



Press release No. 5 - August 23, 2007

Bitfilm and McCann Erickson Organise Conference on Video Advertising in Interactive Media in Hamburg

- **Friday August 31, 2007 from 2 to 6 pm at the Schmidt Theatre on Reeperbahn**
- **Case studies and success stories about new forms of advertising on the Net**
- **Speakers from New York, London, Cologne, Wiesbaden and Hamburg**

For the fourth time the media conference Bitfilm Forum will take place in Hamburg, as a part of the Bitfilm Festival for Digital Film. This year it will focus on **Video Advertising in Interactive Media** - quite a hot topic among the ad crowd due to the hype around YouTube and its epigones. Experts from the advertising and media industry will present case studies and success stories. Presentations range from the successful German video platform **Sevenload** and the Internet TV channel by **Mercedes Benz** to "viral movies" that have been sent by mail millions of times. The conference language is English. There is no participation fee, registration under www.bitfilm.com/festival/forum is required.

2:00 pm - Welcome address by **Christiane Müller**, Director Strategy New Media, **McCann Erickson** Germany, and **Aaron Koenig**, director of the **Bitfilm Festival**

2:15 pm - **Stephen Price**, Editor Stash (New York): *Will video kill the ad banner Star?*

2:45 pm - **Carsten Böttcher**, Managing Director **Sizzlebee** (Hamburg): *Targeted video ads*

3:15 pm - **Hans-Christian Ahrenskiel**, Project Manager **Sevenload** (Cologne): *Case study Sevenload.tv*

3:45 pm - **Boris Lakowski**, Managing Director **Scholz & Volkmer** (Wiesbaden): *Case study Mercedes Benz TV*

4:15 pm - **Markus Roder**, Managing Director **Dialog Solutions** (Hamburg):
Viral Marketing - Success is Not Always About Luck

5:00 pm Get-together at the Hausbar of the Schmidt Theatre.

Gefördert durch:



Freie und Hansestadt Hamburg
Behörde für Wirtschaft und Arbeit