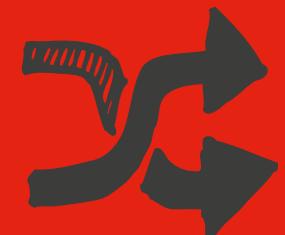




# Media pack

2018/2019



[mediatel.co.uk](http://mediatel.co.uk)

# **Operating at the heart of the media industry**

**Mediatel Limited is an independently-owned company, established in 1981. We are the UK media industry's number one destination for media data, planning tools, market insight, news and events. With decades of experience in every aspect of media we are connected to all the key players and are always spearheading thought-leadership through our events and news sites.**

## **Why work with us?**

Get access to a network of 20,000+ people that regularly engage with us through Mediatel Connected, J-ET, Audiotrack, Mediatel Events, Newsline and Videonet.

Mediatel delivers unparalleled reach and influence across the media industry and beyond, including all top 25 UK media agencies. Our events are attended by senior audiences and our subscribers account for 98% of the top 50 agencies' media spend - £7.6 billion of annual advertising revenue.

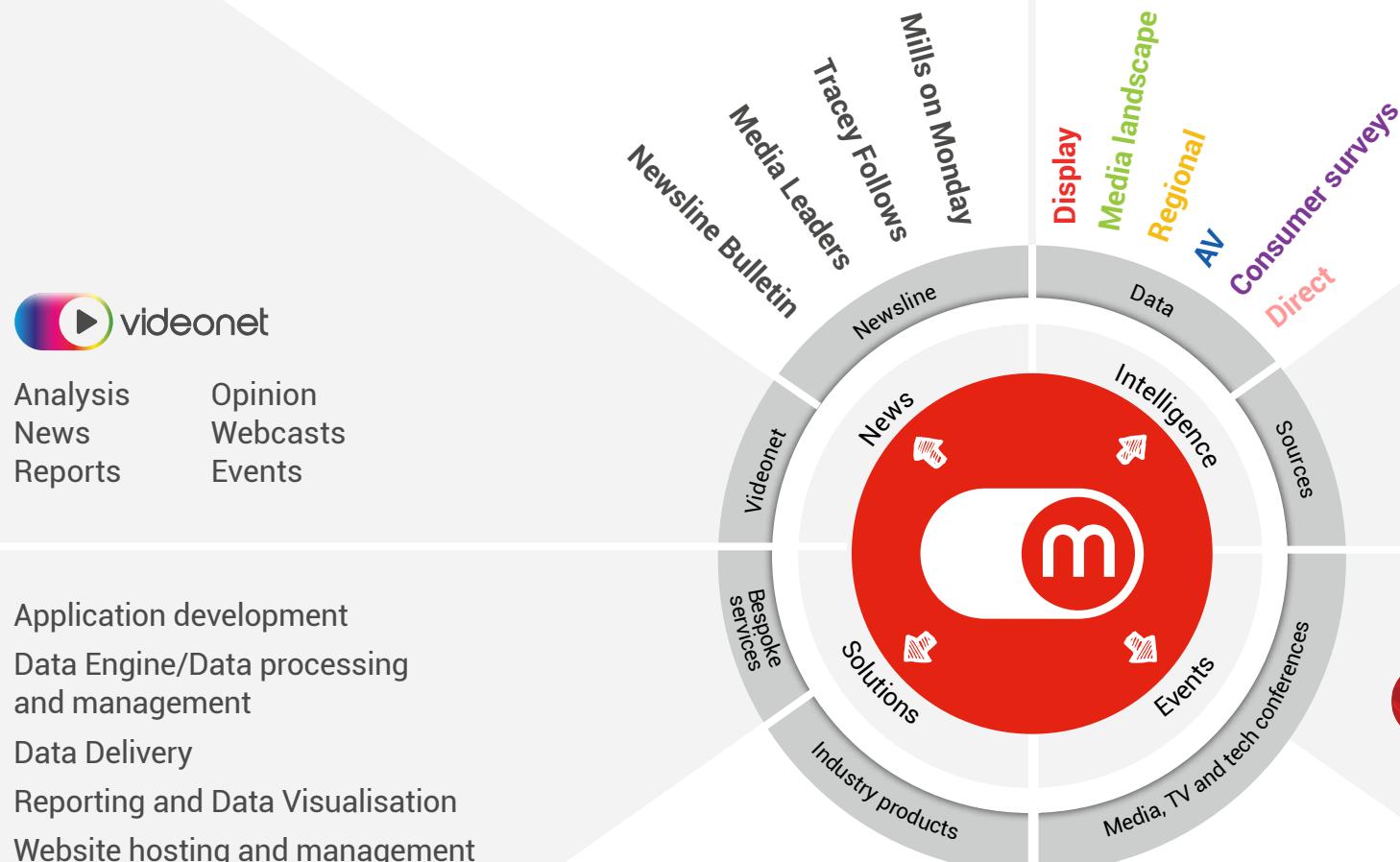


Opinion | Data analysis | Industry news | Charts



Analysis  
News  
Reports      Opinion  
Webcasts  
Events

Application development  
Data Engine/Data processing  
and management  
Data Delivery  
Reporting and Data Visualisation  
Website hosting and management



Over 50 media data  
sources including:



Media and tech conferences



Global TV events



ROUTE API



Season tickets



Industry awards



Bespoke breakfast seminars

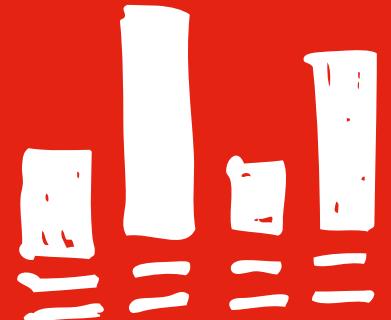


**Mediatel Connected is a data and analysis product used by over 90 media agencies and a number of consultancies, media owners, marketing departments, research companies, universities and libraries.**

**We aggregate key industry data to help planning and buying decisions across all media, including a mapping tool that enables you to visualise regional activity alongside postcode-based demographics.**

“ Mediatel is the go-to source for the most up-to-date information, data and industry news that I need to feed back to my clients.”

