

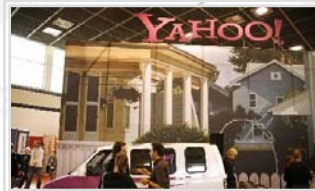


### Exhibition

- Exhibitors: 817
- International exhibitors: 589
- Trade visitors: 15,311
- Countries: 55
- Total area: 16,000 m<sup>2</sup>
- No. of exhibitors continuously increasing (663 in 2004, 796 in 2005, 817 in 2006)
- No. of countries continuously increasing (41 countries in 2004, 48 in 2005, 55 in 2006)
- 72% of exhibitors and 41% of trade visitors reported deals and signed contracts during their stay
- 77% of trade visitors are decision makers or hold high-level positions in their companies.

### Specials

- Partner country 2006: Brazil - 40 exhibitors on 150 m<sup>2</sup>
- Festivalcamp: international festival promoters at Intro Verlag's Festivalcamp
- Labelcamp: Small independent labels meeting point
- Classic Lounge: Naxos, Fono Forum, Classica and others
- Trade press area: international print media represented



## Excerpt of participating companies 2006:

### Labels:

K7  
 Foreign Media Group  
 edel records  
 Avex Inc.  
 Ministry of Sound Recordings  
 Naxos Deutschland  
 Nuclear Blast  
 PIAS  
 Rajon  
 Nika  
 and others

### Majors:

Universal Music  
 Warner Music  
 SONY BMG MUSIC ENTERTAINMENT  
 (Germany)  
 international divisions of all majors

### Live:

DEAG Concerts  
 Semmel Concerts  
 Idkv  
 Melt  
 INTRO  
 VIP Booking and others

### Online, Mobile, Aggregators:

The Orchard  
 Gracenote  
 IODA  
 eMusic  
 Yahoo  
 Jambal  
 Napster  
 mp3.de  
 Zebralution  
 OD2 Germany  
 24/7 MusicShop  
 CD Baby  
 Croatia Records  
 Musicload  
 Muze Europe  
 and others

### Distributors:

H'Art  
 Alive!  
 Cargo  
 Flex Media  
 Foreign Media Group  
 SPV  
 and others

### Media Development, Hardware, Replication:

TDK  
 Sonopress  
 Arvato  
 KDG mediatech  
 INCOM Storage  
 DOCdata and others

### Publishers:

Peermusic Europe  
 AMV Talpa  
 Rolf Budde  
 Wintrup  
 Warner / Chapell Music  
 Denmark & Finland  
 and others

### Crossover:

Nokia  
 Ericsson  
 Sony Ericsson  
 JVC Victor Entertainment  
 Medion  
 Visom Digital



### Festival

- More than 2.000 artists from all over the world
- More than 400 acts from 26 countries over 4 nights
- More than 600 hours of live music in 30 clubs
- All genres from rock and pop to metal, even classical & jazz
- Around 70.000 visitors
- Partner country Brazil: 17 concerts over 3 showcase nights
- Showcases from, amongst others, Finland, Denmark, Spain, Norway, Canada, Scotland, England.
- Showcases from our partners: INTRO, Uncle Sally\*s, Network Europe, Visions and others

