



Digital Media Mission to New York with additional mission options to Los Angeles or Silicon Valley

Tap into the world's largest advertising and media hub

About this mission

Following the success of the second Digital Media Trade Mission to New York in 2009, Austrade, in conjunction with AIMIA (Australian Interactive Media Industry Association), is organising a return mission in March, 2010.

Often referred to as 'the media capital of the world', New York is the global hub for the advertising, marketing, media distribution, publishing and television industries. It is the largest media market in North America with seven of the world's top eight global advertising agencies headquartered in New York.

In addition to the New York program, supplementary program options will be available to visit Los Angeles or Silicon Valley to explore both entertainment and online media opportunities respectively.

Join this intensive, highly targeted program and introduce your technologies to major advertising and interactive media companies and suppliers.

Why should you participate?

- Introduce your solution to the world's largest advertising and marketing agencies like Razorfish and WPP. Take a side mission to Los Angeles or Silicon Valley to meet with leading US entertainment, online and social media companies like YouTube, Apple, EA and LucasArts.
- Gain market awareness, clarity on expectations, advice on preparing presentations and messaging suitable for the US market, plus gain a cross section of New York, Los Angeles and Silicon Valley market insights.
- Benefit from a pre-mission brief and in-market workshop focused on refining your presentation and developing a clear articulation of your messaging, value proposition and brand differentiation – conducted by New York-based branding experts HS Dominion (www.hsdominion.com)
- Present to a panel of Digital Media industry experts and benefit from constructive advice on technology and business development strategy.
- Network with customers and industry representatives at a networking presentation function at the Australian Consulate in New York.
- Attend meetings with targeted customers and partners, specific to your technology and strategic direction.

Image is courtesy of Getty Images

Important information

Date: 15 – 19 March 2010

Location: New York City, USA

Additional mission options

Date: 22 – 23 March 2010

Location: Los Angeles or Silicon Valley, USA

Application

deadline: Friday 27 November

Who should participate?

Australian businesses with:

- an innovative solution suitable for the advertising, marketing, entertainment or online markets.
- a proven sales record for the technology in Australia or overseas.
- a significant existing client base
- a commitment of both financial and managerial resources to the US market.

In conjunction with:





Mission program

A detailed agenda will be available in early 2010. Before the mission, you will receive a live market update (including preparation for US business expectations) and feedback on your marketing collateral and pitch presentation.

| | |
|--------------------------------|--|
| Mon 15 Mar | Bootcamp: <ul style="list-style-type: none"> - Understanding market expectations for branding, messaging, value proposition and differentiation in the USA – led by HS Dominion - Presentation critique and refinement - Networking and pitching in the US business environment |
| Tue 16 & Wed 17 Mar | Series of interactive round table discussions with US Industry professionals for constructive and strategic business development advice. <ul style="list-style-type: none"> - Setting up an office in NYC - Business law and immigration - Networking luncheon with digital media experts - Group presentations to major advertising and media organisations |
| Thu 18 & Fri 19 Mar | One-on-one appointments with potential partners and customers, tailored to your specific needs. |
| Optional | Los Angeles (Entertainment) or Silicon Valley (Online) Mission |
| Mon 22 & Tue 23 Mar | Market briefs, meetings and networking functions with potential partners and customers, tailored to your specific needs. |

Cost of participation

The total cost per delegate includes direct costs and an Austrade service fee.