Helen Weber, Senior Investment Executive - Manning Gottlieb OMD



## 3,750+ active accounts across almost 200 key media companies



### Display

The UK's most comprehensive display advertising database covering 10,000+ publications and online channels.



### Media Landscape

An overview of the UK advertising marketplace illustrating the shifting media landscape through trends in media usage, consumer behaviour, revenue and forecasts.



### Regional mapping tool

Unique tool for planning and mapping data on the available media in any region of the UK alongside the population's demographic.



### AV and Connected AV

Essential industry data from the TV, Radio and Cinema markets, including viewing, listening and box office figures, revenues and audience profiles.



### Connected Surveys

A simple yet powerful tool which makes quick work of interrogating thousands of statements from key industry surveys about the connected consumer.



### Direct

A comprehensive guide to Direct Mail and Doordrop with reports, insights, data and pricing guides, as well as industry case studies.

Mediatel Connected is the largest single source of media intelligence available in the UK and is the first stop for media executives at almost 200 of the biggest media companies.

# Experts in creating bespoke software as a service and media web applications.

## Application development

We made media history with the J ET radio automated trading system and have developed a suite of web-based applications to support the media industry. Our expertise means we can help analyse requirements, build and deliver your solution.

## Data Engine / Data processing and management

From large-scale datasets such as RAJAR and Route research, to smaller bespoke solutions, Mediatel has the experience and toolset to ingest and process data with great efficiency and accuracy.

## Data Delivery

We can get your data from A to B in the most effective way. We have developed sophisticated API solutions as well as delivering data through FTP or web endpoints to ensure your data gets where it needs to be.

