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**PRESS CONTACT:**

Kathleen Rojas

Edelman

(305) 358-1446

[kathleen.rojas@edelman.com](mailto:kathleen.rojas@edelman.com)

## **Premier Pan-Regional Digital Conference Brings Industry Leaders Together at Two-Day Web 2.0 Discussion**

**“The Next Generation of the Internet Economy V. 3.0” provides insights on online engagement and business success**

**MIAMI, Aug. 2009** – South Florida-based Internet Media Services (IMS, Inc.) hosts “The Next Generation of the Internet Economy V. 3.0,” the only digital marketing event with a Hispanic and Latin American focus that seeks to provide valuable peer-to-peer insights into the industry. “The Next Generation...” will take place on September 17 and 18 at The Biltmore Hotel in Coral Gables, Fla. and brings together some of the leading names in online advertising for a two-day discussion on new trends and strategies for reaching Hispanics and Latin Americans online.

According to UK-based ZenithOptimedia, spending on Latin American online advertising will likely reach \$651 million by the end of 2009 – signifying a 13.4 percent increase from 2008. These estimates have also placed Brazil as the largest online ad marketer in the region, with an expected \$456 million investment on online advertising for 2009. Argentina, another big player in the online space, is expected to see a 42 percent increase, with an expense of \$91 million. By 2010, it is estimated that Latin America’s online advertising bill will be \$791 million, nearly doubling the forecasted global growth rate (11.1 percent).

“We know that Hispanics and Latin Americans are spending the most time online, about 29 hours per month on average, so it’s important that marketers understand how these audiences are spending their time there and how they can be approached,” said Gaston Taratuta, program chairman and president and founder of IMS. “This is why we created this conference and why it’s so important.”

Keynote speakers John Battelle, author of “The Search,” and Chris Anderson, Editor-in-Chief of *Wired*, will share their experiences working in the digital space and provide insights into the current state of the industry. Additionally, “The Next Generation...” will serve as a networking opportunity for attendees to share best practices, exchange ideas, and learn about emerging technologies among industry colleagues.

Presentation and discussions will touch on the following topics, among others: how data changes markets; the state of the industry; how TV players are converging in the digital space; what clients expect from online advertising; the agency perspective; behavioral targeting; Web 2.0; building brands online; digitally driven PR companies; and mergers and acquisitions in the region.

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“We want companies to learn how they can thrive in the digital space, despite today’s challenging economy,” Taratuta said. “It’s important we give them an in-depth look into what others are doing, what has worked, and what is left to explore when it comes to reaching and engaging Latin American audiences to meet their bottom line.”

“The Next Generation...” supports UNICEF’s Tap Project®, which aims to bring clean and accessible water to millions of children around the world. “The Next Generation...” assists this project with monetary donations and will be distributing information and material to help raise awareness about this issue among conference attendees, many of which include key players within worldwide corporations. Headline sponsors for the conference include UOL, the main Internet portal in Brazil; Starcom, the full-service global media planning division of Starcom MediaVest Group; and Sony Pictures Television International, one of the television industry’s worldwide leading content providers.

For more information on “The Next Generation of the Internet Economy V.3.0 or for a copy of the event program, please visit: [www.interneteconomyv3.com](http://www.interneteconomyv3.com).

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#### **About Internet Media Services**

IMS, Inc., founded in 1999 by former UOL directors, is a media solution for all enterprises who are interested in expanding within the Brazilian and Latin American markets. IMS develops customized media plans that allow its clients to have a broad reach and strong impact in these markets. Headquartered in Miami, with satellite offices in Sao Paulo and Uruguay, IMS plans, develops, implements, maintains and monitors regional media campaigns. For more information, visit [www.imscorporate.com](http://www.imscorporate.com).