The Electronic HomeShopping Conference 2015

Barcelona

June 21st – 23rd
Fairmont Rey Juan Carlos I

Conference Programme
Message from the ERA Europe Executive Director

Dear Ladies and Gentlemen, attendees and exhibitors,
Bienvenido a Barcelona.

It is an honour and pleasure to welcome you all to the 2015 Electronic HomeShopping conference. From Monaco, Stockholm, Berlin, Rome and Vienna we have finally come back to the shores of the Mediterranean sea with our conference.

Barcelona is the capital of the region of Catalonia. It seems almost unnecessary to market this vibrant, dynamic, traditional, historic but modern city, directly located on the shores of the Mediterranean Sea. Barcelona is not only famous for its football club FC Barcelona and the Camp Nou, the “new” stadium built in 1957, located next to our hotel. You will also find Gaudi all over the city, the Art Nouveau district around the historic centre, as well as the city’s Olympic sites which are all must see destinations.

This year the ERA conference is offering the Multi Channel Money Streams (mcms) for the first time, where on Monday the 22nd of June prominent guest speakers will address topics such as new revenue models for the convergent media and e-commerce industry as well the emerging new regulatory framework in Europe. We will bring together representatives and stakeholders from all areas of multichannel business models, to provide a 360° perspective on the challenges and, more importantly, the further opportunities of multi-channel & multi-screen business. 19 speakers from multi-channel, multi-screen companies and political institutions and authorities will look at aspects of the multi-screen world such as IP, counterfeiting, convergence, integrated business as well as regulatory aspects.

On Tuesday, SES - a satellite and service operator - will give us an insight into their business and how to prepare and distribute content via the various infrastructures such as satellite, cable, IPTV, OTT or mobile.

We would like to encourage you to join us at the opening reception, which will be held at the pool area of the hotel. Once you see the location, you will understand why we had to organize a fashion event here!

Our Monday event will take us to the Bestial restaurant, located at the hot spot of Barcelona. Enjoy great food and a launch atmosphere on one of the longest summer days, directly at the beach.

Everyone present at Barcelona would have been in contact with Sandra, our conference director from EVA Horbach’s Economic Marketing. You will have experienced her great customer service and, as always, she has delivered on great planning and organisation for our conference. I would also like to encourage you to meet the editor of our ERA Newsletter, Amanda Justice, and, as most of you know by now, your contributions for our newsletter are always welcome. This is also always the place to express my gratitude. I would like to thank the hard working conference team of Sandra Weiser, our conference director, and Dieter Brockmeyer, our conference chair for mcms.

Mike Wells’ term as our Chairman of the board of Directors ends with this conference. I would like to use this opportunity to thank him for serving as our chairman over the last two years and ensuring that our association sailed safely through the rough sea of transition. I would also like to welcome our new Chairman Isabelle Fournier from Ventadis. A very active board member over the past year. We are very happy to have her as new chairman.

It seems that we have found a new home for our conference - for the moment the Fairmont Rey Juan Carlos I seems the perfect place to develop the conference, attendance, events and speakers. We can therefore announce that we will be back at this hotel next year from June 14th to June 16th.

I hope, that you have a great conference in Barcelona. I sincerely wish that you find new business opportunities here, widen your perspective through our sessions and that you simply enjoy your stay in Barcelona.

Best regards
Dr. Julian Oberndörfer
Executive Director
Electronic Retailing Association Europe
Dear Ladies and Gentlemen,

What an honor it is to have the opportunity to serve ERA Europe as its new Chairperson. On your behalf, let's give a big thank you to Mike for the quality of his participation as the former chairman.

I will do my utmost to use my 20-year experience in the home shopping industry to support Julian to make sure ERA EUROPE delivers significant value to its members, and that the association gets the visibility it richly deserves.

I also want to be close to each individual member, collecting ideas, feedback and comments on ERA Europe activities, so that we can improve on a day to day basis not only the quality of its services but also its strength and influence in the industry.

We are a 5 billion euro industry. Our weight is increasing every year in Europe and being part of ERA Europe gives us a real competitive advantage, the keys to fine-tune our business constantly and to identify and pick-out new business models.

ERA Europe is an incredible source of inspiration. By the end of these few days together I am sure we’ll leave, as usual, with tons of ideas and projects. It is really a key opportunity to promote your company, to meet your future partners and get the precise information you need to develop your business.

Saturday’s committee meetings regarding Conference and Memberships, Government Affairs and Self Regulation, will have an open door policy so I am looking forward to seeing you there.

This year we will have a new format for the regulatory panels, via the MCMS Monday conference. I encourage you to attend this session, to be enriched by new business models, trends and ways to integrate new media, into your business, in accordance with regulatory and business requirements.

Have a wonderful stay in Barcelona. Wherever you are in this incredible city, there’s always something to see and visit, such as the treasure of home-grown Catalan architecture, modern and contemporary buildings. Markets and restaurants are a real treat for your senses … so make sure you take the time to take advantage of this fantastic city. ERA EUROPE, like Barcelona, has the perfect blend of old and new but is always creating new niches for itself to make it stand out from others. I am certain we can „shop with confidence“ here, even if it is not on TV and internet. I sincerely believe that by the time we leave Barcelona, we will remain inspired and motivated until we meet each other again.

Finally, on your behalf I would like to thank Julian and our conference Director Sandra, conference Chair of mcms Dieter and all other volunteers who set up this important event with the ambition to make you live a unique & fruitful experience.

With best regards
Isabelle Fournier
Chairman
Electronic Retailing Association Europe
### Business Club

![Business Club Image](image-url)

#### Business Club Tables Barcelona 2015:

<table>
<thead>
<tr>
<th>Table</th>
<th>Company</th>
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<th>Email Address</th>
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<td>ERA Europe</td>
<td>Oberndörfer Julian</td>
<td><a href="mailto:joberndoerfer@eraeurope.org">joberndoerfer@eraeurope.org</a></td>
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The Electronic HomeShopping Conference 2015

Business Club

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Entrance to the conference level