## Reporting and Data Visualisation

Our team's skills can not only make sure your data looks good, but that it is represented in a way that makes it most useful to its readership. Charting, tabulation, infographics – presented through the right medium for you (e.g. web, Excel, PDF)

## Website hosting and management

With over 30 years' experience of hosting and managing high performance, complex and demanding websites, we've established a technical environment and processes to ensure you can trust your web solution to us.

Mediatel have managed the RAJAR data and website access for over 20 years, and have not just met our expectations, but have consistently exceeded them, they are a beacon of excellence and I cannot commend them highly enough.

Paul Kennedy, Research Director, RAJAR





Mediatel created J-ET, the very first automated industry trading system, in 1999; long before programmatic was an industry buzzword. For the last eighteen years Mediatel has run J-ET, which handles over 90% of all national radio advertising. Nearly £5bn in radio revenue and 170m spots have been traded through J-ET. It has brought genuine ROI to the radio industry year after year and continues to be supported around the clock by Mediatel's highly rated client service team.

J-ET is an invaluable resource that allows us to seamlessly implement, track and evaluate all of our radio activity. J-ET saves us a considerable amount of time and resource on our previous trading practices. **Group Insight Director, Havas**

Where would radio be without J-ET today? **Douglas McArthur, Chairman, UKOM and ex-chair Radio Advertising Bureau**

In 2016 Mediatel and IMD created a joint venture business, Mediatel Audiotrack, to manage copy delivery across the radio industry. Working on behalf of many of the UK's creative agencies and radio production companies, Audiotrack has been immediately recognised by its clients as providing new and greater efficiencies to the market.

Audiotrack holds all the information that we could possibly need for a commercial to go to air correctly. It presents that information in a very clear and easy to read way and that makes it a joy to work with. **Bauer Radio**

A unique data management application, which stores, categorises and standardises every piece of OOH inventory within the UK market. Commissioned by the UK OOH Standards Group, Mediatel developed the database as well as hosting and managing SPACE on behalf of the OOH industry. The database registers over 500,000 OOH frames, allocating them with a unique identification code.

This is an example of best in class collaboration across the Out of Home industry. It gives us an excellent platform from which to develop the increasing requirement for data management and exchange, which will continue to give brands the confidence to embrace Out of Home. **Alan Brydon, former Outsmart CEO, Chairman 8 Outdoor**

The Route API enables companies to build Route data easily and quickly into their own systems. API subscribers are able to focus on the added value activities of creating their own planning interface and incorporating bespoke optimisation strategies.

Mediatel navigated the complexities of the algorithm with apparent ease. We have enjoyed an excellent relationship with their team. We recommend them to anyone who has a similar project in mind. **James Whitmore, Managing Director**

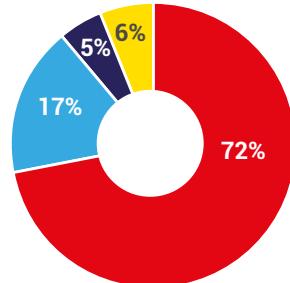
**A foremost event organiser for the media and advertising industry with a portfolio of exciting and diverse events. This includes large scale global conferences; Connected TV World Summit (a major thought-leadership conference for international platform operators, broadcasters and content owners) and Future TV Advertising Forum (a market-leading conference focused on television advertising strategy). Both attract over 500 delegates and a global speaker list annually. We host events in the UK, Canada, Australia, Germany and The Netherlands.**



### Delegates by seniority\*

\*Based on our 4 leading annual events

Future TV Advertising Forum 2017  
 Mediatel's Videoscape 2017  
 The Future of Brands 2018  
 The Year Ahead 2018



