



„2012 - the next level“

**Media Mundo evolves into a hub
- become a founding partner!**



Media Mundo evolves into a hub

In the year of the drupa sustainable media production reaches the next level. Initiated by the professional association of media producers in Germany (f:mp.) Media Mundo will for the first time consolidate:

- the networking of all relevant players
- the structuring and tightening of basic knowledge
- the professional evaluation of new developments
- the development of guidelines, recommendations and check lists
- the training of managers and employees in workshops

To achieve this goal we will create a specialized hub both online and offline. Until the end of 2011 we will try to gather all relevant companies, organizations and experts.

Former quotations like the body of experts, workshops as well as the annual Media Mundo congress will be included in the encompassing concept

Overview of Formats

Knowledge	Exchange	Service
News & Opinions	MM-Circle	Benchmarking
ThinkTank	MM-Conference Call	Consulting
Recommendations & Whitepapers	MM-Congress	Workshops & Training





Reach

Target Group:

- more than 2,500 production managers
- 1,260 FSC-certified print shops
- advertising agencies, publishers, branded companies
- media companies

Channels:

- 500 Twitter-follower
- 360 MM-congress visitors
- 6,600 newsletter subscribers
- 3,000 unique visitors of our web page
- 800 members of the "Successful Media Production" group on Xing
- 21,000 members of the "Media & Publishing" group on Xing
- 670 members of the "Sustainable Advertising - Design, Marketing, Advertising Material, Print" group on Xing

Media Partners:

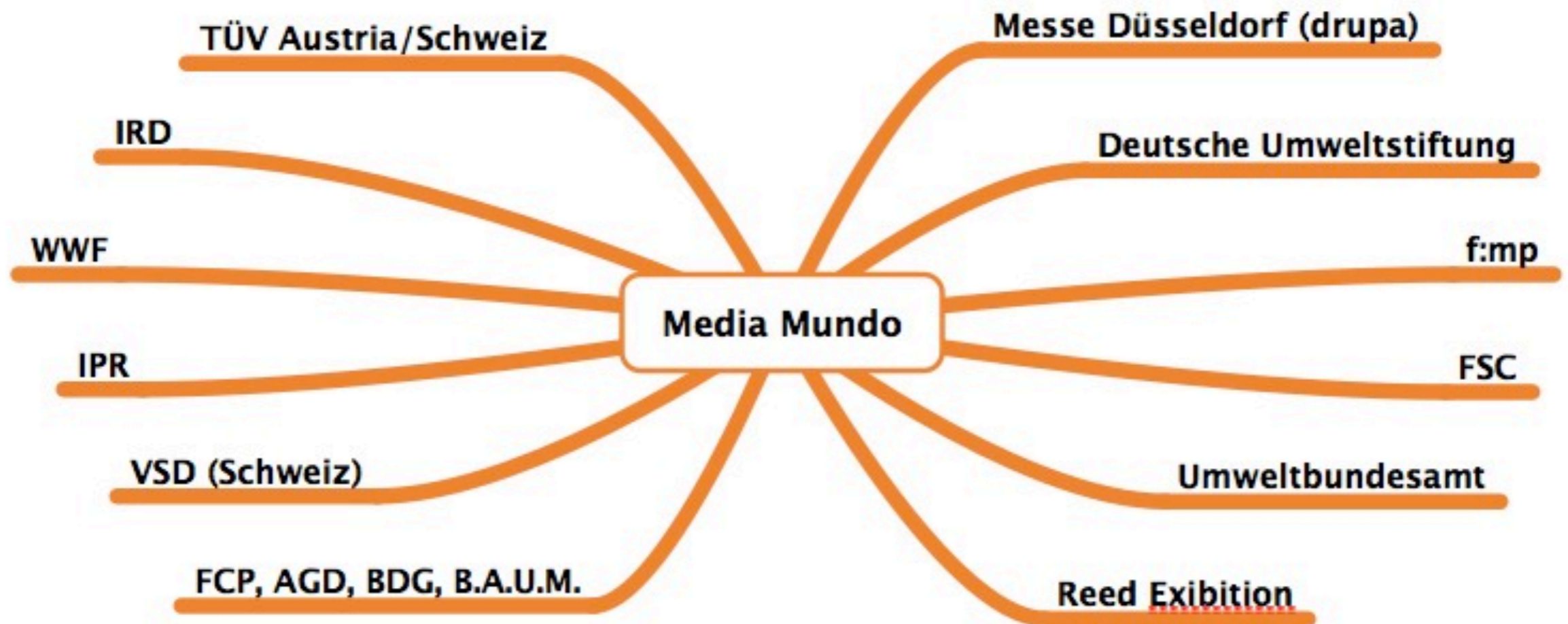


more partner:

