

Facts & Figures from TNW Conference 2013

SPEAKERS, SPONSORS & VISITORS

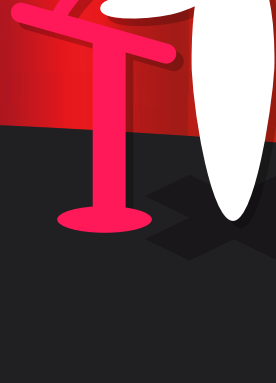
Speakers

*"What sets the The Next Web apart is a focus on the internet as a key driver for a global market. Their international view is unique, making their blogs a must read and their conferences a must attend for professionals like me who do business around the globe."*

— Werner Vogels, CTO Amazon

*"The Next Web is the premier venue to reach global digital influencers. The organizers are well-connected, the audience is engaged and the speakers are savvy. If I could attend only one conference a year, it would be to TNW. I always depart with my pocket full of business cards, my head spinning with new ideas and my creativity recharged."*

— Andrew Keen, Author Digital Vertigo



PREVIOUS SPEAKERS INCLUDE

Tim Ferriss (Author of the Four hour-series, angel investor) • Steven Wolfram (CEO, Wolfram Research) • Alexis Ohanian (Co-Founder Reddit) • Gary Shapiro (Director CEA) • Mark Earls (Author of Herd) • Ryan Holiday (CMO American Apparel) • Werner Vogels (CTO Amazon) • Robert Scoble (Scobleizer, Rackspace) • Luis von Ahn (Co-founder Duolingo) • Kei Shimada (Director BizDev Dentsu) • Andrew Keen (Author Digital Vertigo) • Chad Hurley (Co-Founder YouTube) • Hilary Mason (Chief Scientist at Bitly) • Kevin Hartz (Co-Founder Eventbrite) • Steve Rubel (Director Digital at Edelman PR) • Joe Gebbia (Co-founder Airbnb) • Alexander Ljung (CEO Soundcloud) • Mark Randall (Chief Strategist Digital Media at Adobe) • Jimmy Maymann (CEO Huffington Post) • Matt Ruby (Vooza) • Julia Hartz (Co-Founder Eventbrite) • Kevin Rose (Founder Digg, Partner Google Ventures) • Kevin Kelly (Author of Technium and visionary) • Jeff Jarvis (Author of What Would Google Do) • Matt Mullenweg (Founder WordPress) • Garret Camp (Founder StumbleUpon) • Chris Sacca (Venture Investor) • Bradley Horowitz (VP product at Google) • Robert Calliau (Co-Developer of the World Wide Web) • Lisa Gansky (Author of The Mesh, social entrepreneur) • Rod Beckstrom (Author of Starfish and the Spider, CEO and President of ICANN) • Michael Arrington (Founder TechCrunch)

OUR SPEAKERS ARE NOT ALLOWED TO TALK ABOUT THEIR COMPANY.

From our experience we can say that product pitches from keynote speakers have the opposite effect with European audiences (or at least our audience). We only showcase exclusive talks, this is one of the main reasons our attendees feel true value for money.

Sponsors



*"I have worked with TNW conference for many years – and they consistently amaze me with the ability to raise the quality bar year over year. They connect with all levels in the tech community without losing focus and never forget their roots. TNW conference is a tremendous asset to the tech community and the team are great people to boot!"*

— MARK VOERMANS, MICROSOFT BIZSPARK

Sponsors of The Next Web Conference include leading global tech companies such as:



Visitors

The top segments represented at TNW2013:

- Internet / Online Media
- Information Technology and Services
- Marketing and Advertising
- Publishing
- Computer Software
- Venture Capital & Private Equity
- Telecommunications
- Management Consulting

Profiles of our visitors:

- 37% Founders
- 20% Board Level
- 13% Managers
- 11% Media / Press
- 9% Creatives
- 5% Consultant
- 5% Developers