ERA Hospitality Desk
### Agenda 2015

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<tr>
<th>Activity</th>
<th>Time</th>
<th>Location</th>
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<tr>
<td><strong>Saturday, 20 June 2015</strong></td>
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<tr>
<td>ERA Registration open</td>
<td>12.00 - 19.00</td>
<td>Hospitality Desk, Lobby</td>
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<tr>
<td>Executive &amp; Financial Committee Meeting (for board members only)</td>
<td>12.00 - 13.00</td>
<td>Sala de Juntas, 1st floor</td>
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<tr>
<td>Conference &amp; Membership Committee</td>
<td>13.00 - 14.00</td>
<td>Sala de Juntas, 1st floor</td>
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<tr>
<td>Government Affairs Committee</td>
<td>14.00 - 15.00</td>
<td>Sala de Juntas, 1st floor</td>
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<tr>
<td>Exhibitor booth set-up</td>
<td>15:00 - 22.00</td>
<td>Mare Nostrum, 1st floor</td>
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<tr>
<td>Self Regulation Committee</td>
<td>16.00 - 17.00</td>
<td>Sala de Juntas, 1st floor</td>
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<tr>
<td>ERA Europe Board meeting (for board members only)</td>
<td>17.00 - 19.00</td>
<td>Sala de Juntas, 1st floor</td>
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<tr>
<td>Joint ERA/ERA Europe Boards - Dinner (by invitation only)</td>
<td>20.30 - 23.00</td>
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<tr>
<td><strong>Sunday, 21 June 2015</strong></td>
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<tr>
<td>ERA Registration open</td>
<td>08.00 - 19.00</td>
<td>Hospitality Desk, Lobby</td>
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<td>Business Club</td>
<td>08.00 - 18.00</td>
<td>Mare Nostrum, 1st floor</td>
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<tr>
<td>Exhibition open</td>
<td>09.00 - 17.00</td>
<td>Mare Nostrum, 1st floor</td>
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<tr>
<td>Networking Luncheon</td>
<td>12.30 - 14.00</td>
<td>Mare Nostrum Foyer, 1st floor</td>
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<tr>
<td>Opening Reception</td>
<td>19.00 - 21.00</td>
<td>Pool Area</td>
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<td><strong>Monday, 22 June 2015</strong></td>
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<tr>
<td>Chairmen’s welcome</td>
<td>10.00 - 10.10</td>
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<td>Counterfeit, Piracy, Counterstrike</td>
<td>10.10 - 11.20</td>
<td>Mare Nostrum F, 1st floor</td>
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<td>Convergence’s Winning Side</td>
<td>11.40 - 13.00</td>
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<td>Networking luncheon</td>
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<td>Models for Integrated Business</td>
<td>14.10 - 15.30</td>
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<td>eur$reg special @ mcms</td>
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<td>Regulator meets New Business Needs</td>
<td>16.10 - 17.10</td>
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<tr>
<td>In Conclusion</td>
<td>17.10 - 17.30</td>
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<tr>
<td>Monday Night Networking Dinner</td>
<td>from 18.30</td>
<td>Lobby</td>
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<td><strong>Tuesday, 23 June 2015</strong></td>
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<tr>
<td>Company Forum - SES</td>
<td>11.00 - 12.00</td>
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<td>12.30 - 14.00</td>
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<td>13.30 - 15.00</td>
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<td>Wine Down</td>
<td>16.30 - 18.30</td>
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Monday, June 22nd

Conference Chair: Dieter Brockmeyer

**10:00 Chairmens’ welcome**  
Chair Conference, Chairboard Executive Director Europe

**10:10 Counterfeit, Piracy, Counterstrike**  
*Abstract: Piracy is an issue for media providers and retailers as well in both digital environments and “the real world”. How to tackle this problem?*

10:10 Introduction: One Problem for all Platforms, Ben Keen (IHS Technology)

10:20 Panel I:  
Tina Osojnik (Studio Moderna) & Ronald Brohm (RE-ACT)

10:50 Panel II:  
Ross Biggam (ACT) & Christoph Wagner (Morrison Forster)

11:20 Coffee Break
In times where digital content is used on all media reception platforms, either linear or non-linear it is crucial to have a technical background and infrastructure to store, manage, remix the meta-data and to have this data on hand for any on demand or broadcast service.

SES - satellite and service operator - will give us an insight into their business how to prepare and distribute content via the various infrastructures such as satellite, cable, IPTV, OTT or mobile.

SES Platform Services brings linear and non-linear audiovisual content of the highest quality to wherever viewers want it – on any device, in all formats and via all distribution channels. With its comprehensive services portfolio, SES Platform Services helps television on broadcasters, production companies and platform operators realize their business models. All services are systematically adapted to the digital value chain of the customer. As one of the leading technical media service providers in Europe, SES Platform Services broadcasts more than 300 channels via satellite, cable or Internet, as well as thousands of hours of video content, delivered monthly to video-on-demand platforms.

17:10 In Conclusion
Richard Kastelein (Agora Innovative Media)

Tuesday, June 23rd

11:00 - 12:00 Company Forum - SES
**Ina Bauer** of ATV, has been working for Austria’s largest private TV station since 2004. She started her career as a journalist in California, where she lived and worked for 7 years. After returning home to Vienna she started her initial job at ATV as an editor. She then worked as the assistant to the former head of the news department and later as the assistant to the former CMO. By 2009 she was in charge of all matters related to „Alternative Income“. 2010 she was appointed head of „Online & Diversification“, responsible for driving digital strategic change and innovation. 2011 the Special Ads department was integrated into her area of responsibilities. 2013 Ina took over the newly set up division „Sales & New Media“, including all sales tasks. 2015 marketing was added and Ina became director of Sales, Marketing & New Media.

After studying at Exeter and Saarbrücken, **Ross Biggam** worked as Legal Adviser to the House of Lords EU Select Committee before joining ITV, the leading commercial broadcaster in the UK, where he ended up as Head of European Affairs. In April 2000, he moved to Brussels to become Director General of the Association of Commercial Television in Europe (ACT) which represents the business interests of the commercial television sector at the EU institutions. Priority issues for the ACT include competition, intellectual property and digital TV issues, as well as the EU Television Without Frontiers directive. The growing membership of the Association now covers 25 member companies, active in twenty-one European countries and encompassing several business models, from free-to-air television broadcasters to multimedia groups and digital TV platform operators.

**Dieter Brockmeyer** is Chairman of Diplomatic Council’s Global Media Forum and a senior media industry consultant and journalist. His industry insight especially compasses on the German and European entertainment and telecommunications markets. Among others he wrote hundreds of articles in renowned international industry periodicals such as The Hollywood Reporter, Variety, C21 Media and World Screen News and could be seen as media expert on TV channels including CNBC, DAF and tectime tv. He also is author of books - including, in English, “From Connected TV to Coherent Media” published in 2012. He consults to film and TV industry players and is initiator, organiser and chairman of the euroṣreg conference series, bringing together TV executives and regulators from all across Europe to discuss the future legal framework and business model of a converged TV industry! Projects in 2015 include establishing with the European Electronic Retailing Association, ERA Europe, the mcms – multichannel money streams conference. He also consults Finnish partner establish a creative industry think tank series in Lapland.

