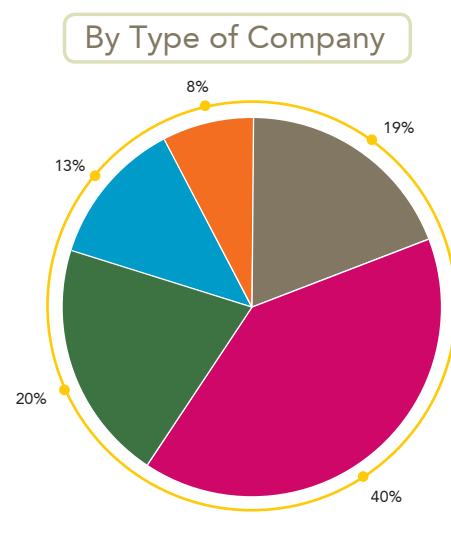
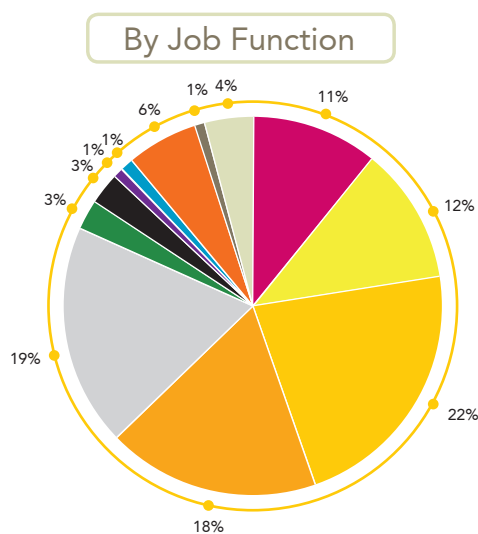


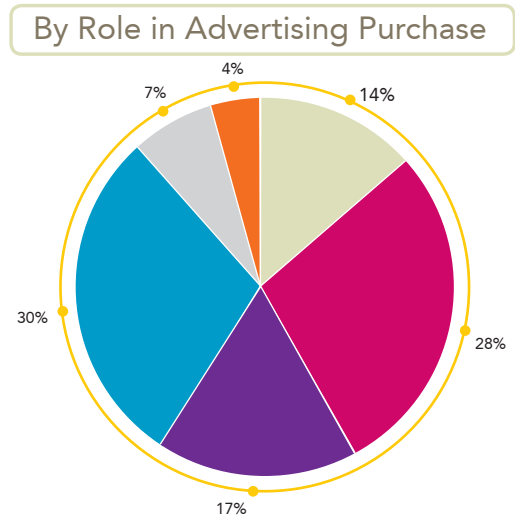
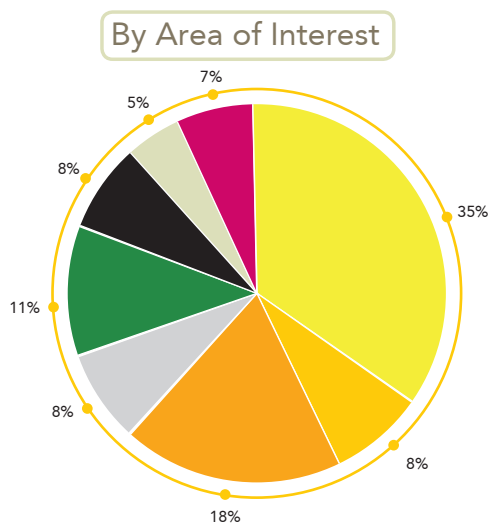
## 2009 Show Report

At the fifth in a series of events held in China, and returning to Beijing for the second time, ad:tech Beijing 2009 welcomed nearly 2200 attendees - a whopping 40% increase from last year! This is a very encouraging sign that digital media platforms are continuing to thrive in the Chinese market. We heard from 105 speakers, and the event was well supported by 16 media partners and 7 industry associations. In this report, you will find out more about the type of attendees at the event and their feedback on the event.