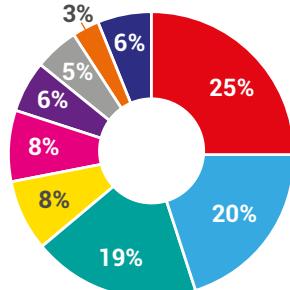
### Key

- CEO/Director
- Manager
- Executive
- Other

### Delegates by company type\*

\*Based on our 4 leading annual events

Future TV Advertising Forum 2017  
 Mediatel's Videoscape 2017  
 The Future of Brands 2018  
 The Year Ahead 2018



### Key

- Media owner
- Tech
- Media agency
- Research
- Brands
- Industry body
- Consultancy
- New media
- Other



### Past speakers



Irwin Gotlieb  
CEO  
GroupM



Renée Mellow  
Head of Emerging  
Digital Activation  
MediaCom



Dominic Chambers  
Global Head of  
Digital Marketing  
Jaguar Land Rover



Kristen Kelly  
EVP PM Precision EMEA  
Publicis Media



Nick Herm  
Director of Strategy  
Sky



Jette Nygaard-Andersen  
EVP & CEO of Central  
European Operations  
MTG



Ben Sutherland  
Chief Digital Officer  
Diageo



Sharon Braude  
Director of Digital Marketing,  
Social and Search EMEA  
The Walt Disney Company

 Top shelf event with consistently the right level of good speakers. The frank and fearless exchange about evolving advertising brings us back every year. 

John Paul, Managing Director, Advanced Advertising & Data, Liberty Global (Future TV Advertising Forum)



“ There are a hundred and two things I could read every week, but I always take time to read Ray Snoddy, Dominic Mills and Mediatel’s weekly round up. Punchy, opinion-forming, insightful. ”

**Nick Hewat, Commercial Director, Guardian News and Media**

“ Mediatel Newsline is indispensable. Its regular columnists always shed light on the issues of the day. I don’t always agree with them, of course, but their opinions must be taken seriously. ”

**Tess Alps, Chairperson, Thinkbox**



“ Videonet provides news and analysis that go beyond just a headline. Their insights provide context to better understand the significance of industry developments. ”

**Jenny Wang, Senior Director, Marketing, Verimatrix**



**David Pidgeon**  
Editor, Newsline



**Dominic Mills**  
Editor-at-large, Newsline



**Tracey Follows**  
Newsline columnist



**Raymond Snoddy**  
Newsline columnist



**John Moulding**  
Editor-in-Chief, Videonet



Mediatel's Newsline is the media industry's thought-leadership platform. We're in a strong position to influence the media community with more than 40% of our subscribers at CEO or director level. Newsline is home to regular thought provoking articles by our leading columnists; Tracey Follows, Head of Strategy, WIRED Consulting and founder of Futuremade; former Times and Financial Times media correspondent, Raymond Snoddy; and our editor at large, Dominic Mills who has previously edited Campaign Magazine. Other contributors include media consultant Bob Wootton and Richard Shotton author of the best-selling book *The Choice Factory*. We aim to create debate via thought leaders who understand the extensive media marketplace and are willing to challenge the status quo on key, topical subjects.

#### Mediatel Newsline readership

Mediatel Newsline attracts 21,000 unique users a month generating 60,000 page views and our subscriber-only emails go out to an audience of media professionals daily. Each of these bulletins reach a senior audience of over 10,000 readers at media agencies, media owners, industry bodies and advertisers.

Videonet is a leading source of strategic insight, analysis and news about post-convergence television. It gives platform operators, media groups and channel owners information and analysis that helps them transform themselves for the connected era. The focus is on push towards any-screen TV, streamlined and unified operations, immersive TV and data-driven advertising, highlighting trends and best practice in an era of unprecedented disruption and new challenges and opportunities. Videonet deliver analysis and insight through weekly newsletters, video interviews, webinars and special reports.

#### Videonet readership

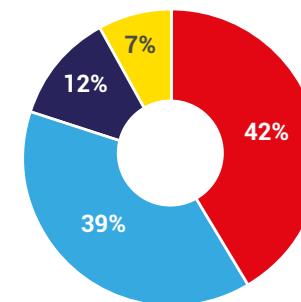
Videonet operates the website [www.v-net.tv](http://www.v-net.tv), which has 22,000 unique visitors each month with around 70,000 page views. The Videonet newsletter is read by an international audience of 10,000.