**Michael Börnicke** was born on the 28th of October 1960 in Mülheim Ruhr near Düsseldorf. After his studies in Business Administration at the universities Bayreuth and Paris, he started his career as a Banker at the HypoVerinsbank (Unicredit) in Munich with focus on structured finance. After that he became a specialized consultant for Media and project financings. In January 1992 Michael Börnicke joined the commercial TV channel ProSieben Television GmbH as Head of Finance & Controlling. In 1995 he became Finance Director and managed the growth path from one channel to a diversified, profitable media group. In July 1997 he was the responsible manager for the IPO of ProSieben.SAT 1 AG. In January 1998, Michael Börnicke took over the position as CFO of Premiere Medien GmbH & Co KG, the German Pay-TV channel (today Sky). In 2002 he managed a MBO in combination with Permira PE. In March 2005, the Premiere AG went public (IPO) with Michael Börnicke as responsible CFO. In June 2006, he became the Deputy CEO and in 2007 he took over the position as CEO of Premiere AG. From 2009 to 2012, Michael Börnicke joint the women’s apparel company Esca-da AG as CRO. Later the beacme CFO and COO. From 2012 on, Michael Börnicke shifted his focus on e-commerce and was founder of Tirendo GmbH (Tyres) and Kiveda GmbH (Kitchens). Today Michael Börnicke is CEO of the kiveda Group with two kitchen Brands, kiveda and Küchen Quelle. The company is after 2 years of operation one of the key players in the kitchen industrie and disrupts the industry.

**Ronald Brohm**, a Dutch national, is the Managing Director and founder of business association REACT (European Anti-Counterfeiting Network) with offices in Amsterdam, Aachen, Buenos Aires, Guangzhou, HoChi-Minh City, Istanbul, Lisbon, Madrid, Milan, Panama, Prague, Skopje and Vilnius. In 1985, Ronald completed the Final diploma of Dutch law in the field of Social Economical Law at the Rijks Universiteit of Utrecht (R.U.U.). The same year he completed his Post-doctorate of European Business Law at the University
of Utrecht and the following year his Post-doctorate in International Commercial Law at the University of Amsterdam. Ronald started his carrier in 1987 at the Chamber of Commerce in Amsterdam. Since 1991 he has held the position of Director and founder of REACT, The European Anti Counterfeiting Network (April 1991), which he developed into a world wide anti counterfeiting network for more than 180 multinationals, owners of world’s most famous brands. The network manages almost 30,000 anti counterfeiting cases annually. Ronald is a speaker and short term expert for various international bodies like WIPO, EU, OHIM, WCO on IPR enforcement issues in Central and Eastern Europe, Central Asia, Asia-Pacific Region and Latin America. Over the years Ronald has been the author or editor, of a number of articles and papers.

**Cosmin Ene** is CEO and founder of LaterPay. In 2010, Ene and IT expert Jonas Maurus started LaterPay, a micropayment enabler. LaterPay is a self-service oriented platform which enables content providers to sell digital content without advance registration, personal data or advance payment. Content providers build their own business models ranging from pay per use over freemium to subscription models. LaterPay facilitates impulse purchases of paid content (e.g. in-game items, articles, videos) starting at as little as 5 cents and without advance payment. Therefore, it lowers resistance to paying for digital goods. Before LaterPay Ene was co-founder and managing director of DELUXE Television and an analyst and associate at Munich-based TecVenture Partners.

**Mihai Crasneanu** is the CEO of Grey Juice Lab and has extensive experience in the digital entertainment ecosystem. He sets the global strategy for the company and with his management team has launched and managed more than 30 OTT and IPTV services in the last 10 years. He advises customers on content strategy, negotiating premium content rights and monetizing on demand services. Mihai is an innovative and results-driven leader focused on achieving exceptional results in highly competitive environments. He specializes in launching and leading companies in the Telecom, Internet, Media, Entertainment (TIME) sector to accelerate international growth. Previously, Mihai was the CEO and Founder of glowria (now on the Paris Stock Exchange under the name Video Future), the largest independent VoD white label operator in Europe and France’s largest online DVD rental service, with more than 30,000 titles negotiated with major Hollywood studios, international content providers and local content providers. Prior to creating glowria in 2002, Mihai was VP International for UOL (Brazil), where he launched the international branch of the leading ISP and portal. He launched UOL in seven countries (five Latin American countries, the USA and Spain), and achieved fast paced growth to become the market leading ISP and portal in Latin America within one and half years of international launch. Before joining UOL, Mihai launched Latin America’s first webmail white label platform for clients including Telefónica.

**Marie Carmen Fernández** is an MBA graduated by ESADE and Telecommunications Engineer by Polytechnic University of Barcelona. She began his career as R&D engineer at Ericsson and Vodafone, and later on she joined RSL Communications Spain, telco operator, where she was Network Deployment Manager and was at the Steering Committee to constitute of BASA, the new company created to exploit the WLL license granted by Spanish Ministry of Communications and Industry. After 5 years playing different management roles regarding Infrastructures and Internet services provision at RSL, she became Operations Director at ENEO LABS, company dedicated to the deployment of Do-motics systems both for residential and industrial purposes. At that stage she managed general operations and was responsible for the P&L of the industrial division. She was also Operations Manager at InOutTV, producing and manufacturing different electronics devices for main brands as Siemens and OKI and finally was co-founder at TotalChannel, OTT operator, becoming Managing Director. TotalChannel has been recently acquired by Mediapro Group, where she is also Business Development Manager for OTT projects at Overon, company in the group.”
Jean-François Furnémont has an M.A. in Journalism and Communication Studies at the Université Libre de Bruxelles (ULB), a B.A. in International Relations and European Policy at the Université de Liège (ULG) and a B.A. in Public Finances at the Université Catholique de Louvain (UCL). Former freelance journalist specialized in politics and former spokesman of a political party, he is the author of several political biographies. He has been the Deputy DG (1999-2003) and the DG (2003-2014) of the media regulatory authority (CSA) of the French speaking Community in Belgium. He has also been involved in the Board of the European Platform of Regulatory Authorities (EPRA) as vice-Chairman (2008-2011) and as Chairman (2011-2014). He is frequently requested as an expert by the European Union, the Council of Europe, the International Organization of la Francophonie and the OSCE. Since June 2014, he is the Founding Partner of Wagner-Hatfield, a consultancy specializing in public affairs, policy, regulation & strategy.

