

## PRESS RELEASE

### **Ströer and United Internet Media with strategic media cooperation plan**

- “Crossmedia enabled by Publishers”: Effective, target-group-specific out-of-home advertising joins forces with wide-reach, target-group-specific online advertising

Cologne (dmexco)/Munich, September 22, 2011    New planning reliability for advertisers and agencies: Ströer Out-of-Home Media AG, one of Europe’s leading out-of-home advertising companies, and United Internet Media AG, a leading marketer of digital media on the German and European advertising market and a pioneer in innovative online crossmedia solutions, are planning to enter into a strategic media partnership. A target-group-specific combination of the two companies’ range of marketing solutions is to be at the center of the partnership. The plan is for the crossmedia interconnection of the companies’ portfolios to make it possible for the first time to use out-of-home and online media to appeal to precisely defined, specific target groups, established on the basis of consolidated media use data, easily and in such a way as to make planning an integrated strategy no problem. The new range of crossmedia services will be the fourth in the context of the “Crossmedia enabled by Publishers” series produced by United Internet Media working with leading marketers from conventional media.

#### **“Demand&Activation”: Optimized integrated out-of-home/online media solutions**

Out-of-home advertising has a powerful effect on unconscious, spontaneous decisions to buy a product. This is due both to the fact that the brain thinks largely in images and to the positive overall mood people tend to have when

confronted with the messages relayed by out-of-home media. Both of these factors promote the more enduring memorization of brand images from out-of-home advertising than of those from other media, an effect confirmed by recent neuromarketing studies. Online media, on the other hand, are outstanding at activating and reinforcing implicit preferences, sharpening and deepening them by means of information the user can enhance interactively, and transforming them into the impulse to buy without the user having to encounter another medium to gain such an impulse. On top of this, both media types are highly suited to regional or local deployment.

This multi-faceted way in which the two media types complement each other's effects is what Ströer and United Internet Media are aiming to consistently harness in the design of their integrated Demand&Activation crossmedia solutions. The two companies will be focusing on the type of concept-related and creative interconnection of campaigns already practiced by many agencies and advertisers and implemented in a range of successful examples. Additionally, they will work on optimizing their approaches to booking in crossmedia. Using crossmedia approaches to address congruent target groups, which can be specified and targeted precisely by means of microgeographic data in real and digital spaces, can extend out-of-home advertising contact into the online arena and thus efficiently strengthen its desired impact as advertising (multiplying effects). Further, sets of images seen in out-of-home settings ("demand") can be transferred online into concrete demand-related actions ("activation"). Bringing these two media types together allows advertisers to pursue all their communication aims in both media throughout the process of a consumer's making a decision to buy.

In keeping with the "Crossmedia enabled by Publishers" guiding idea, the strategy intends to provide agencies and advertisers with these optimized crossmedia booking approaches ready to use and easily and quickly implementable for their planning. This will empower advertisers to plan and manage their campaigns effectively and efficiently at the interface of online and out-of-home media.

**“The planned strategic partnership is our response to the increasing fragmentation of media, which demands a target-group-oriented crossmedia solution. This new approach to planning is intended to give advertising companies and media agencies, the opportunity to focus and maximize their campaigns’ impact”, says Christian von den Brincken, director of marketing and strategy at Ströer. “In United Internet Media, we now have an experienced expert in online targeting on board – the perfect partner for crossmedia cooperation”.**

**Matthias Ehrlich, member of the Management Board at United Internet Media, explains: “Crossmedia campaigns are an essential part of effective brand management today. As innovation leader in online-crossmedia combinations which can be planned and booked within an integrated system, we believe in the characteristic strengths of each media genre and are focusing on harnessing the benefits of each specific advertising medium and combining them in a way which will produce synergy effects. Our aim is to provide the best possible support to agencies and advertisers in the planning and implementation of their crossmedia campaigns by supplying product approaches on the basis of consolidated media use data – “Crossmedia enabled by Publishers”. For us, Ströer is not only the most innovative out-of-home marketer who will support our online-crossmedia combination formats, but also a partner who shares our publisher-based, quality-focused approach to developing high-performance, target-group-specific media solutions.”**

### **About Ströer**

Ströer Out-of-Home Media AG, together with its subsidiaries, specializes in all forms of out-of-home advertising media, from traditional posters and advertising at bus and tram stop shelters and on vehicles, through to sophisticated digital out-of-home advertising media. The Group commercializes more than 280,000 advertising faces and, with consolidated revenue of EUR 531.3m for fiscal year 2010, is the market leader in Germany, Turkey and Poland and one of Europe's leading out-of-home advertisers. The Company provides its customers with extensive networks for national advertising campaigns and has been establishing the world's largest network of out-of-home moving images with national reach since December 2010. By the end of 2011, 1,000 high-quality screens at the 200 most highly frequented train stations will be linked up and controlled and operated centrally from Munich. In addition, Ströer boasts a broad portfolio of out-of-home products and sets new standards in terms of the quality, innovation and design of advertising media and street furniture. Ströer's street furniture has received 27 international awards. The Ströer Group has approximately 1,700 employees at over 60 locations.

For more information on the Company, please visit [www.stroer.com](http://www.stroer.com).

### **United Internet Media - The fine Arts of digital Media**

United Internet Media stands for the consistent linking of the classical approach with the innovative design possibilities of digital technology. This has fostered a new level of maturity in online advertising.

The many years of expertise and substantiated knowledge of more than 200 media and marketing specialists, leading technologies such as Target Group Planning (TGP), innovative products, creative concepts and the bundled coverage of top portals flow into an innovate set of instruments at United Internet Media. These are developed into client-specific solutions for the classic goals and functions of advertising in the digital media worlds.

As the pivotal hub for about 30 million German, more than 240 million European and more than 600 million Internet users in 60 countries throughout the world, the media marketing agency of the company's own online offers for the United Internet AG – WEB.DE, GMX, 1&1, mail.com, SmartShopping.de and top.de – with its portals and AD Europe partner portals – provides the global variety of the new media world from one source (one-stop media shopping).

United Internet Media is the partner of German and international advertising clients in the segments of media and creative agencies, as well as the advertising industry (direct clients). The company maintains locations in Karlsruhe and Munich, as well as branches in Hamburg, Dusseldorf, Vienna, London and New York.

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