| Total cost | Direct costs | Austrade service fee |
|--|---|---|
| Mission to New York A\$5,280 | Direct cost of A\$1,100 per delegate includes: <ul style="list-style-type: none"> • Professional feedback on messaging and presentation • Costs of networking luncheon • Delegates refreshments day 1, 2 & 3 • Marketing and promotion of mission to US advertising and media industry. | Austrade service fee of A\$4,180 (22 hours @ A\$190 per hour) includes: <ul style="list-style-type: none"> • In-market research and local engagement with US advertising and media Industry • Mission coordination and logistics support • Pre-departure briefing • Preparation of group marketing document aimed at key in-market contacts • In-market group bootcamp • Roundtable panel discussions • Networking function • Group activities with industry representatives • Setting up one-on-one appointments. |
| Additional Mission Options A\$2,000 | Los Angeles <u>OR</u> Silicon Valley Mission (following New York Mission Program) <i>The optional missions are available only to NYDMM 2010 delegates and NYDMM alumni delegates</i> | |
| | Direct cost of A\$100 per delegate includes: <ul style="list-style-type: none"> • Delegates refreshments • Marketing and promotion of mission to the US entertainment and/or online industry. | Austrade service fee of A\$1,900 (10 hours @ A\$190 per hour) includes: <ul style="list-style-type: none"> • In-market research and local engagement with US entertainment and/or online Industries • Mission coordination and logistics support • Setting up one-on-one appointments and/or group activities with industry representatives. |
| <ul style="list-style-type: none"> • Costs do not include flights, hotel accommodation, meals or transport unless specified above. • The direct cost and Austrade service fee form part of the total package and you cannot purchase one without the other. • You may also be eligible to claim some of your marketing and promotion costs associated with this mission through the Export Market Development Grant scheme. For more information visit www.austrade.gov.au or call 13 28 78. | | |



Optional Los Angeles Entertainment Mission

Los Angeles is the largest city in the state of California and the second largest in the United States. Often referred to as the 'entertainment capital of the world', the sector employs over 117,000 people in the region and generates US\$38 billion annually. It serves as a hub for the greater entertainment complex including major film studios, television production, visual f/x, and record labels. Content and entertainment technology companies including social and interactive media, mobile content and distribution, and games are also heavily represented in the city. Universal, Paramount, Disney, EMI, MySpace, Live Nation, Fox, and Warner Brothers among many others all call the city home. As entertainment continues to evolve in the digital age, significant opportunity awaits companies that provide innovative solutions to new issues inherent in content and media creation and distribution.

Optional Silicon Valley Online Mission

Silicon Valley, the high tech capital of the world, is home to many global online, interactive and social media firms including Google, Yahoo!, Facebook, Twitter, YouTube, Apple, LucasArts and EA. Dramatic changes in traditional media coupled with communications advances have led to the emergence of new distribution platforms and business models creating tremendous opportunities for innovative technology applications, content and solutions as well as partnerships with global industry leaders. Silicon Valley entrepreneurial community is also home to the largest concentration of venture capital in the US, focused on funding innovative next generation technologies and solutions.

Tailored appointments and/or group meetings in Los Angeles and/or Silicon Valley **will be arranged, depending on the fit, number and nature of the mission attendees' businesses.**

Testimonials

"The Digital Trade Mission facilitated by Austrade and AIMIA surpassed all our expectations. It has provided our company opportunities in the USA we simply would not have had being based back in Australia. The Austrade / AIMIA Digital Trade Mission have already proved an invaluable experience for Front Foot on many levels and we remain confident we'll continue to experience further benefit."

Ben Astill, CEO, Front Foot Media

"MIA found the mission hugely valuable and has kick started our US rollout."

Richard Mergler, CEO, MIA

"The NYC Mission provided us with invaluable introductions within the local market and – perhaps most importantly – the opportunity to better define our positioning and focus on the specific value that will drive our growth within the US market in the years ahead."

Matt Griswold, Vice President, Soap Creative

Apply before Friday 27 November 2009

Apply online at www.austrade.gov.au/NYDMM10. In order to provide the highest level of service to delegates, participation in this mission is by invitation only and space is limited. A panel will review applications and select companies based on their compatibility with mission objectives. Successful applicants will receive an Event Participation Kit with all the information you need to prepare for the mission.

Key contacts

Janelle Ledwidge,
National TradeStart Manager, AIMIA
T 02 9248 7906
E janelle@aimia.com.au
W www.aimia.com.au

Simon Hill
Snr Business Development Manager, Austrade New York
T +1 212 351 6571
E simon.hill@austrade.gov.au
W www.austrade.gov.au

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