**Mediatel Newsline email readership**

#### Key

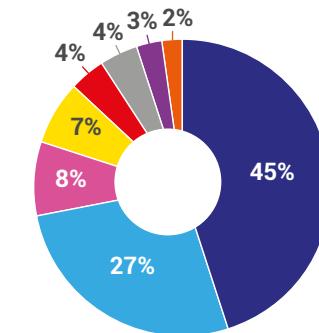
##### Seniority

- CEO/Director
- Manager
- Executive
- Other



#### By company type

- Media Agency
- Media Owner
- Other
- Industry Body/Research Company
- Advertiser
- IT/Technical
- Consultancy
- Educational



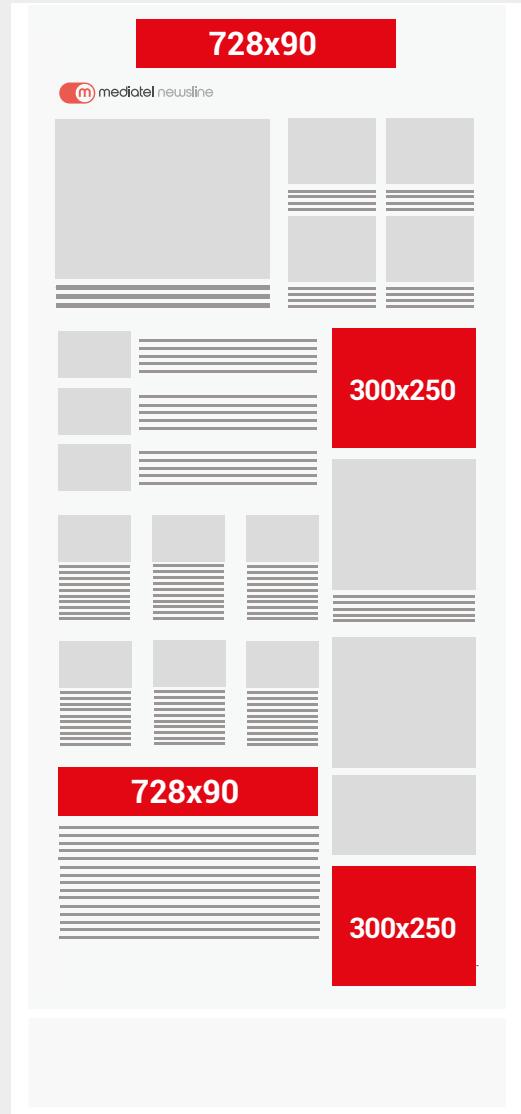
# Advertising options

As an advertiser you can associate yourself with the media industry's top commentators and sharpest thought leadership. Our Newsline site and regular emails are guaranteed to put you in front of a relevant, senior and influential audience every single week.

Mediatel Newsline			
Opportunity	Details	Reach	Rate +VAT
<b>Top leaderboard in Newsline email</b>	Leaderboard in one Newsline newsletter: <b>Mon:</b> Mills on Monday <b>Wed:</b> Media Leaders with Snoddy <b>Fri:</b> Editor's Round up	10,000 unique opted-in email	£1,500
<b>Top leaderboard in exclusive monthly Tracey Follows email</b>	<b>Monthly:</b> written by Tracey Follows, Head of Strategy, Wired Consulting	10,000 unique opted-in email	£1,500
<b>Media Leaders sponsored email</b>	Native content promotion in one Media Leaders email written by Newsline editorial and linking to your site	8,800 subscribers	£2,000
<b>MPU / leaderboard across Newsline site</b>	10,000 impressions over one week	60,000 av page views per month	£1000 (£100 cpm)
<b>Top leaderboard in one ABC email</b>	ABC Emails: Newspapers (monthly) ABC Emails: Magazine (6 monthly)	5,000 opted-in subscribers per email	Nat Newspaper: £1,000 Magazines: £1,000
<b>Newsline Annual Package:</b> Leaderboard activity on 18 of our weekly emails Leaderboard and MPU across the Newsline site delivering impressions on chosen weeks sponsored section on Media Leaders email	18 emails over the year 60,000 impressions over any 6 weeks 3 sponsored emails	10,000 unique opted-in email subscribers 21,000 unique Newsline users 60,000 monthly impressions	£25,000 35% discount to weekly rates

