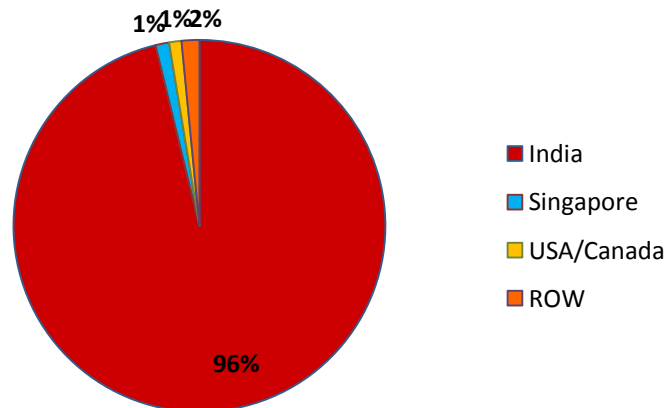


ad:tech World's No.1 Digital Marketing, Media and Advertising Event made its debut in India on 27th and 28th of April 2011 in New Delhi. We saw a footfall of over **2535 attendees** over the two days. A total of 44 exhibitors and 32 sponsors showcased their products and services. We heard from 102 speakers and were supported by 15 media partners & 3 Industry associates. Based upon the registration data this report features insights on the type of attendees at the event.

1. Attendee Profile:

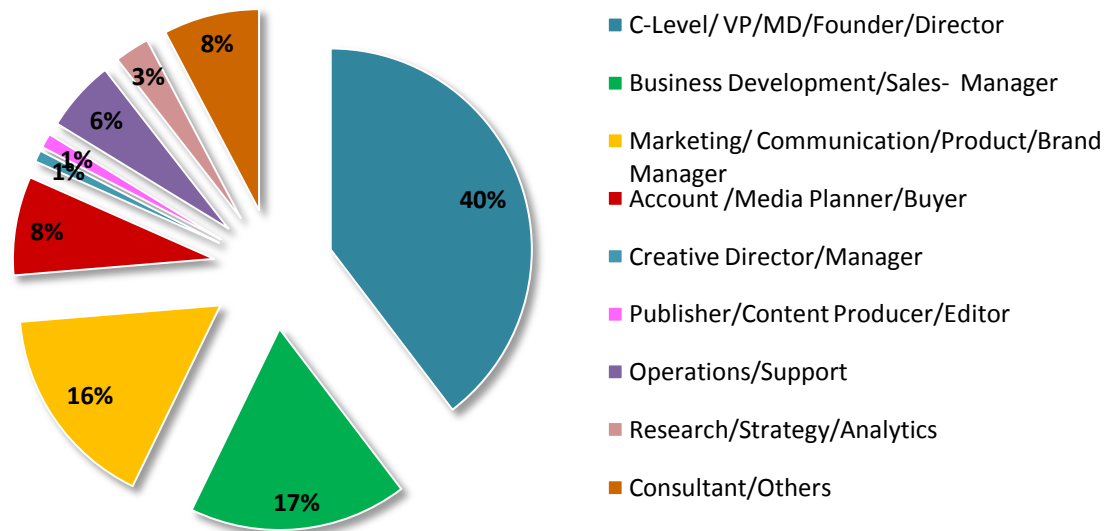
1.1 Geographical Breakdown:



The first ad:tech in India drew a large proportion of participation from the host country with 96% international visitors, 1% each from Singapore and USA/ Canada and 2% from the Rest of the World (ROW) including participation from Australia, France, Germany, Hong-Kong, Ireland, Japan and UAE.

