

# DIGITAS



Contact:  
Nicole Lawler  
Corporate Communications  
+1 617-867-1747  
[Nicole.Lawler@digitas.com](mailto:Nicole.Lawler@digitas.com)

## Digitas Presents 2011 NewFront: Brands, Meet Content

Fourth Annual Event to be live-streamed on [TheNewFront.com](http://TheNewFront.com)

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NEW YORK, NY - May 5, 2011 - [Digitas](http://Digitas.com) today announced the return of the annual online content marketplace, [The NewFront](http://TheNewFront.com). In its fourth year, The NewFront is the premier event of Internet Week. The half day session brings Digitas' clients together with leading content creators, distributors and talent in a dialog on unique digital programming opportunities.

The 2011 themed program, entitled "Pipe Dreams Reality," will focus on the fortunate challenges for marketers resulting from the proliferation of media opportunity. The "Pipe Dreams" of converged and co-viewed content are now a "Pipe Reality." Through the NewFront, Digitas will continue to advise marketers on how to fully engage and maximize the exploding content options, the next big phase of the Internet.

"Publishing content that's valuable and sharable is an imperative for a brand--whether it's informational, entertaining, or even providing a service. People demand nothing less," said Laura Lang, CEO, Digitas. "We help our clients navigate the multi-screen world to identify the right audience design, content and media distribution. Through our annual Newfront marketplace we give our clients access to preview new concepts and foster brand content creation opportunities at a very early stage."

### Event Details:

June 9, 2010 12:00 PM EDT  
Live Stream: [TheNewFront.com](http://TheNewFront.com)  
Hashtag: #NF11

The NewFront is attended by world's most prominent and respected innovators, provocateurs, thinkers and doers across technology, entertainment, media and content. Program speakers and panels will be announced shortly.

Digitas partners for The NewFront include [Google/YouTube](http://Google.com), [Digital Broadcasting Group](http://DigitalBroadcastingGroup.com), [Revision3](http://Revision3.com), and [NewTek](http://NewTek.com).

2010's event featured a keynote discussion from Arianna Huffington, Martha Stewart moderated by Kira Swisher. The program had more than 600 client and partner attendees, as well as 250,000 live streams on syndicated channels.

In related news, Digitas' Paul Kontonis was appointed chairman of the board for the International Academy of Web Television.

For more information, please visit our social media release: <http://pitch.pe/144393>

## About Digitas

Digitas, the top global integrated brand agency, builds active brands for some of the foremost companies in the world. With a deep understanding of their client's customer's passions and behaviors, the agency combines media creativity, technology, creativity, analytics to ignite emotional bonds between people and brands. Digitas counts Agency of the Year honors from the Festival of Media, OMMA Magazine, Promo Magazine, BtoB Magazine, and Les Agences de l'Année, France, and has been named to the Advertising Age Digital A-List among its many awards.

Digitas also operates the brand content platform, The Third Act:, producers of first and most well renowned event on digital content, Digital Content NewFront; the healthcare marketing brand, Digitas Health; and, Prodigious Worldwide, the world's only standalone, global digital productions company.

With sister agencies Starcom MediaVest, ZenithOptimedia, Denuo and Razorfish, Digitas is a member of Publicis Groupe's VivaKi—a global digital knowledge and resource center that leverages the combined scale of the autonomous operations of its members to develop new services, new tools, and new partnerships.

Publicis Groupe [listed on the Euronext Paris Exchange - FR0000130577 - and part of the CAC 40 index] is the world's third largest communications group. With activities spanning 104 countries on five continents, Publicis Groupe offers local and international clients a complete range of advertising services. Web site: [www.publicisgroupe.com](http://www.publicisgroupe.com)

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