Mattias Hjelmstedt is the CEO and Founder of Magine TV. Created in 2010, Magine TV is the pioneering cloud-based service for watching live and catch-up TV in the same place and across all devices. In place of complicated set-ups and costly subscriptions, Magine has created TV as it should be. As featured in Bloomberg, The Guardian, Wall Street Journal, and Wired, serial entrepreneur, Hjelmstedt has successfully created companies since the early 1990s in the areas of content distribution; streaming; online gaming; social media; and computer technologies. An unparallelled innovator, Hjelmstedt’s commitment to online user experience, and turning online TV into a global reality, sees him partnering with the leading figures in TV, electronics, and digital industries, as well as discerning consumers. Hjelmstedt has developed a number of high profile tech companies throughout his professional career. He was Co-Founder and VP Operation and Production of Voddler Sweden (2008–2010). Between 2005-2009, Hjelmstedt was CEO of Professional Entertainment AB, after founding the company. Professional Entertainment AB owned Hemmabiocenter.se, which was one of Scandinavia’s premier retailers for advanced home entertainment equipment. Hjelmstedt founded Scandinavian Cyber Events (2005–2007) and presided over the company as CEO. They were responsible for bringing the World Cyber Games to Scandinavia, and created events with clients including: Samsung, Intel, AMD, Coca-Cola, and Shuttle. In 2001 Hjelmstedt founded the Electronic Sports Network: a company that works with the development of social gaming platforms. The platform transformed into a framework for creating real time social platforms, and was used for Battlefield 3 and 4. ESN was acquired by EA in 2012, due to its success. He also created the Swedish E-Sport League, a gaming competition, which was first of its kind. Hjelmstedt additionally devised and launched Sogamed.com, which was one of the first social media sites with a global reach.

Richard Kastelein, Publisher of TV App Market, founder of The Hack fest (both acquired in 2013) and global expert on Media & TV innovation, Kastelein is an award winning publisher & entrepreneur. He has guest lectured at MIT Media Lab, Oxford University, & the University of Koln - sat on media convergence panel at 2nd EU Digital Assembly in Brussels and worked with broadcasters such as the BBC, ABC, CBC, NPO, RTL (DE and NL), Eurosport, NBCU, C4, ITV, Liberty Global, Seven Network and others on media convergence strategy (Social TV, OTT, VOD, DLNA & 2nd Screen). Kastelein has judged hundreds of startups for the European Commission Horizon 2020 and Innovate UK funding programs. He’s a Fellow of the UK Royal Society of Arts (RSA) and UK Royal Television Society (RTS) member.

Ben Keen is responsible for directing all research on consumer technology, media, telecommunications and displays within the Technology division of IHS. He leads a team of over 130 expert analysts around the world. Prior to joining IHS, Ben was instrumental in building Screen Digest into one of the world’s premiere research companies focusing on the Technology, Media & Telecommunications (TMT) space. In late 2010, Screen Digest was acquired by IHS, along with leading technology analyst firm iSuppli Corporation. Screen Digest and iSuppli formed a new business unit within IHS responsible for tracking and analysing the entire TMT value-chain. This was bolstered in March 2012 by the acquisitions of IMS Research and Displaybank, and further strengthened by the 2014 acquisitions of DisplaySearch and Infinonetics. IHS is a NYSE-listed research firm with $2.2bn annual revenue which employs 2,600 industry analysts, experts and researchers in 140 offices around the world.
After studying law at the University of Trier, Christoph Mühleib founded his own company which offered data distribution via DVB networks. He sold the company successfully and started to work for a software company as Vice President Business Development and Sales. In 2003 he joined Astra Deutschland, the german facility of SES as Business Development Manager Broadcast and 2005 Astra Platform Services, today known as SES Platform Services. Today he serves SES PS as Vice President Sales, responsible for Central Western Europe. SES PS offers a wide range of services for broadcasters including satellite capacity, playout, encryption, content management and distribution via the internet.

Since 2013 Dr. Julian Oberndörfer represents the Teleshopping Industry in Europe and the Middle East as Executive Director of ERA Europe. Prior to ERA, Julian Oberndörfer worked for 12 years at the German life shopping channel HSE24. His last position was HEAD of Country Management Austria & Switzerland - which represented more than 10% of the company’s turnover. He was responsible for the day to day operations, the classic and digital marketing, as well as the PR-activities within these countries. At the same time he acted as VICE President of Media Law, Media Politics and Distribution, in charge of the multichannel distribution of Home Shopping Europe’s three channels, “HSE24”, “HSE24Extra” and “HSE24Trend”, in analogue, digital and HD technology to approx. 100 million homes. Multichannel projects such as interactive TV, HbbTV or TV-Apps were a major asset of the HSE24 multichannel strategy, devised and steered by the MMD department. To safeguard the distribution, MMD was in charge of all the lobbying activities comprising legislation, regulation, frequency allocation, as well as all legal issues regarding these activities. From 2005 to 2013 he presided as Chairman of the Working Committee for Independent Special Interest and Teleshopping Channels within the German TV Association „VPRT“. 2007 he joined the board of directors of the Electronic Retailing Association Europe (ERA Europe). 2009 he was elected as Chairman of ERA Europe’s Government Affairs Committee, 2012 to 2013 he served as Chairman of ERA Europe’s Board of Directors. Currently he is serving on the Advisory Committee of the European Audiovisual Observatory - Council of Europe. Prior to working in the teleshopping industry, he practiced at the law firm Kraske Härtel and worked for the Deutsche Bank HQ in Frankfurt. He is a graduate of LMU Munich and holds a Ph.D from TU Chemnitz and is coauthor of the Commentary of European Media Law.

Born in Ljubljana, Tina Osojnik has a Master’s degree in law and real estate management. Her business and economics knowledge is enhanced by an Executive MBA in Intellectual Property Rights from the Cotrugli Business School. While working at the Office for Intellectual Property, she provided corporate and individual advice on how to protect, defend and exploit intellectual property rights. Tina now works in the private sector at Studio Moderna where she leads the Intellectual property & Brand protection department. Studio Moderna is a leading multi-channel e-commerce and direct to consumer platform in Central & Eastern Europe, with a vertically-integrated network reaching more than 400m consumers across 21 countries. Tina works primarily in the area of strategic advise and effective protection and enforcement of Intellectual property rights, including contractual relationships and due-diligence matters. She also lectures and is mentor to start-ups on intellectual property strategies for trademarks, designs, copyright, patents and trade secrets.

Matthias Pfeffer is managing director and editor in chief of Focus TV in Munich, owned by German publishing house Hubert Burda Media. Pfeffer is with this company since end of 1995 when he started as production editor and became editor in chief in August of the following year and also MD five years later. He started his career as trainee at “Multimedia/Cinecentrum/Deutsche Wochenschau” in Hamburg in 1988 and then became editor of “Deutschlandspiegel”. He then moved to “Spiegel TV” and the commercial network Sat.1 where he held various editorial positions for different formats. He was awarded with a number of prestigious awards including a silver and bronze medal for the New York Festivals and a “Bundesfilmpreis für Wirtschaft” (Federal Film Award for Economics).