There are different opportunities available across the Mediatel Connected site each delivering an audience at the moment of media consideration and planning.

Mediatel Connected			
Opportunity	Details	Reach	Rate +VAT
<b>Leaderboard or MPU across Mediatel Connected</b>	Placement across one of the following: Display, Regional, AV, Connected AV	4,000 active accounts across 160 key media companies 12,000 impressions per month	£500 per week
<b>Mediatel enhanced listing and keyword search</b>	Enhanced listing (as per example shown – 12 month) Choice of 2 keywords	To be shown to anyone who searches for your title 1,450 unique users per month	£1500
<b>Mediatel Bespoke Survey</b>	Bespoke survey, created by Mediatel and email sent to chosen recipients from Mediatel database	Audience size determined by client requirements	£25 per response + 3-4 prizes of £100 vouchers



To discuss Mediatel Newsline or Mediatel Connected advertising opportunities please contact:

**Gareth Coe, Client Services Manager**

E: [gareth.coe@mediatel.co.uk](mailto:gareth.coe@mediatel.co.uk)

T: +44 (0)20 7420 3252

**Katrina Coyne, Business Development Director**

E: [katrina.coyne@mediatevents.com](mailto:katrina.coyne@mediatevents.com)

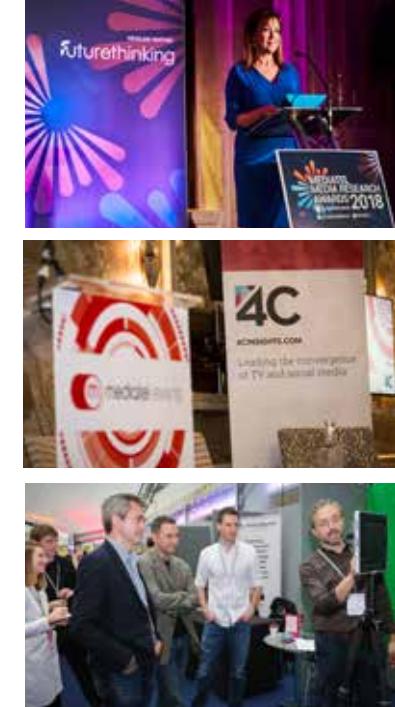
T: +44 (0)20 7420 3252

Mediatel enhanced listing

# UK events sponsorship opportunities

Our partnership packages are designed to demonstrate your thought-leadership and maximise your company's exposure to an engaged senior-level audience.

Mediatel Events typical partnership package	Bespoke breakfast event
<p><b>£7.5k + VAT</b></p> <p><b>Speaking</b></p> <p>A panel or scene-setter speaking opportunity at the event</p> <p><b>Branding</b></p> <p>Partner branding on all marketing promotion pre, post and at the event</p> <p><b>Client mailings</b></p> <p>Delegate list prior to event; attended list post event</p> <p><b>Passes</b></p> <p>For colleagues and customers</p> <p><b>Newsline</b></p> <p>The opportunity to include a thought-leadership article in Newsline</p>	<p><b>£15k + VAT (plus venue costs)</b></p> <p><b>Sponsor opportunities</b></p> <p>Full involvement in the discussion of the topics covered during the breakfast to an audience of around 50-60 guests</p> <p><b>Logistics</b></p> <p>Full event organisation, attendee confirmation, venue logistics and seating organisation</p> <p><b>Client mailings</b></p> <p>Full management of your guest list and invitation list. Mediatel Events can also work with you to add those elusive guests that you would like in the room</p> <p><b>Branding</b></p> <p>Branding throughout the venue and on the screen</p> <p><b>Newsline</b></p> <p>Detailed editorial coverage after the event</p>



