

**PRESS RELEASE: 17<sup>th</sup> JANUARY 2011**

**CREATIVE INDUSTRY NETWORKS JOIN FORCES FOR MEDIA MARKETPLACE**

**Industry networks in Yorkshire and Humber today announce a major new exhibition to showcase the region's creative, digital and communications industries. Media Marketplace, a partnership of Screen Yorkshire, Print Yorkshire and bmedia will take place on 18<sup>th</sup> March at Elland Road in Leeds, with support from BPIF, Electronics Yorkshire, Yorkshire Forward, Techmesh, Brand Yorkshire, Connect and Leeds Media,**

**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 event will also be a forum for networking and sharing best practice, underpinned by a conference featuring headline speakers from leading brands to be announced in the coming weeks at: [www.mediamarketplace.org](http://www.mediamarketplace.org).

Registration for Media Marketplace is now open to businesses and individuals working within design, TV, mobile, web, print, video production, branding, film, advertising, multimedia and SMS marketing that wish to register as exhibitors. With stands available at a heavily subsidised rate, interested parties are encouraged to book early to avoid disappointment.

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.

**For full details of Media Marketplace and registration, go to:**

[www.mediamarketplace.org](http://www.mediamarketplace.org)

**Sally Joynson, Chief Executive of Screen Yorkshire says:**

*"With 113,000 people currently employed in the creative and digital industries in Yorkshire and Humber, it is clear that the success of these businesses is integral to maintaining the health of our local economy in this challenging climate.*

*The Media Marketplace will support local partnerships and cross-sector pollination, as well as provide a platform for businesses and individuals to showcase the world-class talent that we have here. We want to demonstrate to the wider business community that there is no need to*

*spend valuable time and resources procuring creative services from afar when we have the skills and talent right here in Yorkshire.”*

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)

<http://www.facebook.com/pages/Screen-Yorkshire/247323972829>

<http://www.youtube.com/screenyorkshire>

<http://twitter.com/screenyorkshire>