

# Internet TV

## Moving image solutions

CeBIT

### Using moving images to communicate via the Internet

Only the suitable application of moving images can approach your target groups on an emotional, informative and entertaining base! The topic moving images is no longer the exclusive field of attention of TV stations. By now many other industries are engaged in the versatile possible applications of the medium in the web: Corporate communication, online marketing, eCommerce, eLearning or live streaming — moving images is omnipresent!

The production, management, publishing and distribution of digital content represents a many-sided challenge for enterprises, including topics like applications, content generation, technical implementation, interactivity, legal framework, financing options, marketing and the influence of Web 2.0.

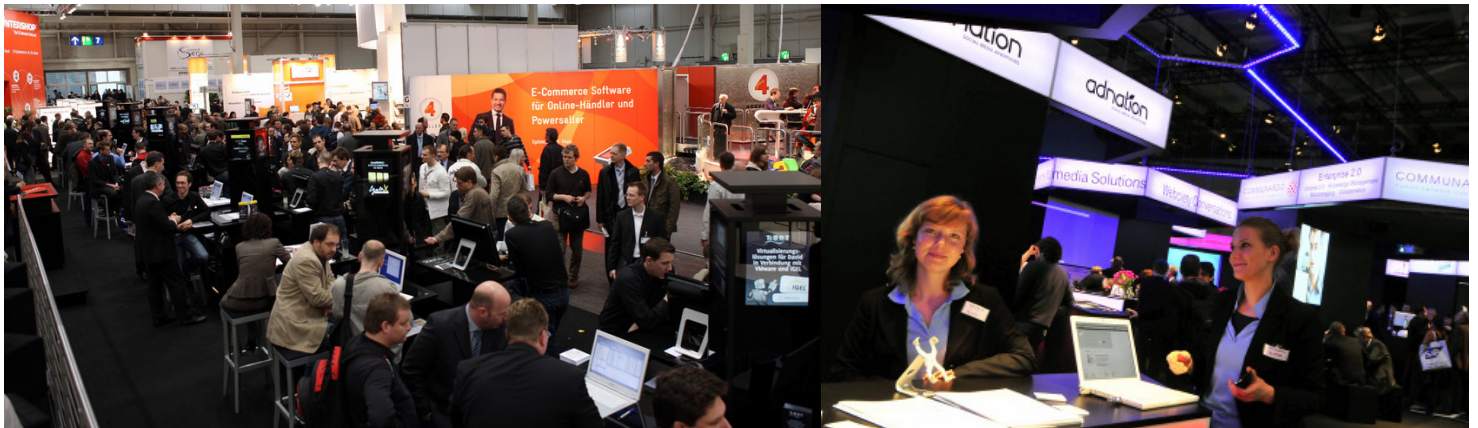
The display category “Internet TV” will feature within the scope of CeBIT 2010 all the latest developments, technical prerequisites, strategies, success factors, business models and solutions involving:

- IPTV
- Web TV
- Mobile TV
- Online video
- Streaming
- Corporate TV



Gain direct access to the 93,000 business professionals who attend “Internet & Mobile Solutions, one of the top 3 visitor magnets at CeBIT!

Present your answers to the latest challenges by showcasing your Internet TV solutions and services at CeBIT 2010 within the “Internet & Mobile Solutions / Webciety” display category!



The world's No.1 marketplace for digital business

[www.cebit.com](http://www.cebit.com)

## Guided tours

Be in the spotlight! The Internet TV's guided tour will lead the trade visitors and professionals from the media right to your stand!

In order to provide you a successful participation we are organizing the tours through the "Internet & Mobile Solutions / Webciety" area in cooperation with selected partners

Please do not hesitate to contact us if you are interested in being a stop on the tour?

## Participation options

Basic rent EUR 205.00 per m<sup>2</sup>

Any space in excess of 120 m<sup>2</sup> will be charged at the basic rental price. Special surcharges for stands open on more than one side, rates are as per below:

2 open sides	(corner stand)	25% more
3 open sides	(end stand)	40% more
4 open sides	(island stand)	60% more

Fixed surcharges

Registration fee (flat)	EUR 300.00
Marketing fee	EUR 39.00 per m <sup>2</sup>

Further information on services, including a cost calculator, is available at [www.cebitt.de/info2010](http://www.cebitt.de/info2010).

## Webciety home base

This innovative display concept is a big hit among our exhibitors: honeycombed, digitally wired "home bases" offer you the opportunity to present your Internet TV solutions via simple "plug & play".

Home base	15 m <sup>2</sup> as a turnkey package incl. stand construction, logo display & services	EUR 12,900
Home base XL	45 m <sup>2</sup> , "triple home base" with lounge, as a turnkey package	EUR 34,900
Nano home base	Workstation with terminal, logo display and services	EUR 5,900

Further information at: [www.webciety.de](http://www.webciety.de)

## Webciety Forum

This high-caliber forum features presentations and panel discussions on the topic of "Internet & Mobile Solutions / the Webciety" in a unique, "3D Internet" atmosphere.

The available formats include business talks, panel discussions, Pecha Kucha, open stage and more. Featured topics include next-generation television, branded entertainment, Media 2.0 and enterprise portals.



Questions? Just call us or send us an e-mail!

Project Administration  
Kathrin Schmitz  
Phone: +49 511 89-33167  
[Kathrin.schmitz@messe.de](mailto:Kathrin.schmitz@messe.de)

Project Management  
Stephanie Wiegand  
Phone: +49 511 89-33 135  
[Stephanie.Wiegand@messe.de](mailto:Stephanie.Wiegand@messe.de)

Operations  
Mehtap Kaplan  
Phone: +49 511 89-33 164  
[Mehtap.Kaplan@messe.de](mailto:Mehtap.Kaplan@messe.de)

**CeBIT**

**HANNOVER**  
**2. – 6. 3. 2010**  
**cebitt.com**

 Deutsche Messe  
Hannover - Germany