## Previous partners



# Global events sponsorship opportunities

**Future TV Advertising Forum** is the global, leading event focused on driving innovation in television advertising. 700 people attend from media owners, pay-TV operators, advertising agencies, brands and ad-tech firms who debate how to evolve television to be better traded, targeted, data-led and measured.

**Connected TV World Summit** is the No.1 thought-leadership event for the future of TV. It covers the business models, ecosystem relationships, services and technology that will define the next decade of TV. It is attended by over 500 delegates from pay-TV operators, broadcasters, technology vendors, media agencies and press.

Our partnership packages are designed to demonstrate your thought-leadership and maximise your exposure to an engaged C-suite level audience before, during and after the event.

## Future TV Advertising Forum (London, Canada, Sydney) and Connected World Summit (London) sponsorship packages

Platinum Sponsor	Gold Sponsor	Session Sponsorship	Breakfast Briefing Sponsor	Silver Sponsor	Packages are available for sponsorship of the badge & lanyards, networking drinks and the conference lunch.
<p><b>£20k + VAT</b></p> <p><b>Sole Platinum Sponsor</b></p> <p>Branding on all pre-event marketing and on all event signage around the venue listing you as Platinum Sponsor</p> <p><b>Passes</b> 5 for colleagues 5 for customers</p> <p><b>Speakers</b> Keynote speaking slot for a senior executive from your company. Filmed and made available to you post event.</p>	<p><b>£15k + VAT</b></p> <p><b>Only 5 available</b></p> <p>Branding on all pre-event marketing and on all event signage around the venue listing you as Gold Sponsor</p> <p><b>Passes</b> 3 for colleagues 5 for customers</p> <p><b>Speakers</b> 20 minute standalone speaking slot for a senior executive from your company. Filmed and made available to you post event.</p>	<p><b>£13k + VAT</b></p> <p><b>Companies can sponsor a breakout session</b></p> <p>Branding on all pre-event marketing and on all event signage around the venue listing you as Session Sponsor</p> <p><b>Passes</b> 2 for colleagues 3 for customers</p> <p><b>Speakers</b> 10 minute insight plus panel in the same session.</p>	<p><b>£12k + VAT</b></p> <p><b>Sessions take place on each morning of the event before the main programme</b></p> <p>Branding on all pre-event marketing and on all event signage around the venue listing you as Breakfast briefing Sponsor</p> <p><b>Passes</b> 2 for colleagues 3 for customers</p>	<p><b>£10k + VAT</b></p> <p>Branding on all pre-event marketing and on all event signage around the venue listing you as Silver Sponsor</p> <p><b>Passes</b> 2 for colleagues 3 for customers</p> <p><b>Speakers</b> Panel speaking slot</p>	<p><b>Other opportunities</b></p> <p>Demo pod package - to include screen, table top, wifi and delegate passes <b>£5k + VAT</b></p> <p>Email blast to all registered speakers, delegates and press <b>£3k + VAT</b></p> <p>Delegate Bag insert or onsite literature distribution <b>£2.5K + VAT</b></p> <p><b>Please contact us for more details</b></p>

# Videonet opportunities

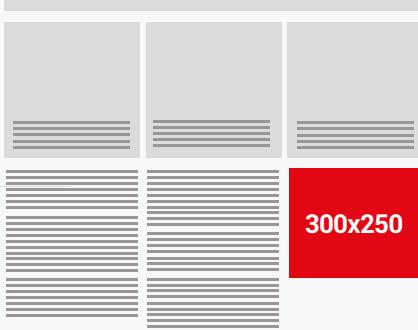
Videonet operates the website v-net.tv and provides in-depth analysis and coverage for our global TV events. The weekly Videonet newsletter has a circulation of 10,000 and during major industry trade shows and conferences this increases to daily editions.

