Agentur eG
- Apple Daily Printing Hong Kong
- Apple Inc.
- A-Print
- Aptoma AS
- Aravot Daily
- Arcada University of Applied Sciences
- Archant Print Centre
- ARD.ZDF medienakademie
- Aschendorff Druckzentrum
- Association for PRINT Technologies (formerly NPES)
- Aste Helsinki Oy
- Atheisa Druck GmbH
- Axel Springer AG Die Welt
- Axel Springer Druckhaus Spandau GmbH & Co. KG
- Axel Springer Print Management GmbH
- Axel Springer SE
- Axel Springer Syndication GmbH
- Badische Neueste Nachrichten
- Badisches Druckhaus Baden-Baden GmbH
- Badisches Pressehaus GmbH & Co. KG
- BDZV
- Bennett Coleman & Co LTD
- Berliner Wochenblstt Verlag GmbH
- BILD
- BILD am SONNTAG
- bio verlag gmbh
- Blömer Medien GmbH
- Bold Printing Stockholm AB
- Bonnier News
- Borås Tidning Tryckeri AB
- Boyens Medien GmbH & Co. KG
- Bremer Tageszeitungen AG
- British Industries Printing & Packaging Co.
- Brune-Mettcker Druck- und Verlags mbH
- Bundesverband Digitale Wirtschaft
- Burda Procurement GmbH
- Burgo Central Europe
- Burgo Distribuzione srl
- Burgo Group Spa
- Bürli AG
- BVZ Berliner Zeitungsdruck GmbH
- Central Médiaexport Zrt.
- Central National
- Chefredaktion Spreekanal MDTV
- City Digital / EatAndTheCity.com
- CivilNet.am
- Comeco Grafico
- Contigo Print Group A/S
- Cornelsen
- Cube Magazin
- Czech Print Center a.s.
- Czech news center
- Dagens Næringsliv
- Daily Pakistan
- Dalane Trykk
- Dansk Avistryk a/s
- Dansk AvisTryk s/s
- DC Thomson
- DCT Media
- De Persgroep Nederland B.V.
- De Persgroep Publishing
- Deutsche Post DHL Group
- Deutscher Drucker Verlag
- DHO Druckzentrum Hohenlohe-Ostalb GmbH & Co. KG
- DHVS – Druckhaus und Verlagsservice GmbH
- Diario de Navarra
- DIE PRESSE Verlagsgesellschaft m.b.H. & Co. KG
- Dier Zeit
- Digital Media Hub GmbH
- dmg media Limited
- dpa Deutsche Presse-Agentur GmbH
- Druck Carinthia GmbH & Co. KG
- Druck Styria GmbH & Co. KG
- Druck- und Pressehaus Naumann GmbH & Co. KG
- Druck- und Verlagsgesellschaft Köhring GmbH und Co. KG
- DRUCK ZENTRUM SALZBURG BETRIEBSGESELLSCHAFT M.B.H.
- Druck Zentrum Südwest
- Druckerei Konstanz GmbH
- Druckhaus Dessauerstraße GmbH & Co. Betriebs KG
- Druckhaus Spandau GmbH
- Druckhaus Waiblingen
- Druckhaus WITTICH KG
- Druckzentrum Braunschweig GmbH
- Druckzentrum Erfurt GmbH
- Druckzentrum Osnabrück
- DuMont Druck GmbH & Co. KG
- DuMont Procure & Facility Management GmbH
- DZ Hamm
- DZB Druckzentrum Bern AG
- Echoroukonline
- Einkaufskooperation Deutscher Lokalzeitungen GbR
- epa – european pressphoto agency
- Europäischer Wirtschaftsdienst GmbH
- Fachverlag Schiele & Schön GmbH
- Financial Times
- Flughafen Düsseldorf GmbH
- Frankenpost Verlag GmbH
- Frankfurter Allgemeine Zeitung GmbH
- Fränkische Landeszeitung GmbH
- Freiburger Druck GmbH & Co. KG
- Fresenius Hochschule
- Funke Druck GmbH
- FUNKE Medien
- Funke Mediengruppe
- Funke digital
- Gala TV
