

## Press Information

### **ARBOmedia Deutschland GmbH sets its focal point on internet marketing**

#### **The marketing of the Turkish TV station EuroD and EUROSTAR is successfully concluded**

Munich, 12th June 2008. After 10 successful years of exclusive marketing of the Turkish TV station *EuroD* and *EUROSTAR*, which ARBOmedia successfully setup in Germany, ARBOmedia is transferring, for strategic purposes, the marketing activities to the TV station under the management of Burak Koca (Director International Channels, Dogen TV).

EuroD is an affiliated company of Dogan Yayin Holding, the largest media group in Turkey. Since the beginning of 1996 the broadcasting stations can be received by all Turkish people living in Germany via satellite and, in the meantime, pay TV (Premiere and KDG) via cable. The Turkish TV broadcasting station offers a wide ranging television program comprising films, news and children's programs, magazines dealing with politics, subjects for women and entertainment. Since 2006, *EUROSTAR* also transmits its programs for all Turkish people living in Germany. The range of programs offered by *EUROSTAR* mainly consist of entertainment programs and is operated by the first Turkish private broadcaster *Star TV*.

In order to meet the enormous and greatly promising growth of the internet market, ARBOmedia Deutschland GmbH has significantly extended its product and service portfolio within this field. For example, ARBOmedia AG participates in the successful *Social Friendship Community Goolive* with its headquarters in Hannover. Alexander Sigl, member of the management board of ARBOmedia AG, says: "The terrific success of internet offers and platforms, e.g. *Goolive*, reflects the great demand for possibilities in Web. 2.0. Therefore our focal point will continue to be centred on the enlargement of our portfolio in the online sector".

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Another focal point is looking after online budgets from Germany which are being invested with a strongly increasing tendency in middle and Eastern Europe. In this connection, customers profit from the experienced staff from Munich who, in close cooperation with the on-site teams in the individual countries, successfully plan and implement online campaigns. In doing so, ARBOmedia Deutschland GmbH has the whole advertising network of ARBOinteractive available which, with more than 100 experts in Poland, Rumania, the Czech Republic, Turkey and Russia, have the strongest extensive online network in these countries. The objective is to position the advertising message at free-spending target groups and to offer the customers a central contact partner in Germany.

### **About ARBOmedia:**

ARBOmedia AG is the largest independent marketing agency in Europe. The client portfolio for the core business – in the field of marketing of electronic media – currently encompasses more than 600 websites, 33 TV networks and 12 radio stations. In addition to this there are 60 magazines and an increasing number of out-of-home media. The wide range of media portfolio makes ARBOmedia experts in the sector of media convergence and cross-media solutions. As an independent marketing agency, the company is the market leader in strong growth countries situated in central and southern Europe. The shares for ARBOmedia AG are listed in the Prime Standard of the German Stock Exchange.

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