

## The 3rd International Conference on the Internet in Central and Eastern Europe

Information Brochure

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## ABOUT THE CONFERENCE

Internet CEE is an international conference devoted to internet markets of the Central and Eastern European countries. Each year, the event attracts major players in the CEE internet sector, including Russia, Ukraine, Czech Republic, Slovakia, Hungary, Romania, Bulgaria, the Adriatic Region and the Baltic States. Internet CEE is a perfect occasion to exchange views and establish new business contacts.

The 3rd Internet CEE will be held on **25th and 26th of May, 2010** in Fabryka Trzciny, Warsaw. This year's edition is devoted to:

### A new face to the old media

a shift from offline to online, print press vs online editions, video content on the web (VOD, online TV);

### Media convergence

confluence of the media and advertising activities, mobile marketing, advergaming;

### Building brands online

new channels of internet-based consumer communication for building brand online;

### Recession as a catalyst

e-business at the time of economic downturn – winners and losers.

*"The Conference gives the opportunity to understand how the internet business is developing in Central and Eastern Europe, especially now, after the 2009 financial crisis(...)Internet CEE 2010 will certainly provide all the participants with the latest news from the branch and will give everyone the opportunity to learn from others' case studies."*

*Elena Lazarova, Neogen*

*"The Conference was very interesting. (...) I was really surprised by the value of information I got, great people I have met and very good organization (...) To sum up, perfect. I hope I'll get a chance to visit next year again."*

*Matěj Novák, Ataxo*

▶ Meet the leading companies, media players and advertisers

Take part in unique discussions and workshops ◀

▶ Tap into the experience of over 300 experts

Introduce your company to professionals and CEOs ◀

▶ Achieve more with practical insight & tools

## SPEAKERS

Speakers at the Internet CEE Conference include key internet players operating in Central and Eastern Europe, representatives of major interactive agencies and media houses of the region, research agencies and largest online publishers both from CEE and Western markets. At the previous editions, the issue of successful e-business was discussed by:

▶ Mike Hess of OMD

▶ Zoran Savin of IAB Europe

▶ Felix Bodmann of AOL Europe

▶ Saša Škorić of Oglasnik

▶ Fedor Virin of Mail.ru

▶ Clara Llamas of Trader Media East

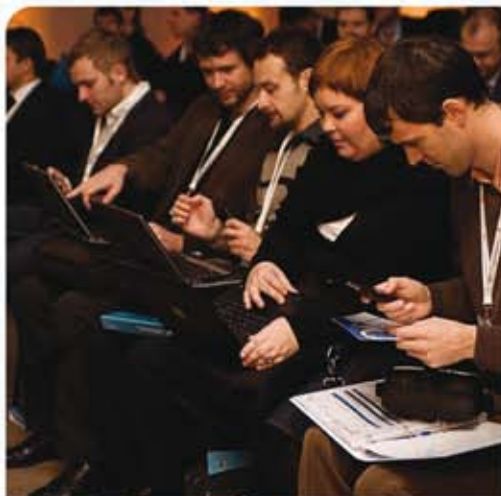
...and others

Among many Internet CEE 2010 speakers are key representatives of such companies as: **02 Media, Orange, GEEWA, Yandex, Zenith Optimedia** and **Coca-Cola**.

## PARTICIPANTS

At the first Conference, held between **20th and 21st of November 2007**, presentations delivered by guests from 12 European countries were heard by 200 representatives from the internet industry. The second Internet CEE Conference, **28 – 29 October 2008**, gathered nearly 300 participants from 19 countries worldwide. The event assembled key players on the CEE internet market under one roof.

The forthcoming edition on **25th-26th May 2010** will attract even more participants – representatives of companies selling and marketing via the internet, interactive agencies and media houses as well as investors interested in the CEE region.



# HOST

The Conference is hosted by **Gemius SA** – an international research agency, the leader and forerunner in research on the internet and via the internet in Europe. The company offers professional research solutions, analytical and consulting services ranging from site-centric and user-centric to technologically advanced tools for studying internet users behaviour on websites (gemiusTraffic), their socio-demographic profile (gemiusProfile), website quality analysis (gemiusUsability) and efficiency of online advertising campaigns (gemiusEffect). Gemius also carries out client-defined research projects (gemiusAdHoc and GO96).



Gemius sets the standard for website and internet applications audience measurement (gemiusAudience, known in Poland as Megapanel PBI/Gemius) on 17 markets. Gemius, established in Poland in 1999, operates in 20 European and Middle East countries.

# PARTNERS

Every year, the Conference draws a lot of media attention. Among media partners of the event are portals, internet-industry websites, specialist press and business TV channels of Central and Eastern Europe.

**The previous edition of the Conference attracted attention of such media partners as:**



For more information about the Conference, please take a look at the Conference website:

**[www.internetcee.com](http://www.internetcee.com)**

or contact:

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