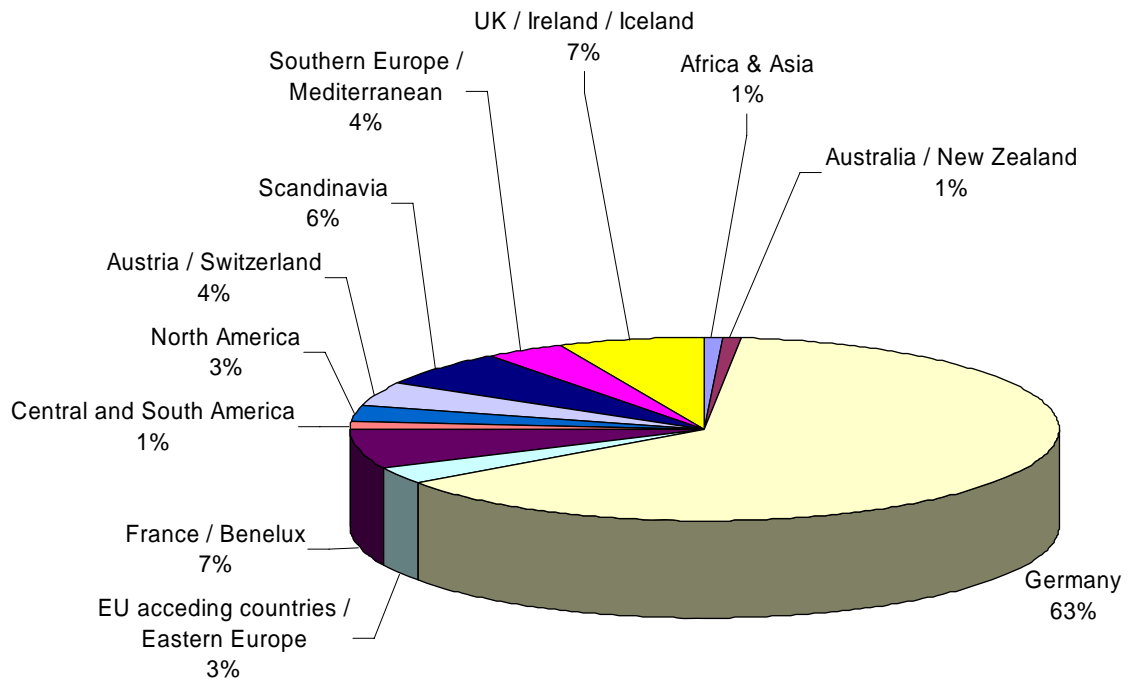


## Conference

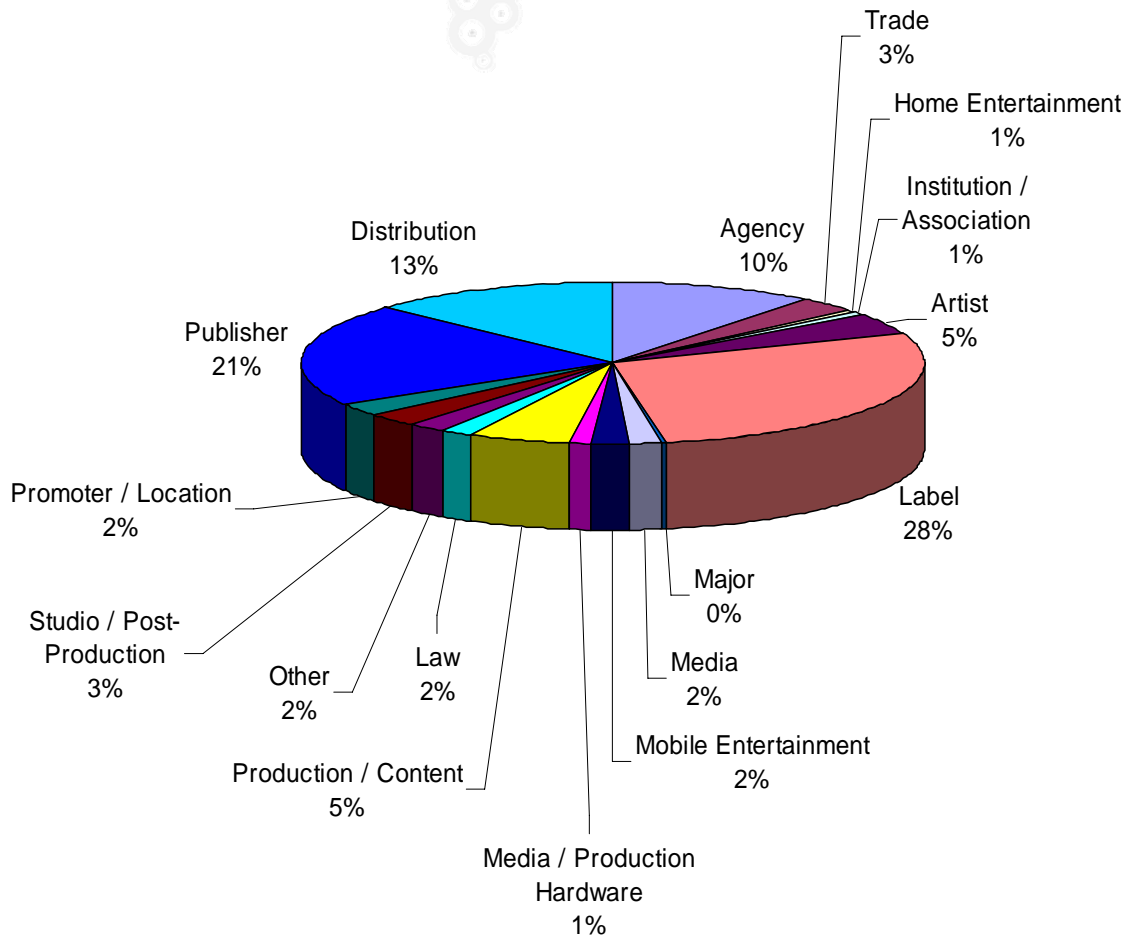
- 200 conference speakers from 15 countries
- 34 panels, lectures, workshops und market overviews
- Keynotes from Gilberto Gil, Lou Pearlman & Feargal Sharkey
- Premium interview with Claude Nobs
- 5 main topics
  - Pop & Politics
  - Digital Marketing / Digital Forum
  - Live Perspective
  - Mobile Forum
  - Artist Angle
- Popkomm-IMEA winners in 2 categories:
  - Digital Music & Marketing Innovations, B2B Solutions: Royalty Share (USA)
  - Mobile Music & Entertainment: Unique Interactive (UK)

