

Information

BCN wins international marketing contract with Sky Germany

The pay-TV channel's portfolio to be marketed in 12 countries of the world by BCN

BCN International Sales has won another contract and from now on will be marketing Sky Germany's advertising communication exclusively worldwide. Martin Michel, Director of PMS, the pay-TV channel Sky Germany's central marketer: "PMS is already successfully established in the German market as a marketer of quality television. The start of the international marketing of our high-quality portfolio means the beginning now of the next stage of the systematic expansion of our advertisement marketing activities. BCN is the ideal partner for setting up our marketing in new markets and giving it a real boost."

Andreas Schilling: "We are pleased that Sky is entrusting the international marketing of its high-quality advertising space to BCN. As one of the strongest international marketers we are able to offer client relations the world over from one single source. Sky's highly attractive video advertising space is a perfect complement to our print - and online portfolio, enabling a convergent target group approach above and beyond all genre-specific borders. For seven years now we have been providing our clients worldwide with tailored access to the German market, and now this service is even more attractive thanks to Sky's multifaceted and exclusive offers."

BCN is one of the biggest globally operating marketing organisations. With six offices of its own in the major international marketing regions the USA, England, France, Italy, Austria and Switzerland as well as eight commercial agencies in Europe and Asia, BCN is able to place international clients' advertising communication in the key European market that is Germany. At the same time, through its global marketing network BCN enables advertising communication in every major market in the world from one single source.

With gross advertising turnover of 598 million euros and a magazine advertising market share of 22.1 per cent, BCN is the largest German marketer*. BCN markets Burda's media portfolio internationally and also has worldwide marketing contracts with foreign media groups such as the Groupe Lagadère and the Spanish Grupo Zeta.

*Nielsen Advertising Market Analysis 2011

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