<http://www.mediamundo.biz/partner>



Our Network





The Knowledge Base

News & Opinions | ThinkTank | Recommendations & Whitepapers

Today there are already a lot of suppliers on all levels of modern media production with a myriad of value propositions, but there is no single authority that functions as a trend-setting navigator regarding sustainability.

Here is where the hub comes in - for it provides guidance by dividing relevant from irrelevant information and strategies.

Our staff of editorial journalists describe and evaluate prevailing developments regarding sustainability within the market as well as in politics and society.

Additionally, current news from all the disciplines of media production will be showcased and updated regularly.

Basic knowledge will be presented as a wiki that will be constantly developed and restructured.



The Knowledge Base

News & Opinions | **ThinkTank** | Recommendations & Whitepapers

Our ThinkTank concentrates on all the current aspects of sustainability to generate impulses for new solutions as well as models for further discussion within the media industry.

Some of the most important items are:

- current and future convergence in the media industry
- the tension between efficiency strategies and eco-sufficiency
- the rapid individualization of society in contrast to consolidation of the industrial sector

The ThinkTank is financed by sponsors. The results will be published online and in relevant trade magazines.



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The Knowledge Base

News & Opinions | ThinkTank | **Recommendations & Whitepapers**

Whereas the think tank concerns itself with the overarching problems, our recommendations are palpable guidelines along the production of media (paper choice, compensation of greenhouse gases, logistic, Green IT etc.) that are developed by an expert panel consisting of participants from industry, science, politics and enviromental NGOs. Whitepapers fill the gap between ThinkTank and recommendations. They will be compiled on request or as needed and will focus on individual solutions and their strategical development.



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The recommendations issued already can be found here:

<http://www.mediamundo.biz/beirat/empfehlungen>



Exchange

MM-Circle / MM-Conference Call / MM-Congress

In the context of the Media Mundo Circle managers and leading employees can discuss confidential problems in privat, help each other or just get to know each other.

Physical meetings, that are scheduled twice a year, can be continued online in closed groups.

Additionally all the circle-members will meet at the Media Mundo Congress to exchange experiences.

The meetings are organized and thematically prepared by the professional association of media producers in Germany (f:mp.) and led in by a keynote speech held by a member or guest speaker.

The individual Circles are devided regionally and based in the nearest congested area. The first Circles will soon be opened in Berlin, Hamburg, Cologne, Frankfurt and Munich.



Exchange

MM-Circle / **MM-Conference Call** / MM-Congress

Media Mundo Conference Calls open up the possibility for managers and entrepreneurs to instantly discuss current issues and solutions to pressing problems without the need to travel.

By using videoconference technology (e.g. via Skype or Google+) this circle confers once per month. The videochats are organized by the professional association of media producers in Germany (f:mp.) and will each be assigned an overall topic.

The Conference Calls will be azonic and free for all participants. The number of participants per call will be limited to five.

[As an alternative audioconferences will be offered, if the hard- or software of a given participant is unsuitable for videoconferencing]



Exchange

MM-Circle / MM-Conference Call / **MM-Congress**

The Media Mundo Congress is an innovative and trendsetting forum on the topics of environmental protection and sustainability within the purview of media production.



In 2012 the professional association of media producers in Germany (f:mp.) hosts the congress in association with the Düsseldorf Trade Fair on the 20th and 21st of March as an important feature of drupa 2012.

More information can be found in constantly updated form here:

<http://www.mediamundo.biz/kongress>



Service

Benchmarking | Consulting | Workshops & Training

All relevant market participants - beginning with print shops up to advertising agencies and print buyers - can be looked up in a specialized data base, where they can be filtered and sorted according to various parameters.

<http://www.mediamundo.biz/benchmark>

- Who follows the guidelines of EMAS, ISO 9001, ISO14001?
- Who is certified according to FSC or PEFC?
- Who relies on green electricity and compensates greenhouse gases?