## Trade visitors by country

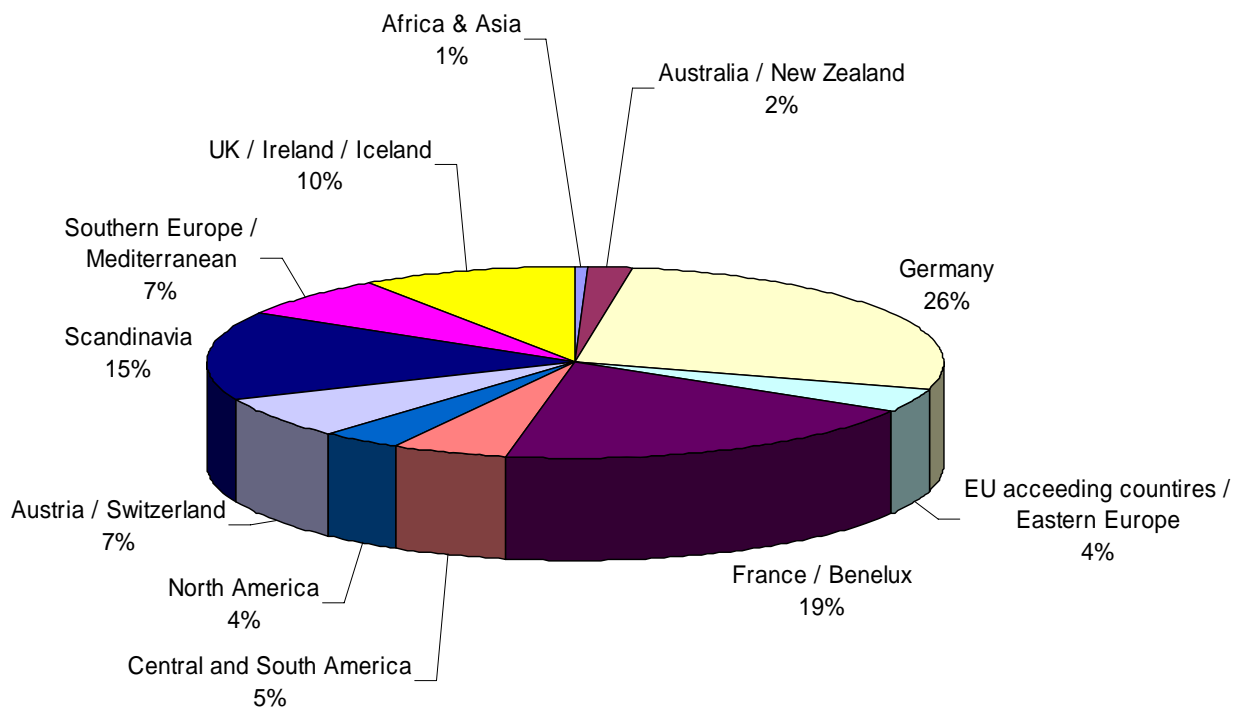
Total no.: 15.311



## Trade visitors: Companies by branch



## Exhibitors by country



## Exhibitors by branch

Total no.: 817 – multiple choice possible

