

**PRESS RELEASE: 8<sup>th</sup> FEBRUARY 2011**

**GLOBAL BRANDS ANNOUNCED FOR 'MEDIA MARKETPLACE'**

**Nokia, Microsoft, Orange, ProCo and Blue Ocean Strategy join the conference line up for a major new exhibition aimed at showcasing and connecting the creative, digital and communications industries in Yorkshire and Humber. 'Media Marketplace', a partnership of Screen Yorkshire, Print Yorkshire and bmedia with support from BPIF, Electronics Yorkshire, Yorkshire Forward, Techmesh, Brand Yorkshire, Connect and Leeds Media, takes place on 18<sup>th</sup> March in Elland Road, Leeds.**

'**Media Marketplace**' aims to support the growth of businesses within the creative, digital and communications industries through facilitating cross sector alliances and showcasing talent to the wider business community. The exhibition is underpinned by a conference, which aims to give businesses and individuals working within design, TV, mobile, web, print, video production, branding, film, advertising, multimedia and SMS marketing a forum for networking and sharing best practice.

John Riker, Managing Director at global market analysts **Blue Ocean Strategy** will deliver the conference keynote, followed by sessions with **Microsoft** on their new Azure cloud computing initiative; **Nokia** on the latest mobile development opportunities and **ProCo** on their successful relationship with **HP**. Details on sessions with **Orange, UR Augmented Reality** and **Reach Further** will be announced in the forthcoming weeks.

**Emma Cheshire, Head of Industry Development at Screen Yorkshire, says:**

"The Media Marketplace is the first event of its kind in Yorkshire and Humber and a major opportunity for all the media and communications industries to come together to build relationships and create new business opportunities. The conference will bring major international brands to the region to inform companies of the latest developments in technologies, business models and strategies. I'd urge companies to sign up quickly as places for both the conference and exhibition are limited."

Businesses and individuals working within design, TV, mobile, web, print, video production, branding, film, advertising, multimedia and SMS marketing are invited to register as exhibitors.

'**Media Marketplace**' will also appeal to buyers and marketers across from across the local business community who are looking to source suppliers and agencies within the creative and digital media industries. Trade associations, industry bodies, networking organisations, business clubs and business support service suppliers are also encouraged to attend.

Entrance to the exhibition only is FREE, with the option to pay a small fee for those who wish to attend the conference.

With exhibition stands and tickets for the conference selling fast, individuals are encouraged to book soon to avoid disappointment. **For registration, go to: [www.mediamarketplace.org](http://www.mediamarketplace.org)**

The Media Marketplace is presented by Screen Yorkshire, Print Yorkshire and bmedia, with support from: BPIF, Electronics Yorkshire, Yorkshire Forward, Techmesh, Brand Yorkshire, Connect and Leeds Media.

## **Ends**

### **Media enquiries**

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### **Notes to Editor:**

**Screen Yorkshire** is the regional screen agency responsible for inspiring, promoting and supporting a successful and sustainable film, television, games and interactive media sector in Yorkshire and Humber. Our aim is to grow the screen media industries in Yorkshire and Humber by helping businesses to compete in a fast-changing global marketplace. Screen Yorkshire offers a variety of funding and support initiatives to individuals and screen media companies based in the region. Screen Yorkshire works nationally and internationally to attract inward investment and stimulate the economic growth of the industry in the region. Since the launch of its £10.2m Digital Media Content Programme in 2006, Screen Yorkshire has attracted over £82 million inward investment to the region's economy, created 1086 jobs, supported 812 businesses and invested in the skills of 1637 individuals.

[www.screenyorkshire.co.uk](http://www.screenyorkshire.co.uk)

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