

Festival of Media: Theme announced - from content to commerce

MONTREUX, SWITZERLAND: In about five years' time, the amount of money spent online in the developed world will surpass expenditure in physical locations. These bricks and mortar retail transactions are being assisted by recommendation engines, content experiences and social comment.



Are we in the midst of a transition that will see retailers becoming content companies and content companies becoming retailers? If so, what role will the media agency play? And, in the age of the algorithm, is the craft of media selling a thing of the past?

Join the world's brightest and best media minds to address these questions at the award-winning Festival of Media Global - the only global event dedicated to media trading and to envisaging the future of the brand communications industry.

Learn... network... celebrate... trade...

Sessions to include:

- *I Sync Therefore I Am*: Leaders in human technologies, artificial intelligence and data capture discuss the 'quantified self' and how new transactional bonds are being forged between product, consumer and marketer.
- *Reinventing Retail*: What is the definition of a retailer? Retailing pioneers share the stage with global media heavyweights to discuss a new business model where the media owner manages the customer transaction and the retailer provides the content.
- *The Content Conundrum*: From user-generated, to ad-funded, scripted and reality, the world of content has never been so crowded. What does this mean for the boundaries between client, media owner and agency?

[10% early booking discount available until 31 December](#)

Key dates

Early bird booking: 31 December 2012

Awards entry deadline: 1 February 2013

Conference & Awards: 28-30 April 2013

Book your ticket

Book by 31 December for 10% booking discount

[Book your ticket here](#)

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Key contacts

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For more, visit: <https://www.bizcommunity.com>