Jide Sobo is responsible for driving the growth of the mobile channel at MEC. He brings rich experience in mobile with over twelve years of direct industry experience. In his role as head of Mobile at MEC, Jide is responsible for increasing spend in mobile media, as well as integrating mobile into the wider communications activity wi-
thin the agency. Jide started working for mobile operators in 1999 and developed the mobile advertising proposition for 3 UK in 2005. Since that time, he has worked for mobile ad network AdMob and IPG’s full service mobile agency Ansible. He has worked with Webber Shandwick on their Cannes Lions winning work for GSK, as well as with Microsoft, Burberry, Tiffany, MasterCard, Paramount and many others.

Krisztina Stumpf is a lawyer specializing in media law. She holds a Law degree and a Master’s in Communication and Media Studies from the ELTE University in Budapest. She received Master of Laws (LL.M.) degrees from Humboldt University (in 2003) and from Columbia University (in 2010) where she was studying as a Fulbright Scholar. Her professional experience includes work in the legal department of the Hungarian Radio and Television Commission, the legal department of MTM-SBS Television and experience at the Andrásí Law Firm in Budapest. Focusing on European and International law, Krisztina has also worked at the Research Department of the Court of Justice of the European Union in Luxembourg. Currently she is Deputy Head of Unit at the European Commission, in Directorate General for Communications Networks, Content and Technology. She is in charge of audiovisual media policy related files in the area of Converging Media & Content, the implementation of the Audiovisual Media Services Directive as well as media freedom and pluralism.

Dr. Christoph Wagner is partner of Morrison & Foerster in Berlin and co-chair of the firm’s global media group. He focuses on transactions and on strategic regulatory advice in the media, technology and communications industries. Christoph advised on visible technology, telecoms and cable transactions, including the 3G and 4G license auctions and the sale of Unitymedia. He handled prominent media transactions, such as 21st Century Fox’s sale of Sky Deutschland to BSkyB, Axel Springer’s acquisition of N24, Haim Saban’s acquisition and sale of ProSiebenSat.1 Media, and the acquisition of Champion’s League and Bundesliga soccer rights packages. Prior to practicing as an attorney, he worked for the Berlin Media Authority, the European Commission and the European Parliament. From 2003 to 2007, he was alternate member of the German Media Ownership Commission (KEK). Since 2009, he has lectured European Media Law at the University of Potsdam. He has authored numerous essays and articles on topics relevant to the industries, such as net neutrality, digitization and cable consolidation. Christoph Wagner is a leading TMT, M&A and regulatory lawyer who is consistently recognized by Chambers, Legal 500 and JUVE as a Leading Individual. Best Lawyers named him 2014-2015 Media Lawyer of the Year, 2013 Telecommunications Lawyer of the Year, and 2012 M&A Lawyer of the Year. Chambers has referred to Christoph Wagner as „the person who first comes to mind if one thinks about media deals in Germany.”

Krzysztof Zalewski is Head of Regulation Department of the National Broadcasting Council of Poland (KRRiT), responsible for procedure of licensing radio & television channels. Member of Audiovisual Regulator’s Working Group on Connected TV.
WIN DIRECT is a young and dynamic company established in September 2008, with the aim of developing innovative and quality products with a strong customer service culture towards our partners. Our Company develops and markets cosmetic and beauty products as an answer to common needs, health and wellness products to improve the quality of life, fitness machines and active footwear to improve shape and have a healthier lifestyle, as well as technology and housewares products which make our life easier, among others. We also produce our product’s infomercials for their distribution through DRTV. Based on the experience gained in the main business areas, our company has acquired a global know-how. The good financial results together with our great reputation among our partners are good proof of it.

JML is an innovative consumer product company based in the UK that employs over 350 people with operations in 12 countries and distributors in a further 70 global markets. JML’s key product categories are housewares, health & beauty, DIY, car care and gifts. JML is the world leader in the promotion of products with screens in retail stores, and has a network of over 10,000 screens in major retail outlets. JML distributes its products through these retailers and also direct to the consumer through ecommerce and TV home shopping. Producing its own demonstration film and infomercials, JML is one of the world’s leading DRTV suppliers.

Established in 1991 INDUSTEX S.L. develops, markets and distributes innovative and exclusive mass appeal ‘As Seen On TV’ consumer products with effective TV presentations worldwide through multiple channels of distribution. Based in Barcelona (Spain), INDUSTEX is a major player in global marketing and distribution, with an extensive network of distributors in over 80 countries in Europe, America, Asia, Australia and Africa, 100% owned operations in Spain, Portugal, Italy, UK, Scandinavia, Japan, USA, Germany, Switzerland and Australia and joint ventures in, among others, France, Greece and Latin America. Being a leading marketing organization, INDUSTEX employs its strong experience in concept and creative development, product sourcing and manufacturing, video production, and worldwide placement of products to fulfill the most demanding customer expectations. INDUSTEX’s products are bestsellers in their respective categories, such as Health and Beauty, Fitness, DIY and Household, marketed under well-known brands.
Williams Worldwide Television
Address: 3130 Wilshire Blvd. Suite 300
Santa Monica, CA 90403
Telephone: 310-449-4506
Website: www.williamsworldwidetv.com
Contact: Allison Givens
(allisong@williamsworldwidetv.com)

WWTV is an industry leader with over 20 years of experience in international product distribution. We provide a full-scale global presence while giving you a single point of contact for over 80 global markets. Our command of the international market combined with our top-notch sales and marketing teams means that we truly are a stress-free, turnkey, low-risk answer to your international product distribution needs. Our reach extends into Europe, Asia, Latin America and the Middle East, so you'll be sure your product sales are truly global: our focus on international product distribution is designed to make you profit.

Products2TV
Address: Calle Luis Alvarez Lencero nº3, Edificio Eurodom, planta 6 despacho 3
06011 Badajoz, Spain
Telephone: +34 665790696
Contact: Sergio Nascimento
(sergio@products2tv.com)

Products2TV is a 3rd party product supplier with clients in Europe, Asia, South America and the Middle East. If you have a product and you want to sell it globally with success we will do it for you. 20 years of DRTV and retail experience speaks for itself. If it’s DRTV “we’ve been there, done that” !!!

ML Essentials GmbH
Address: Emil-Berliner-Str. 13-17
30851 Hannover-Langenhagen, Germany
Telephone: +49 511 97228-60
Website: www.manoulenz.tv
Contact: Iris Albrecht (info@manoulenz.tv),
Carsten Sterzenbach (mbs medienberatung, cps@medienberatung-sterzenbach.de)

Manou Lenz is one of the most successful fashion designers in Germany. She markets her figure flattering designs via a multi channel retailing concept in Germany and abroad. In Germany she utilizes her own home shopping TV channel MLTV. Manou Lenz is attending this years ERA-Congress to market her fashion to teleshopping networks in France, Russia and other countries. She is also interested in offering airtime on her own TV channel as a distribution platform in Germany to international manufacturers and suppliers.