### Breakdown of attendees at ad:tech Beijing 2009



- Chief Executive / VP / MD / Founder 11%
- Head Of ECommerce / Online / New Media 12%
- Internet / Web Marketing Director / Manager 22%
- Marketing Director / Manager 18%
- Advertising Director / Manager 19%
- Content Producer / Publisher / Editor / Manager 3%
- Other 4%
- Interactive Director / Manager 3%
- SEO Director / Manager / Consultant 1%
- Media Management / Planner / Buyer 1%
- Business Development / Sales Director / Manager 6%
- Product / Brand Manager 1%
- Brand/Advertiser 19%
- Agency 40%
- Publisher 20%
- Solutions Provider/Vendor 13%
- Other 8%



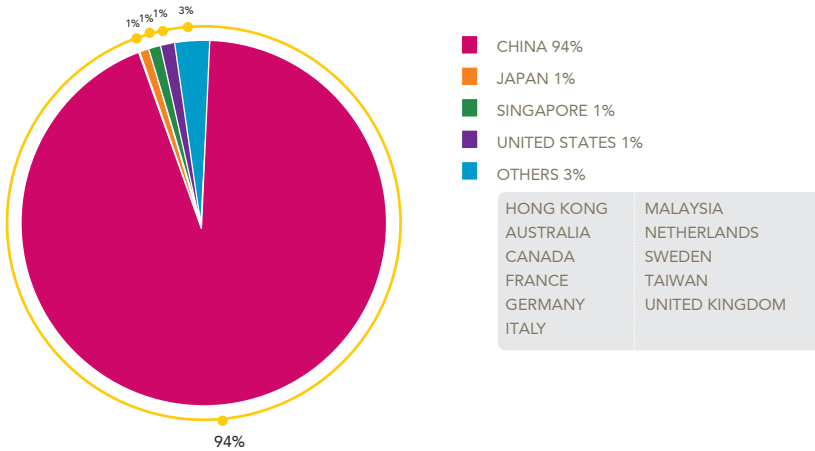
- Interactive Advertising/Media Buying 35%
- CRM 11%
- Purchase 14%
- Creative/Rich Media 8%
- Mobile/Wireless 8%
- Approve 28%
- Email Marketing 18%
- Interactive TV 5%
- Specify 17%
- Search Engine Marketing 8%
- Social Media 7%
- Recommend 30%
- Not Involved 4%

# ad:tech beijing 北京

17 – 18 November 2009  
Beijing International Convention Centre

2009 SHOW REPORT  
The 5th Interactive Advertising and Digital Marketing Exhibition and Conference, China

## By Geographical Location



Reach out to this high quality audience in 2010!

Contact us to find out more:

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## Media Partners



## Association Partners



## PR & Media Coverage

Official PR Agency **bite**™ ad:tech Beijing was well featured in the media. As of 2 December 2009, the event had gathered high quality coverage on various media channels, including TV, radio, major newspapers, trade publications, online portals and blogs. A total of 3 broadcast segments, 15 print articles, 306 online articles and 38 blog posts were generated by the event.

## What the attendees thought of ad:tech Beijing 2009

"Listening to some of the keynote speakers and participating in some of the forums, I was able to learn a great deal about real cases in the China and new ideas. In particular I found the Pepsi campaign quite amazing, connecting the online and offline marketing so very well."

Alvis Ko, General Manager, the Origo

"Since the future is digital, more and more marketers need to come to ad:tech to see the future first hand."

Greg Paull, Principal, R3 Consulting

"I have always enjoyed ad:tech, I actually attended ad:tech New York, Chicago, London and San Francisco this year, so I'm looking at Asia and evaluating possibilities of growing our business in this region as well. The panel is very interesting. We meet a lot of different advertisers in the United States and we anticipate their business will move healthily in Asia in the next few years."

Stephen Bullough, Vice president, Business development, Nova Care

"ad:tech Beijing was a pleasure to speak at. The speaker lineup was inspiring and so was the venue. I am eagerly looking forward to the next ad:tech event."

Johan Vakidis  
Executive Creative Director – AKQA China

"Our lively discussions included strong disagreement between panelists on stage and even with the audience, a rare occurrence at any conference. Thank you for a refreshing clash of ideas."

Thomas Crampton  
Asia-Pacific Director, 360 Digital Influence  
Ogilvy Public Relations Worldwide, Hong Kong

"ad:tech Beijing 2009 was an excellent opportunity for Omniture to launch our presence in China and to capture the attention of the key people in digital in the Chinese market."

Neil Morgan  
VP International Marketing, Omniture

"This was only my 3rd ad:tech, but I still find it to be my favorite conference of the year."

Ian McGuinn  
Head of Operations and Research, JLM Pacific Epoch

"This is our 5th consecutive year at ad:tech, and the most exciting by far, especially since it's HDT's 10th anniversary this year. In conjunction with ad:tech, HDT held its 5th Rich Media Advertising Trends Forum, successfully showcasing our innovation and strengths to an audience of industry peers and clients. We look forward to ad:tech Shanghai in 2010, and believe that it will be yet another wonderful show!"

Frank Shan  
Senior Vice President, hdtMEDIA