Videonet			
Activity	Reach	Opportunity	Rate +VAT
<b>www.v-net.tv</b> Leaderboard (728x90)	22,000 unique visits per month	Run of site and exclusive On rotation shared by a maximum of four advertisers	£2,000 per week £800 per week
<b>www.v-net.tv</b> MPU (300x250)	Advert to appear on homepage and within articles	Run of site and exclusive On rotation shared by a maximum of four advertisers	£1,500 per week £600 per week
<b>Enewsletter banners</b> Top banner (468x60)	Weekly newsletter with circulation of 10,000	Visible as soon as you open the newsletter	£1,000 per week
<b>Enewsletter banners</b> Other banner position (468x60)	Weekly newsletter with circulation of 10,000	Positioned within the editorial content	£750 per week
<b>Enewsletter banners</b> Skyscraper (160x600)	Weekly newsletter with circulation of 10,000	Placed to the right of the editorial content offering a large visible space for your message	£1,000 per week
<b>Videonet Bespoke Survey</b>	Generate up to 500 leads	Gain insight, demonstrate thought-leadership and generate leads	POA

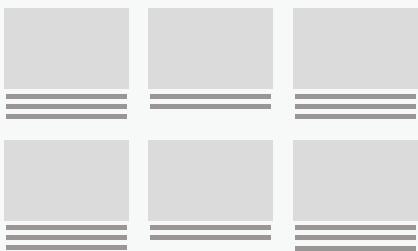
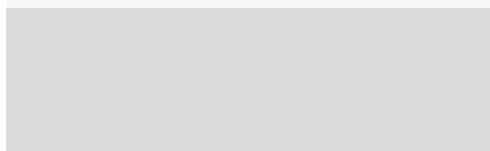
Webinars			
Sponsor Opportunities	Marketing	Registrations	Rate +VAT
A unique opportunity for both thought-leadership and lead generation to your target audience. We work with each webinar sponsor to develop your chosen theme.	A four week marketing campaign on v-net.tv, the Videonet newsletter and email blasts to our database and LinkedIn groups.	You can expect to receive between 200 and 600 registrations for your webinar depending on the theme. As the webinar sponsor you will receive registration data for all those who register for the webinar, allowing you to follow up with them after the event. You will also receive the audio file for your own use after the event.	£10K £8K as part of a package with some other activity across Videonet or Mediatel Events



728x90



300x250



To discuss Mediate Events sponsorship  
and Videonet advertising opportunities please contact:

**Katrina Coyne, Business Development Director**

E: [katrina.coyne@mediatevents.com](mailto:katrina.coyne@mediatevents.com)

T: +44 (0)20 7420 3252

[www.v-net.tv](http://www.v-net.tv) MPU



[www.v-net.tv](http://www.v-net.tv) Leaderboard



Webinars sample campaigns

**USING OPEN SOURCE  
CPE TO DRIVE SERVICE  
INNOVATION**

Date: Tuesday 7 November  
1600 CET, 1500 GMT, 1000 EST

[LIVE WEBINAR](#)

[REGISTER NOW](#)



**accedo**

The multiscreen innovation crossroads:  
Build, buy or hybrid?

[LIVE WEBINAR](#)

Date: Tuesday 13<sup>th</sup> December

[REGISTER NOW](#)



MPU

Deploying Android TV Operator Tier  
STBs: A Masterclass From Com Hem

TUESDAY 5<sup>TH</sup> JUNE 2018  
1600 CEST, 1500 BST, 1000 EDT

[LIVE WEBINAR](#)

[REGISTER NOW](#)



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ENGINEERING ENTERTAINMENT



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