Thane Direct Marketing Inc.
Address: 5255 Orbitor Drive, Suite 501
Mississauga, Ontario, Canada L4W 5M6
Telephone: +1 905 625 3800
Website: www.thane.ca
Contact: Lori Cohen
(lori@thanedirect.com)

Thane Direct is a global leader in the multi-channel direct marketing of consumer products with operations that include company owned and controlled distribution centers in US, Canada, UK, Sweden, Norway, Finland & Denmark, Australia, Mexico and The Middle East and established relationships with over 300 trading partners in over 100 countries worldwide.
DR-HO’S Wellness Products

Address:  145 Anderson Ave, Markham ON L6E1A4, Canada
Telephone: +1 647-295-5810
Website:  www.drhonow.com
Email:  Dr. Michael Ho
        DRTVasia@hotmail.com

We have new products that can be your top sellers. During this year’s ERA show, we will be introducing several new products including DR-HO’S Massage Insoles, DR-HO’S Perfect Back Rest, Anti-Pressure Cushion and Pain Therapy Circulation Promotor. Our company design and manufacture a line of self care products that are effective, high quality and low cost. They are designed for people who want a more active life with better health. They are best sellers on multiple channels including Live TV Shopping, Infomercial, Mass Retail, Pharmacies, Insurance / corporate sales, mail order, Online sales and with direct marketing. All products are made in house with best materials and workmanship. We have a 100% product replacement guaranteed against defects. We can provide all marketing materials and ready made Infomercials for our products.

KAYEE International Holding Co. Ltd.

Address:  8F, No.59, Sec. 2 Yung Ho Road
          Yung Ho District,
          New Taipei City, 23444 Taiwan
Telephone:+86-15012575526
Website:  www.shopnshop.tv
Contact:  Yoram Jovani  (yoram@kayeemo.com.cn)

Kayee International Group, Sourcing, Marketing & Distributing consumer products worldwide to leading DRTV, mail Order & Retail distributor. Kayee has a portfolio of Short Form & Long Form for which it has exclusive arrangement globally. Kayee Global business model is very simple as it is based on the support of its existing international “Distribution Network, in various markets. Kayee focus on selected customers in each market with a view to building long term brand value.

LGP LTD.

Address:  10 West 46th Street , Suite 4A
          NY 10036 USA
Telephone: +1 212 840 2510 ext. 201
Website: www.LGPLTD.COM
Contact:  Isaac Pollak
          (Isaac@lgpltd.com)

Direct to the consumer marketers look to LGP for ways to ensure that names on lists become buyers who continue to be actively engaged and loyal customers. Our Successful Products and Marketing Strategies have been used worldwide for 40 years. LGP designs and manufacturers fashion jewelry and watches, with Precious and Semi-Precious Gemstones that have an immediate recognized value. Ideal as premiums or for sale catalog categories, you don’t have to be in the jewelry business to take advantage of the very real profits generated by LGP products. We work with your team to develop promotions geared to your customer base and price objective. Our state of the art graphics department creates high resolution photography as a service to our clients. Take advantage of 40 years of experience by joining the LGP TEAM. LGP is committed to Excellence and Customer Satisfaction.
**Intermarketing Express**

Address: Calle 93 # 15 – 51 Office 406, Bogota, Colombia  
Telephone: +571 6170133  
Website: www.intermarketingexpress.com  
Contact: Tatiana Serrano Sarmiento (sales@intermarketingexpress.com)

Intermarketing Express focuses on finding gaps in the market by importing and developing products through infomercials that would fulfill customer needs. We perform in a variety of sectors, such as Health, Beauty, Cosmetics, Home and Entertainment. With more than 20 years of experience, Intermarketing Express is one of the pioneers in Colombia, working with the Direct Response Industry. It has become the #1 company in this industry in Colombia and Ecuador by developing its own Brand. Intermarketing Express counts with a great production and postproduction department with more than 100 national and international products by infomercials, commercials and catalogs. Today Intermarketing Express is a worldwide consolidated company that creates, develops and produces infomercials of innovative products recognized all around the world.

**SANKOM SWITZERLAND, SA**

Address: Rue de la Molière 2, CH-2800 Delémont, Switzerland  
Telephone: +41794270277  
Website: www.sankom.com  
Contact: Ms. Oksana Mazourik (info@sankom.com)

SANKOM is a Swiss Award-Winning Multinational company specializing in Health and Weight Loss Products with a presence in 85+ countries around the world. SANKOM Products are natural, innovative and have unique patents. SANKOM Patent Posture-Correction Shapers: available in Aloe Vera, Bamboo and Cooling Fibres Material, for Men and Women. Some of the unique benefits of SANKOM Patent Posture-Correction Shapers are: Patent Structure for Excellent Back Posture-Support, Creates a Flatter Stomach Effect and Butt Lift, Reduces cellulite visibility, Comfortable to wear, breathable fabric. SANKOM Patent Bra: SANKOM® Bra is developed from a unique technology. It lifts and supports the breasts, creates the desirable push-up effect and, at the same time, forms a correct posture and reduces back pain. Swiss Diet Kit: The SANKOM SWISS DIET KIT is a natural, delicious and healthy prebiotic supplement that suppresses appetite and helps reduce the calorie intake and thereby reducing weight.

**StratosAG**

Address: Eschner Strasse 4  
FL-9487 Gamprin-Bendern  
Fürstentum Liechtenstein  
Telephone: +423 377 1000  
Website: www.stratos.li  
Contact: Waldemar Juchimiuk (office@stratos.li)

Stratos AG, founded in 2010, is among the leading suppliers in the world of nutritional supplements and medical devices contributing to health in general and to weight loss especially. Stratos follows a new and unique approach: product development backed by scientific research combined with high quality standards in production and innovative marketing methods with a strong focus on infomercials and e-marketing - all from a single source - guarantee unbeatable competitive advantages of Stratos products. Thus, Stratos not only delivers superb and unique value to its customers, but to its worldwide distribution partners, too.
JML Group

Address: JML House, Regis Road, London NW5 3EG, UK
Telephone: +44 207 691 3800
Website: www.jmlgroup.com
Contact: Janie Peace
(Janie.Peace@jmlgroup.co.uk)

JML is an innovative consumer product company based in the UK that employs over 350 people with operations in 12 countries and distributors in a further 70 global markets. JML’s key product categories are housewares, health & beauty, DIY, car care and gifts. JML is the world leader in the promotion of products with screens in retail stores, and has a network of over 10,000 screens in major retail outlets. JML distributes its products through these retailers and also direct to the consumer through ecommerce and TV home shopping. Producing its own demonstration film and infomercials, JML is one of the world’s leading DRTV suppliers.

