

YOUR BRIDGE TO GLOBAL BRANDS

A unique project designed to match innovative new companies to the most senior decision-makers in global marketing and media



Visit our website: www.festivalofmedia.com/global/map

In association with: **MEDIALINK**

What is M.A.P.?

The Media Accelerator Programme – M.A.P. – is a unique scheme designed to bring the most exciting game-changing new media companies to the attention of CMOs, advertisers and agencies, media buying groups and leading businesses within global media. Using The Festival of Media (which takes place three times a year in Europe, Latin America and Asia) as its platform, M.A.P. gives entering companies the opportunity to be assessed by a leading international panel of experienced VCs and marketers.

Every M.A.P. entrant will be exposed to The Festival's 3,000 media professionals and promoted on The Festival's web TV strand and in sister channels, such as M&M Global, the global magazine for marketers. M.A.P. companies will have access to some of the world's leading local trade titles covering the event. A successful few will be chosen to make formal presentations in The Festival of Media exhibition hall; one company will attain **'Hot Company of the Year'** status.

Similar to the schemes that allow companies to pitch to VCs, M.A.P. is unique in that it is designed to link capitalised but developing companies to actual trial – leading to client awareness, interest, adoption, long-term relationships and, of course, vital early stage revenues. The Festival of Media's powerful delegation makes M.A.P. one of a kind.

Developed in association with the former president of the World Federation of Advertisers, M.A.P. attracted more than 30 entering companies in Europe and Latin America in 2011. All of them said they had made "important connections" through the scheme and 40% said that actual business had been conducted during The Festival.



Main arena

"The Festival of Media has not only revolutionised the intra-industry activities, but also galvanised media's role in the broader marketing industry. Truly phenomenal. Awesome location! Really sets an exciting tone!"

Simon McPhillips, global director of marketing communications, Kimberly-Clark



Showcase theatre

"Fantastic event. Exciting topics. Enlightening speakers. New thoughts and ideas for framing the future of media. Well done"

Luis Di Como, global media director, Unilever

"The Festival of Media M.A.P. programme provided Simulmedia with a unique opportunity to crystallise and maximise its value proposition to a world-class marketing community" John Piccone, vice-president sales, Simulmedia

Why **YOU** need M.A.P.



If you are a new company in media and advertising and you have big ambitions and a powerful proposition that might just disrupt established practices, then M.A.P. is for you.

You'll be pleased to hear that global advertisers want to meet you too. They know that change in media is happening. And they know great companies can emerge from anywhere in the world. No country has a monopoly on innovation. This is why global agency CEOs and leading advertisers asked C Squared, the creator of The Festival of Media, to establish M.A.P.

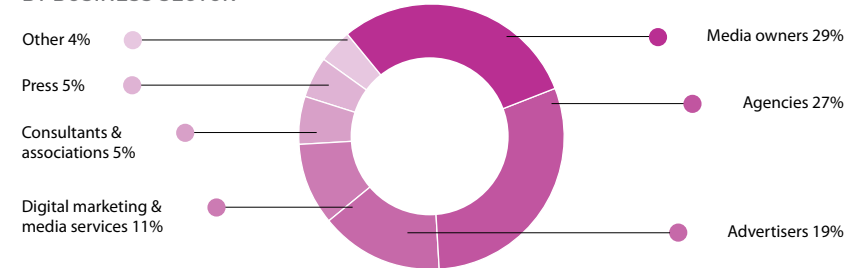
Estimates put the average media billing value in the room at The Festival of Media at \$250bn, around half of total global advertising expenditure. And this isn't just referring to companies. The Festival of Media attracts premier decision-makers. When the event launched in Venice in 2007, it was the first forum to have every single global agency CEO on the same stage together.

Through partnerships with organisations such as the World Federation of Advertisers, Montreux is packed with major clients for the duration of the three-day event. Over the years, advertisers such as Unilever and Phillips have arranged global group meetings at The Festival and client attendance amounts to more than 20%. Client speakers have included the global CMOs, global media directors and global comms directors of companies such as Adidas, AT&T, Deutsche Telecom, Coca-Cola, Fedex, HSBC, Intel, Nestlé, PepsiCo, Procter & Gamble, Reckitt Benckiser, Renault, Unilever and Visa.

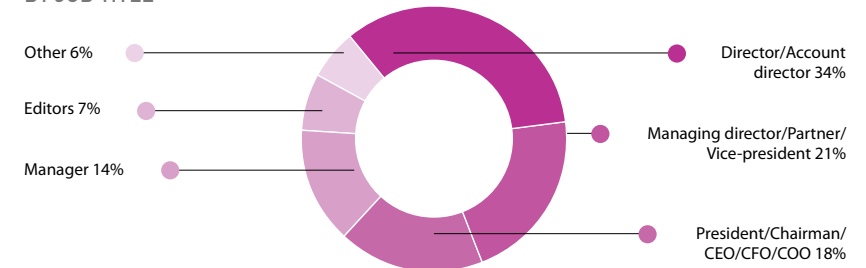
And, of course, it wouldn't be The Festival of Media without a major contingent of progressive global media businesses. From News Corp to Yahoo!, Fox to Facebook, and from Tencent to Televisa and Google to Globo, The Festival of Media attracts media owner support from around the world.

