

Factsheet

mediaman is a privately owned and operated digital marketing network with offices in Germany, China, and the USA.

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Mission

Making life, communication, work, and shopping on the net easier. And more exciting.

Basic Information

// Founded: 1996

// Founding Shareholders: Armin Bieser, Stefan von den Driesch, Thomas Vogel

// Revenue 2008: 6.1 million Euro (Germany)

// Employees: 75

// Offices: Mainz (Germany), Shanghai (China), Beijing (China) Boston (USA),
Columbus (USA)

// Member of Bundesverband Digitale Wirtschaft (BVDW) and Berufsverband Deutscher
Markt- und Sozialforscher e.V. (BVM)

Positioning

mediaman specializes in the development of digital platforms and interfaces for product marketing and corporate communications, external as well as internal. Our innovative ideas for the web inspire our approach to complex projects – from promotional tools to comprehensive information architecture.

Strategic Units:

// **mediaman research:** Market data and research of internet behavior with analyses, usability-tests, tracking, and surveys.

// **mediaman agency:** Creation (concept and design), consulting (trends, innovations, creative thinking), project management.

// **mediaman mobile:** Mobile internet (Web Sites und CMS), mobile services (technologies, tagging, and location based services), mobile marketing (advertising, targeting, crossmedia, m-commerce).

// **mediaman visual lab:** Rich Internet Applications (Flash, Flex, Silverlight, backend connection), video, 3D visualization.

// **mediaman technology GmbH:** Consulting (standards and processes), development (web and applications), content-management-systems (ECMS and WCMS).

Credentials

// **Industries:** Automotive, Insurance, Finance, Pharmaceutical/Chemical.

// **Clients:** Daimler, DWS, Merck, Osram, Zurich.

Links

// www.mediaman.de

// www.mediaman.com.cn

// www.mediaman.net

// www.mediaman-mobile.de

// <http://m.mediaman.de>