NORTHERN RESPONSE

Northern Response International Ltd.

Address: 50 Staples Avenue, Unit 2, Richmond Hill, Ontario Canada L4B 0A7
Telephone: +1 905 737 6698 ext. 316
Website: www.northernresponse.com
Contact: Barb Allan (barb@nresponse.com)

Northern Response is the largest distributor of Direct Response TV products in Canada and one of the largest international syndicators of DRTV programming in the world with distribution to over 90 countries. Since 1984, we have handled campaign distribution for over 1,000 infomercials, DRTV spots, print and retail products. Our multi-channel platform includes DRTV Sales, Television Shopping Channels, Print and Catalogue Marketing, Outbound Telemarketing, Database Programs, Online E-Commerce Sales and Retail Sales.

Laco

Address: 3, avenue de l’Europe
67720 Hoerdt, France
Telephone: +33 3 88 513 000
Website: www.lacoshop.com
Contact: Jean-Paul Rüsenberg
(jp.rusenberg@lacoshop.com)

The company LACO manufactures and distributes its natural cleaning product called Shadazzle in France and worldwide. Made of clay and other natural ingre-
dients, it contains no chemicals and is not harmful to the user or the environment. Shadazzle got the Ecocert certification in 2013, under the category « Eco-Detergents ». The success of this product is due to its amazing cleaning action and its effectiveness on any surface. LACO also manufactures and / or distributes other cleaning products, and produces Shadazzle for retailers. Its mission is to propose innovative and high quality household products.

PacNet Services Ltd.

Address: Shannon Airport House, Shannon County Clare, Ireland
Telephone: +353 (86) 780 9508
Website: www.pacnetservices.com
Contact: Brian Weekes
(Brian@pacnetservices.com)

PacNet offers an extensive range of multi-currency payment processing services for response merchants around the world. Accept credit cards in the national currencies of over 130 countries; test important local payment methods like UnionPay, direct debit and bank transfer; Deposit local-currency cheques payable to your business or trading name; and request refunds to customers in virtually any market. There is no need to open new bank accounts or negotiate complicated agreements with the banks. With PacNet, you enjoy easy access to new services, competitive rates, and rapid settlement of funds to whichever bank account you designate.

WELLMARKET

Address: via Vittor Pisani no. 9
20124 Milano, Italy
Telephone: +390245381020
Website: www.wellmarket.it
Contact: Massimo Rugarli
(Massimo.Rugarli@wellmarket.it)

WELLMARKET is an owner-managed leading company that owns and distributes innovative and high-quality consumer products to Direct to Consumer marketers, that adopt a multi-channel strategy, which includes DRTV spots, web sales, retail and outbound calls. We have exclusive partnerships with leading consumer suppliers that we support in their development strategy. Our product portfolio mainly focuses on the Household and Health and Care segment.
We help the D2C industry to reach full potential, providing multi-channel strategy review, services and consultancy solutions, including DRTV production, web sales, fulfillment, shipping, and telemarketing.
Win direct SL

Address: C/ Corcega, 299, 5º-3ª
Barcelona 08008, Spain
Telephone: +34 93 453 56 88
Website: www.windirect.es
Contact: Enric Calleja i Vilaspasa
(enric@windirect.es)

WIN DIRECT is a young and dynamic company established in September 2008, with the aim of developing innovative and quality products with a strong customer service culture towards our partners. Our Company develops and markets cosmetic and beauty products as an answer to common needs, health and wellness products to improve the quality of life, fitness machines and active footwear to improve shape and have a healthier lifestyle, as well as technology and housewares products which make our life easier, among others. We also produce our product’s infomercials for their distribution through DRTV. Based on the experience gained in the main business areas, our company has acquired a global know-how. The good financial results together with our great reputation among our partners are good proof of it.

Meeting room: Terral III

High Street TV (Group) Limited

Address: Central House, Beckwith Knowle
Otley Road, Harrogate, UK, HG1 1UF
Telephone: +44 (0) 1423 730 300
Website: www.highstreettv.com
Contact: Carly Worth
(Carly.Worth@highstreettv.com)

High Street TV (HSTV) are the UK and Ireland’s market leading multi-channel retailer. Setting new benchmarks for direct response in the UK, HSTV is direct response TV with a real difference, with the difference being retail. With dedicated Direct to Consumer, Business to Business and International Distribution divisions our team of over 110 staff work seamlessly to bring to life sales programmes that educate, captivate and convert both direct and via retail channels. We are „Truly Multi-Channel“

Meeting room: Ponent I + II

MediaShop Holding GmbH

Address: Schwarzottstraße 2a,
2620 Neunkirchen, Austria
Telephone: +43/2635/90160
Website: www.mediashop.tv
Contact: Yvonne Hellmair
(y.hellmair@mediashop-group.com)
MediaShop offers millions of commercial air-time minutes on television and is successfully represented in all distribution channels. MediaShop is a major DRTV provider in the German-speaking and CEE region and is successfully conducting business in 11 countries throughout Europe. MediaShop is in the market since 1999 and offers years of experience. MediaShop is a stable corporation with experienced long-term staff.

**Meeting room: Llevant I**

**Industex, S.L.**

Address: Av. P. Catalans, 34 – 8th Floor, 08950 Esplugues de Llobregat, Barcelona, Spain
Telephone: +34 93 254 71 00
Website: www.industex.com
Contact: Miguel Morales (exp.miguel@industex.com)

Established in 1991 INDUSTEX S.L. develops, markets and distributes innovative and exclusive mass appeal ‘As Seen On TV’ consumer products with effective TV presentations worldwide through multiple channels of distribution. Based in Barcelona (Spain), INDUSTEX is a major player in global marketing and distribution, with an extensive network of distributors in over 80 countries in Europe, America, Asia, Australia and Africa, 100% owned operations in Spain, Portugal, Italy, UK, Scandinavia, Japan, USA, Germany, Switzerland and Australia and joint ventures in, among others, France, Greece and Latin America. Being a leading marketing organization, INDUSTEX employs its strong experience in concept and creative development, product sourcing and manufacturing, video production, and worldwide placement of products to fulfill the most demanding customer expectations. INDUSTEX’s products are bestsellers in their respective categories, such as Health and Beauty, Fitness, DIY and Household, marketed under well-known brands.

