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CeBIT 2010, 2 to 6 March



New offerings for the Internet industry at CeBIT 2010

- Webciety now next to Internet & Mobile Solutions
- New focus topics: Internet TV, e-commerce and content management

Hannover. The Internet industry will write the next chapter of its success story at CeBIT 2010, where every facet of digital business will be showcased in Hall 6 from 2 to 6 March. The focal point will be the Webciety Area. Its innovative honeycomb space concept symbolizes a "walk-in Internet", where young start-up companies will feature alongside established Internet firms. They will all make use of digitally enabled hexagonal "homebases" to offer a live presentation of their web applications and business models. Directly adjoining the Webciety Area will be the display category Internet & Mobile Solutions with individually designed stands. "Webciety proved extremely successful in 2009, when the concept was enthusiastically received by exhibitors and visitors alike. There will be even more honeycomb zones at CeBIT 2010. This will increase the size of the Webciety Area and move it closer to Internet & Mobile Solutions," explains Ernst Raue, Board Member of Deutsche Messe AG.

Boasting the display categories Digital Media Solutions, Web-based Solutions and Content Management, as well as Webciety and Internet & Mobile Solutions, CeBIT now unites all key online business segments at one location. This will enable decision-makers from the IT, marketing, Internet and communication sectors to find out about current developments in digital business in greater detail and more quickly than before.

Moreover, key trends and developments relating to the Internet will be discussed on the large Webciety stage. On all five days of the trade fair, industry experts will take a look into the future of the Internet. Focal points will include such major topics as Internet TV, e-commerce and content management.

Internet TV is booming

Interest in Internet television is just as keen as ever. Indeed, according to a recent study by SevenOne Media and mindline media, every second Internet user in Germany watches online videos, and that figure is increasing. The advertising industry in particular identified this trend at an early stage and has secured an additional source of income via moving images. The topic is also gaining in significance in corporate communication activities as more and more companies include video films on their websites.

CeBIT 2010 will allow for this trend by including all products and services relating to moving pictures under the key word "Internet TV" for the first time. The spectrum of solutions and services on show will range from IPTV, web TV, mobile TV and corporate TV to the latest streaming technologies.

Digital shops are revolutionizing the retail business

E-commerce suppliers are also experiencing economic growth. Ever-increasing numbers of companies are discovering the Internet as a new sales channel and opening their own online shops. At the same time, the

number of online shoppers is rising. Visitors to CeBIT 2010 can obtain in-depth information on e-commerce. Online marketing solutions will also be showcased.

Content management as the basis for an effective web presence

Content management systems are the foundation stone for all business models on the Internet. The increasing prevalence of Web 2.0, however, requires an array of adaptations to standard web content management and enterprise content management systems. Renowned suppliers will demonstrate in Hannover how easy it is to establish an interactive and dynamic online presence with Web 2.0 functionalities.

"Internet-based solutions and business models are driving economic growth worldwide. With its wide range of participation opportunities, CeBIT offers the Internet industry the ideal platform for presenting itself to an international audience," summarizes Raue.

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