Attendee profile

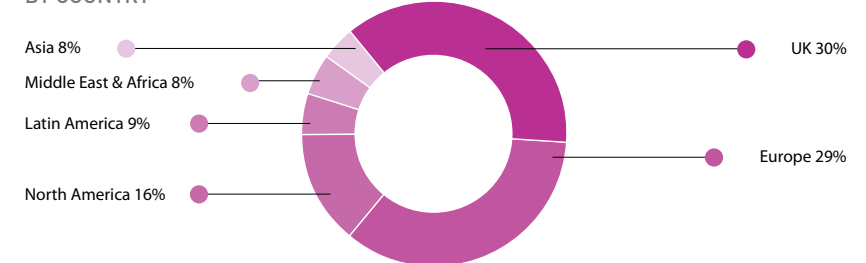
BY BUSINESS SECTOR



BY JOB TITLE



BY COUNTRY



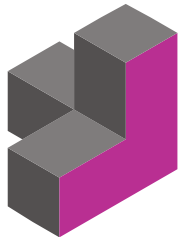
Source: The Festival of Media Global (average)

"The inaugural M.A.P. programme was a fun and interesting way for up-and-coming businesses to gain a voice... This is exactly what we need at industry conferences like the FOM. We have already identified a few business opportunities with some of these companies to the benefit of our clients"

Maria Luisa Francoli, global CEO, MPG

First year TRIUMPH

In 2011, our first screening panel included Chris Redlitz, founder of Transmedia Capital; Tracey Scheppach, innovations director of VivaKi; and Russell Buckley, one of the founders of AdMob (now Google). More than 30 companies took part and the M.A.P. session was a huge success – with 10 finalists having just five minutes to pitch their businesses.



Entering companies for M.A.P. in 2011



“Participating in M.A.P. last year was a great experience for us!”

Denise Vardakas-Styrna, marketing programmes manager, DataXu

The 2012 M.A.P. screening panel

This year's screening panel forms part of a 'who's who' of entrepreneurs, investors, advisors and strategists in global media across the world. They will assess and score your entry in our unique online system, providing the group with a 'Grade Point Average' to decide if you will be one of only 10 presenters on the M.A.P. stage within the exhibition hall. Some members of this jury will also be present in Switzerland to help decide on the 'Hot Company' accolade.



For more information, visit www.festivalofmedia.com/global/map



Ian Armstrong
Global communications director,
Jaguar



Rothin Bhattacharyya
CEO,
HCL Security



Chris Burggraeve
CMO, AB-InBev;
president WFA



Jeff Busgang
General partner,
Flybridge Capital Partners



Bernhard Glock
President & CEO,
Media Leadership Company LLC



Alain Heures
CEO,
IAB Europe



Ryan Jamberotz
Co-founder,
Videology



Stephen Messer
Founder, Collective(i) and
LinkShare; chairman, CAA



Wenda Millard
President & COO,
MediaLink LLC



Roger Parry
Chairman,
MSQ Partners



John Piccone
Senior vice-president of sales,
Simulmedia



Ed Zimmerman
Partner,
Lowenstein Sandler



"Thank you for the great opportunity you gave us all. This was such an important opportunity for my company, and I was able to be exposed to and meet very interesting people" Juan Lehmann, CMO of Vurbia Technologies, Argentina



Who can ENTER

M.A.P. companies must fulfil the following criteria:

- Be a catalyst for the next generation of marketing industry growth
- Be out of the starting blocks. Early is OK, but companies have to be operational
- The products and services offered should already be launched or in trial
- Products or services must be game-changing, breakthrough, innovative and unique
- Products or services must provide a value proposition with a perceived ROI
- Products or services must be relevant for a broad spectrum of companies



How to REGISTER

- Visit www.festivalofmedia.com/global/map
- Fill out and submit the entry form
- Details on how to register for your complimentary ticket to The Festival of Media Global 2012 will be sent directly to you

If you have any queries, please contact:

Caroline Carr on +44 (0)20 7367 6975

or email caroline.carr@csquared.cc

Entry: \$4,000



What's in it for YOU?

AMAZING VALUE:

FOR AN ENTRY PRICE OF JUST \$4,000, YOU WILL RECEIVE

- Two complimentary tickets, worth \$6,280, to The Festival of Media Global 2012, 15-17 April, in the stunning setting of Montreux, Switzerland
- Unprecedented access to the global delegation in Montreux – your one-stop opportunity to network with a select group and exchange and nurture ideas with industry leaders
- Hot Company of the Year will be promoted as part of The Festival of Media Awards winner announcement
- Hot Company of the Year will receive an honorary position on the official screening panel of M.A.P. 2013
- Two places at The Festival of Media Gala Awards ceremony
- An unrivalled opportunity to compete with other new innovative businesses from across the world
- Coverage in M&M Global, distributed to 32,000 readers worldwide

ENTER NOW

Entry deadline: 31 March 2012

www.festivalofmedia.com/global/map

“M.A.P. is a major step forward in the creation of a global mechanism to bring great ideas to advertisers. It is a systematic way to provide a ‘liquidity of innovation’ in the media markets. We encourage all progressive young businesses to take part in this scheme”

Michael Kassan, chief executive, MediaLink; Charlie Crowe, chief executive, C Squared