**Meeting room: Mestral I + II**

**Kauf-Star GmbH**

Adress: Stormarnring 14
22145 Stapelfeld, Germany
Telephone: +49 40 675730
Website: www.kaufstar.de
Contact: Christian - Arne Carstensen (arne.carstensen@dspro.de)

Kauf-Star GmbH is a modern, innovative trading house that supplies professional solutions in the market for non-food items to international companies, including: DRTV, Retail, Mail Order, E-commerce and wholesaler. Kauf-Star has grown to be one of the largest trading houses in Europe with a wide product range including as seen on TV items, kitchen, cleaning, health & beauty and DIY.

**Meeting room: Llevant II**
Extra Meeting Spaces

**Telebrands**

Address: 79 Two Bridges Rd.
Fairfield, NJ 07004, USA
Telephone: +1 973 244 0300
Website: www.telebrands.com
Contact: Poonam Khubani
poonam@telebrands.com

Telebrands is a leading direct television marketing company and the original creator of the “As Seen on TV” logo and category of trade. Telebrands distributes its products in over 120 countries each of the company’s products is designed to save consumers time and money by providing affordable, convenient solutions to everyday challenges. Over these past three decades, Telebrands has given the world some of the most exciting As Seen on TV devices and gadgets.

Meeting room: Tramuntana I

**Thane Direct Marketing Inc.**

Address: 5255 Orbitor Drive, Suite 501
Mississauga, Ontario, Canada L4W 5M6
Telephone: +1 905 625 3800
Website: www.thane.ca
Contact: Lori Cohen
lori@thanedirect.com

Thane Direct is a global leader in the multi-channel direct marketing of consumer products with operations that include company owned and controlled distribution centers in US, Canada, UK, Sweden, Norway Finland & Denmark, Australia, Mexico and The Middle East and established relationships with over 300 trading partners in over 100 countries worldwide.

Meeting room: Tramuntana II

**WS-INVENTION trade GmbH**

Address: Ricoweg 7,
A-2351 Wr. Neudorf, Austria
Telephone: +43 (0) 2236 908 444 11
Website: www.wsinvention.at
Contact: Robert Bartonek
(rbartonek@wsinvention.at)

Active product research all over the world. Creation & OEM development of new products. Product manufacture in highly skilled factory plants. Continuously quality control w. own QA staff in Far East.

Highly quality in-house production of long & short form Infomercials. State-of-the-art TV production studio for up to 3 different sets with own technical facilities. Technical facilities for up to 5 HD digital cameras. Inhouse stage scenery construction department. 2 high-end AVID Media Composer Online editing systems, fully equipped sound studio. Customizing of Infomercial for all DRTV markets, Lip-sync dubbing w. professional speakers. We ship worldwide Professional logistic support.

Meeting room: Club I
TRISTAR PRODUCTS INC.

Address:  492 ROUTE 46 EAST  
Fairfield, NJ 07004, USA  
Telephone: +1 973-575-5400  
Website: www.tristarproductsinc.com  
Contact:  Joe I. Urbay Jr.  
(joeu@tristarproductsinc.com)

Tristar Products, Inc. is the recognized pioneer of taking innovative ideas and turning them into branded world wide distributed products. Dedication to high standards of quality manufacturing makes Tristar Products an internationally respected infomercial market leader. With unparalleled success in selling home appliances, fitness equipment, sports gear and health and beauty programs, Tristar Products is constantly being sought to form alliances with inventors and celebrities such as Jack LaLanne, Carol Alt, Denise Austin, Hulk Hogan, Gilad, Brenda DyGraff, Rachel Hunter, Montel Williams, Joan Rivers, Tiki and Ronde Barber, Bruce and Chris Jenner among others, who wish to brand their products and their programs.

Tristar also boasts a state-of-the-art studio. Located just 25 minutes from mid-town Manhattan, our 65,000 sq. ft. studio is the ideal production destination on the east coast. With well established brands, proven international and domestic distribution channels, media power in over 100 countries, the best team in the industry and quality manufacturing that attracts celebrity endorsements, Tristar Products Inc. has exceeded over a billion dollars in sales.

Meeting room : Club II

MKC-Totalmedia Vienna Austria

Address: Rosenhuegelstrasse 13 Top 4-5  
1120 Vienna, Austria  
Telephone: +43 1 804 82 24  
Website: www.mkctotalmedia.com  
Contact: Michel Kroell Carrere  
(mkc-mkctotalmedia.com)

MKC Totalmedia is Austria’s leading film production agency for DRTV Infomercials and foreign language adaptions for the German, Czech and Slovak speaking Markets. Founded 2003 by French-Austrian CEO Michel Kroell Carrere, DRTV Director since 1993, MKC produced more than 1000 DR-productions and over 300 lip-sync films in 5 languages. MKC’s effective “Six-Stars Plan” includes all services for an international succesful DRTV-campaign.

Following the philosophy „Anything Goes“ and the motto „We make our clients rich and their customers happy!“, the MKC-informercials helped their clients to sell over 20 Million units in 26 countries.

In cooperation with one of the leading promoters of the German talking market, Josef “Pepi” Rössler, MKC will present in Barcelona the exclusive world premiere of an innovative infomercial about a revolutionary health system.

MKC is also in charge for the production of the ERA Europe Conference Video report 2015 showing highlights of the event and featuring exclusive interviews with leading personalities of the international DRTV Guild. Two camera teams will be shooting from Sunday to Tuesday.

So if you see a camera targeting you and you want to be in the movie… SMILE…

Meeting room : Terral I
Opening Reception sponsored by JML
19:00 - 21:00
The first day starts with the opening reception, which is sponsored by JML. Our Executive Director and the sponsor will outline the main attractions of the show and give a short welcome. Flying Buffet and drinks will be served. The reception will adjourn with ML Essential GmbH presenting a fashion show.

Location: Pool Area

Monday Night Networking Dinner
18:30 - 24:00
On Monday, we have the traditional Monday night networking event. We will have a nice evening with delicious food. The restaurant “El Bestial” is located by the sea, at the San Sebastian beach, below Frank O. Gehry’s Fish. Fantastic garden terrace with various levels by the beach overlooking the Mediterranean. Its large windows are decorated with Frederic Amat’s insect mural. An extra shuttle bus will bring the guests to the location and the way back to the hotel and whilst a relaxed atmosphere the networking dinner will become a successful evening.

Location: Restaurant el Bestial
Shuttle Service back to the hotel: 22:30 h, 23:15 h, 24:00 h

Wine Down
16:30 - 18:30
We close the conference with our traditional wine down. Attendees have a chance to summarize their meetings and to say farewell to their colleagues and friends until they meet the next time somewhere between Europe, Asia and the US. Flying buffet and drinks are more than welcome after a busy and successful conference.

Location: Mare Nostrum 1st floor
Fairmont Rey Juan Carlos I
June 14th - 16th 2016

Build your brand
Increase sales and market share through exhibits and sponsorships at the HomeShopping Conference Europe 2016