- Gazzetta di Parma Srl
- GCM Berlin
- GCM Go City Media GmbH
- GO Verlag GmbH & Co. KG
- good news! GmbH
- Google
- Gothadruck
- groupe l'express
- Gruner + Jahr GmbH & Co. KG
- GRUPA SAPERE AUDE
- Grupo La Información
- Guutenberg-Networks
- Hämeen Sanomat Oy
- Handelsblatt Media Group GmbH & Co. KG
- Hannomedia
- Heilbronner Stimme GmbH & Co. KG
- HENNEO MEDIA, S.A.
- Herold Druck und Verlag AG
- Hürriyet A.S. Zweigniederlassung Deutschland
- IPM Press Print
- Israel Hayom
- J. D. Küster-Pressdruck
- Johnston Press PLC
- Jungfer Druckerei und Verlag GmbH
- Jysk Fynske Medier
- Khaleej Times
- Kieler Nachrichten
- Koninklijke Drukkerij Em de Jong
- Koninklijke Drukkerij Em. de Jong bv
- Kronen Zeitung
- KSF Media
- Landwirtschaftsverlag GmbH
- le defi media group
- Le Telegramme
- Leipa Group
- Leipziger Verlags- und Druckereigesellschaft mbH & Co. KG
- Lensing Zeitungsdruck GmbH & Co. KG
- Let's Print Holding AG
- Lippischer Zeitungsverlag Giesdorf GmbH & Co. KG
- L'UNIONE SARDA
- Luth Gruppen AS
- LW Medien GmbH
- MacksMedia GmbH
- Malar Publications Pvt Ltd
- Mannheimer Morgen Großdruckerei und Verlag GmbH
- Mash Media
- Mayer & Söhne Druck und Mediengruppe GmbH & Co. KG
- Media & Management Böhne Unternehmensberatung
- Media 24
- Media Druck
- Media Progetti Srl
- Mediaprint Zeitungs- und Zeitschriftenverlag Ges.m.b.H. & Co. KG
- Mediaworks Hungary Zrt.
- medien holding:nord gmbh
- Mediengruppe Erzgebirge/Verlagsgesellschaft Bergstraße
- Mediengruppe Oberfranken – Druckereien GmbH & Co. KG
- Mediengruppe Oberfranken – Redaktionen GmbH & Co. KG
- Mediengruppe Österreich GmbH
- Meltwater Deutschland GmbH
- Metro-Advertising
- MGO Druckereien GmbH & Co. KG
- Middle East Graphics
- Mittelbayerisches Druckzentrum GmbH & Co.KG
- Mittelrand Zeitungsdruck AG
- Mittelrhein-Verlag GmbH
- Möller Druck und Verlag GmbH
- move the print GmbH
- MPC Media
- Nederlands Dagblad
- Nestlé Deutschland AG
- News UK
- Newsprint Trading & Sales Corporation
- Newsprinters Limited
- Nordkurier Druck GmbH & Co. KG
- Nordkurier Mediengruppe GmbH & Co. KG
- n-tv
- NZZ Media Services AG
- Oldenburgische Volkszeitung
- OÖN Druckzentrum GmbH & Co. KG
- open media hub
- Oppermann Druck- und Verlags GmbH & Co. KG
- ORACLE NetSuite
- Organizzazione Calegari & G. Srl
- Ostsee-Zeitung GmbH & Co. KG
- OUEST FRANCE
- Panasonic Marketing Europe GmbH
- Perfekte Welle Medien
- POLIGRAFICI EDITORIALE
- Pressedruck Potsdam GmbH
- Presse-Druck- und Verlags-GmbH
- Pressehaus Stuttgart Druck GmbH / EKG Einkaufsgemeinschaft für Verlage GmbH
- Quintessenz Verlags-GmbH
- RBB
- RESI Media
- Reutlinger General-Anzeiger Verlags-GmbH & Co. KG
- Reutlinger Wochenblatt GmbH
- REWE GROUP
- REWE-Zentral AG
- RHEINPFALZ Verlag und Druckerei GmbH & Co. KG
- Ringier AG
- Roller GmbH & Co. KG
- RUPTLY VIDEO NEWS AGENCY
- Saarbrücker Zeitung Verlag und