Service

Benchmarking | **Consulting** | Workshops & Training

In cooperation with the non-profit Arbeit & Leben gGmbH Media Mundo offers a business consultation of several days' that conveys the atmosphere of a workshop.

The inhouse event allows for initiating a well-directed dialogue with the consultant within a trustful setting. The challenge is to translate the often largely abstract concepts and solutions as to be applicable in day to day business of even small and mid-sized enterprises. Each idea has to be tailored to a given company's structure and culture.

Detailed information on this special service can be found here:

<http://www.mediamundo.biz/beratung>



Service

Benchmarking | Consulting | **Workshops & Training**

The workshops target advertising agencies, publishers, print service suppliers, production manager, key decision maker, employees of branded companies and other people involved in the production of different types of media.

The focus is on a couple of different levels:

- The ways to realize a sustainable company and sustainable products
- various isolated topics regarding sustainability in media production
- sustainability in marketing and sales

To cater to different levels of previous knowledge and experience the workshops will be offered in basic and advanced versions.



The Media Mundo Hub and You



Founding Partnership

Show your commitment for sustainability as a hub-partner.

As you can see we have resolved to achieve a lot in short time. To make this happen we need strong partners who support the foundation of the Media Mundo Hub - but who are willing to profit from this unique presence as well.

You too can join, if your company meets the following requirements:

- Sustainability is a matter for the management
- The three pillars of sustainability are already part of your companies goals
- Your Company has binding and transparent goals concerning sustainability
- Your company works in an area that could at least theoretically be 100% sustainable
- Your company offers sustainable products or services or otherwise plans to switch production at least in part to sustainable products



Founding Partnership **Bronze**

A multitude of ways to profit from being with us from the start

What you give:

- **EUR 1,500 as a founding grant**
- a joint press release about the start of the hub

Please note our special offers regarding the upcoming drupa!

What you get:

- presentation as a founding partner on the new Media Mundo website including your logo and a link to your web presence
- a "Founding Partner"-button for use on your web site
- a free ticket for the 4th Media Mundo Congress
- a joint press release announcing the start of the hub
- mentioning of your company's name as a founding partner in all partner media and publications up until the end of drupa 2012



Founding Partnership **Silver**

A multitude of ways to profit from being with us from the start

What you give:

- EUR 2,750 as a founding grant
- a joint press release about the start of the hub

Please note our special offers regarding the upcoming drupa!

What you get:

- presentation as a founding partner on the new Media Mundo website including your logo, an outline of your company and a link to your web presence
- a "Founding Partner"-button for use on your web site
- two free tickets for the 4th Media Mundo Congress
- a video interview to be featured on our website and as part of our "Knowledge"-activities
- a joint press release announcing the start of the hub
- mentioning of your company's name as a founding partner in all partner media and publications up until the end of drupa 2012



Founding Partnership Gold

A multitude of ways to profit from being with us from the start

What you give:

- EUR 5,000 as a founding grant
- a joint press release about the start of the hub

Please note our special offers regarding the upcoming drupa!

What you get:

- presentation as a founding partner on the new Media Mundo website including your logo, an outline of your company and a link to your web presence
- a named sponsorship of a single purview of our "Knowledge"-database
- a "Founding Partner"-button for use on your web site
- two video interviews to be featured on our website and as part of our "Knowledge"-activities
- a booth (2 sqm) during the 4th Media Mundo Congress including two free tickets
- a joint press release announcing the start of the hub
- mentioning of your company's name as a founding partner in all partner media and publications up until the end of drupa 2012



Customized Sponsoring

An individual way to profit from the new hub

We offer a couple of further formats that open up some interesting and customizable forms of presentation for your business.

Here are some examples:

- Claim sponsorship of a purview of our "Knowledge"-database or show your expertise by adding your professional insights.
- Sponsor a series of Conference Calls themed according to your preferences.
- Host a Media Mundo Circle - maybe even on your premises.
- Let our ThinkTank work out and publish a paper on your ideas - and generate a valuable impulse for the industry!

The hub provides countless opportunities - one of which fits your needs like a glove. We're looking forward to your ideas.



Contact Information

We are looking forward to your enquiries!

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