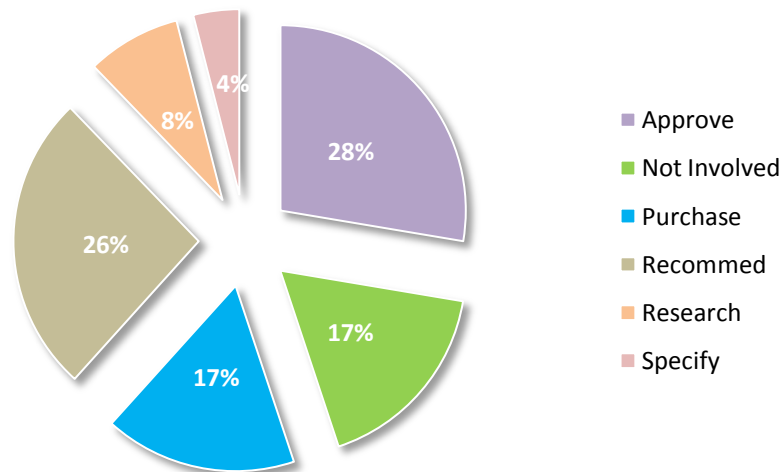
1.2 Primary Job Function:

40% of ad:tech audience consisted of C- level, VP, MD, Founder and Directors, followed closely by 16% of Marketing/Corporate Communication/ Product and Brand Managers.



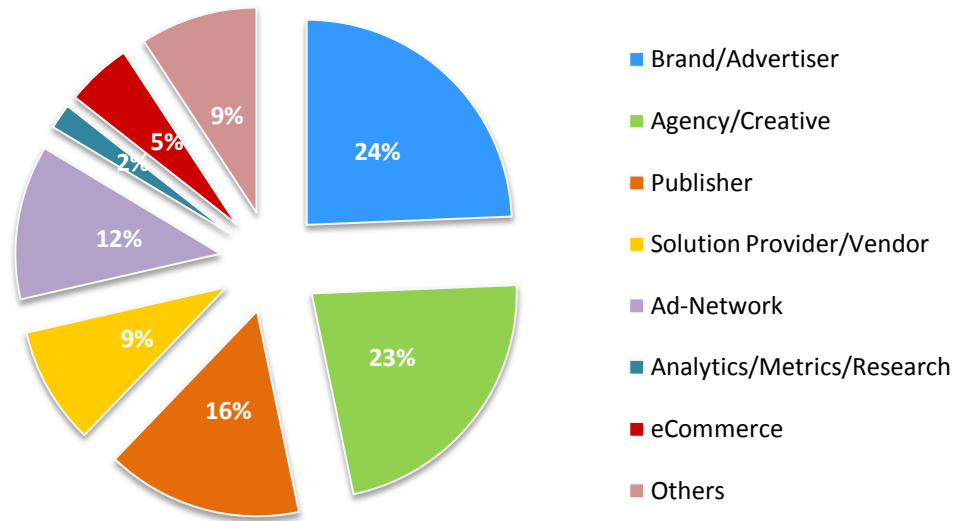
1.3 Role in Advertising Purchase:

75% of ad:tech attendees were people who were involved in the purchasing process be it approving, purchasing, recommending, or specifying.



1.4 Type of Company :

59% of ad:tech attendees comprised of advertisers or an agency, along with 25% from publishers/ad-networks/tech solution providers.



Below is a snap-shot of the kind of brands that attended ad:tech:



2. PR Coverage:

We had coverage by **100 +** trade and media sites in the days leading up to the event.

The event & post-event highlights were covered in over **150** news articles across trade and media sites apart from being covered in great measure by *AFaqs!*, *Exchange4Media*, *Campaign India*, *MediaNama*, *BestMediaInfo*, *Alootechie*, *AdGully*, *Mediavataar*, *IndiaSocial*, *AudienceMatters*, *Network2Media*, *Domain-B*.

We also had coverage in digital editions of *The Economic Times*, *The Times of India*, *Business Today*, *NDTV*, *IBN*, *Deccan Herald*, *Sakaal Times*, *Manorama*, *Yahoo*, *AOL*, *Sify*, *WebIndia123*, *India Forums*, *Inditop*, *ThaiIndian*, *Indiavision* and several others.

Prominent business news channels like **ET NOW** and **NDTV Profit** carried the event highlights in weeks following the event.



A special thanks to all our sponsors, [exhibitors](#) and media partners for making ad:tech New Delhi a grand success!!

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