81 %

of the visitors are planning to stay in touch with one or more exhibitors of this event.

43 %

of the visitors plan to use the advertising by the expo and exhibitors (for example, the expo catalog, expo journal, website, exhibitor documents) during their working day after the expo.

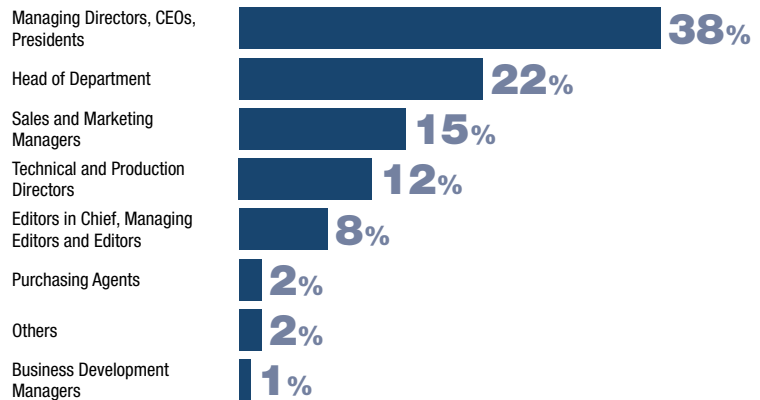
More than **82 %** of the visitors found the programme at the conferences useful or very useful.

89 %

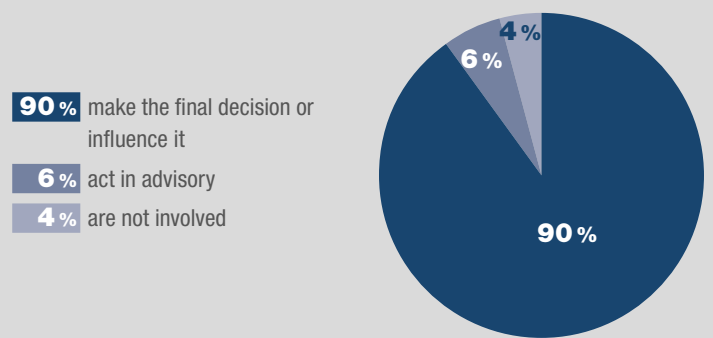
of the visitors would definitely recommend the event.

More than **80 %** of the visitors plan to visit the DCX / IFRA Expo again in 2019 in Berlin.

POSITION OF THE VISITORS



VISITORS' DECISION MAKING AUTHORITY



- Druckerei GmbH
- SaGa Medien und Vertrieb OHG
- Saint-Paul Luxembourg
- Salzburger Nachrichten Verlagsgesellschaft m.b.H. & Co. KG
- Sanoma Media Finland
- SAP Deutschland SE & Co. KG
- Schenkelberg Druck Weimar GmbH
- Schenkelberg Stiftung & Co. KGaA
- Senner Druckhaus GmbH
- SevenOne Media
- Societ  Editrice Arena S.p.A.
- Societ  Du Figaro SAS
- SPIEGEL-Verlag
- Stadtdrucker Augsburg
- Stampen Media
- Stavanger Aftenblad
- S ddeutscher Verlag Zeitungsdruck GmbH
- SV Zeitungsdruck GmbH
- swiss print+communication/viscom print+communication
- Tamedia AG
- The Aaron Group
- The Daily Thanthi
- The Globe and Mail
- The Irish News
- The Jewish Chronicle
- THE MATHRUBHUMI PRINTING & PUBLISHING CO LTD
- The Media industry research foundation of Finland
- The National
- The Slovenia Times
- Tindle Newspapers Ltd.
- Torgauer Verlagsgesellschaft mbH & Co KG
- TURKUVAZ MEDIA GROUP
- Ukrainian Week
- Union Druckerei Berlin Verwaltung GmbH
- United News GmbH
- Unity Media Malaysia Bhd.
- University of the Basque Country UPV-EHU
- v. Stern'sche Druckerei GmbH & Co. KG
- Verband Deutscher Lokalzeitungen e. V.
- Verband Deutscher Zeitschriftenverleger e.V. (VDZ)
- Verband  sterreichischer Zeitungen
- Verlag 8. Ma IGmbH
- Verlag Der Tagesspiegel GmbH
- verlag moderne industrie GmbH
- Verlag N rnberger Presse
- Druckerei N rnberg GmbH & Co. KG
- Verlag Werben & Verkaufen GmbH
- Verlagsgruppe Passau GmbH
- Volksstimme
- VRM-Druck
- WE-Druck GmbH & Co. KG
- WEISS-Druck GmbH & Co. KG
- WeltN24 GmbH
- Westdeutsche Verlags- und Werbegesellschaft mbH
- WHA Publications Limited
- Wieners + Wieners GmbH
- WITTICH Medien KG
- Wort & Bild Verlag Konradsh he GmbH & Co. KG
- Zalando Media Solutions GmbH
- Zeitungsdruck Dierichs GmbH & Co. KG
- Zeitungsgruppe Hamburg GmbH
- Zeitungsmarktforschung Gesellschaft der deutschen Zeitungen (ZMG) mbH
- Zeitungsverlag Aachen GmbH
- Zeitungsverlag GmbH & Co. Waiblingen KG
- Zeitungsverlag NEUE WESTF LISCHE GmbH & Co. KG
- ZV Akademie



SAVE THE DATE

8 & 9 October 2019
Messe Berlin
49th meeting of the global
publishing community



SAVE THE DATE

8 & 9 October 2019
Messe Berlin
International Expo for
Digital Content Management,
Services & Publishing

EXHIBITORS' FEEDBACK

"DCX - IFRA Expo is the only sectorial event with such an important level of exposure. We think our sector needs an event like this. For us, it has been once more an excellent meeting point with European customers, where we've been able to show the main features of the 7.0 version of Milenium Cross Media. We'd like to highlight the interest of the visitors in solutions for monetizing contents, such as AD Manager integration with AdonLine, or the Smart Data tools of our solutions"

Charlotte Vattier, International Marketing Consultant, Protecmedia

"Customers are coming from all over the world and especially India is very important for us – it is our most important customer market. There are the important people, the buyers and the technicians from the printers. We have a good quality here and the expo still has a worldwide importance for newspaper printing. For us it is the best way to meet people and get to know more and new people to sell our machines."

Carola Landhäuser and Stefan Beke-Bramkamp, Krause-Biagosch GmbH

"Overall, we encountered fewer existing customers at this year's IFRA/DCX Expo, but were able to generate a large number of new leads in return. This is still for us the main exhibition we have. There is no other format like this where you have the opportunity to look at so many vendors at the same time. There are a lot of different conferences, but the focus is different. Even if there is a small exhibition area (in the conferences), this is not enough to get an overview of the market. Therefore we think that DCX is one important event in the year."

Dr. Hauke Berndt, Managing Director, ppi Media

"We met a lot of interesting people. I really like that it is very international with people from all over the world, Australia, Pakistan, Finland, Ukraine, France. They were all very interested, the talks and the encounters went very well."

Sven Nagel, Co-Founder, Mappa Software



CONTACT

Alena Kluge
Project Manager

a.kluge@ifra-dcx.com
+49 621 40 166-121

Kyriaki Stringari
Sales Manager

k.stringari@ifra-dcx.com
+49 621 40 166-202

Stefanie Hornung
Head of Communications &
Media Cooperations

s.hornung@ifra-dcx.com
+49 621 40 166-331

ASSOCIATIONS & MEDIA PARTNERS

PreMedia
Newsletter

BDZV

NEWS & TECH

PJ

gx
gxpresse.net

kress pro

cmf
content
marketing
forum

ERSTER
DEUTSCHER
FACHVERBAND
FÜR
VIRTUAL
REALITY

Deutscher Drucker

Print
and
Publishing

InPublishing

GRÜNDERSZENE

LOUT
DAS MAGAZIN FÜR MODERNE DIALOGKULTUR IN DER WIRTSCHAFT