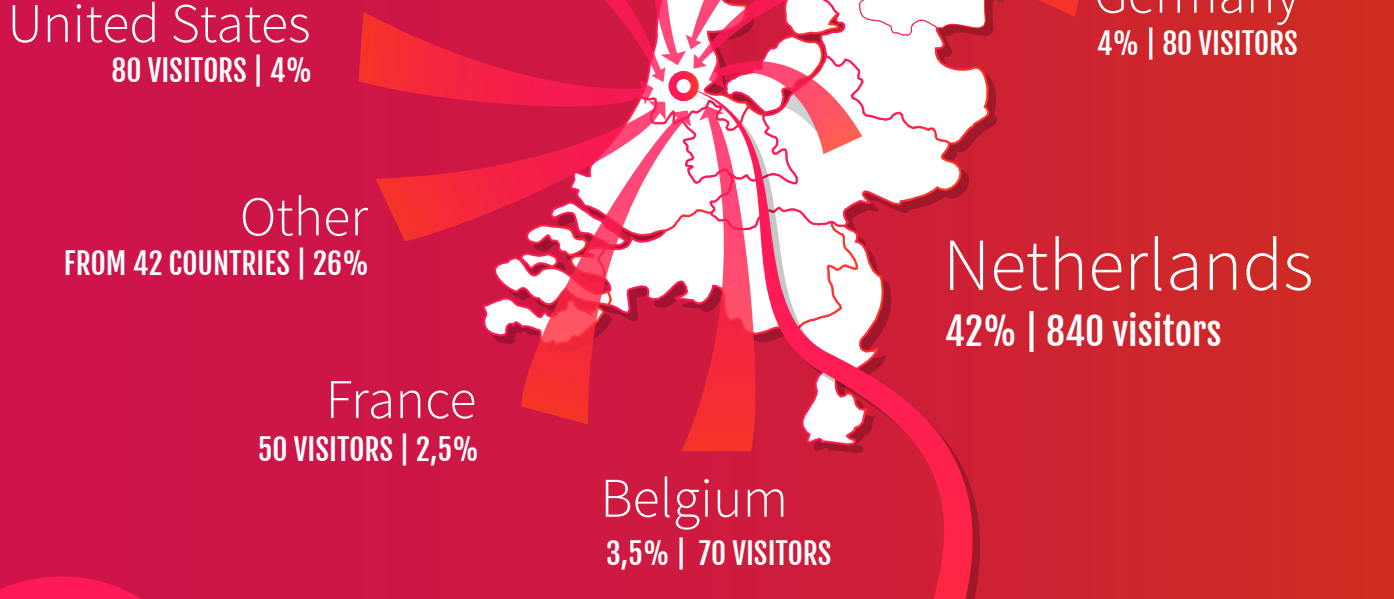
*We don't give away free conference passes (exceptions for industry press). Everybody has the same incentive to get the most out of the conference. We do want the attendees to leave with at least 10 times the value they invested in the conference. Therefore we put a lot of effort in creating an inspiring and fun atmosphere.*



**2014**

2,500 Expected Attendees

Geographical Breakdown 2013



Networking in Amsterdam

TNW invests significant time and development in tools that help you find the right people at the conference.

It is a very intensive conference full of interesting and inspiring keynotes, networking events and parties. Expect to be exhausted after your trip to TNW and Amsterdam. Work hard, Play hard is a motto we love. TNW is not only about inspiration and doing business, it's also about fun and party. Every night there are parties in the city centre.



*When we say it's in Amsterdam, it is in Amsterdam and not in the suburbs and not an hour by train.*

LOCAL ECONOMIC IMPACT 2013

58% international business travelers spending an average of EUR 1.000 per day  
x 1.160 int. attendees  
x 4 days (average stay in Amsterdam for TNW) =

EUR 4.640.000

Media Coverage before, after and during the Conference

Each edition of TNW conference is covered by a breadth of leading Tech media outlets, reaching a multi million audience.

TNW • TECHCRUNCH • CNN • WIRED • THE VERGE • GIGAOM • WALL STREET JOURNAL • VENTUREBEAT • ENGADGET • BBC • RUDE BAGUETTE • FORBES • LABKULTUR.TV • HET FINANCIELE DAGBLAD • NEW EUROPE • MARKETINGFACTS • NRC NEXT • FINANCIAL TIMES • NU.NL • TWEAKERS.NET • BNR • RTL

TNW BLOG REACHED HIGHEST PEAK IN THE MONTHS PRECEDING THE CONFERENCE: **8.500.000 VISITORS!**

**2.000** VISITORS ATTENDING THE CONFERENCE FROM THE GROUND. BUT ANOTHER **40.395 PEOPLE** WATCHING THE TNW LIVESTREAM.

#TNW2013



Facts and Figures

MENTIONS ON SOCIAL MEDIA DURING THE CONFERENCE

44.768

Social Media Mentions about TNW Conference in 3 days.

2671 results checked.

97% POSITIVE!

74.683.763

Possible Impressions. If you add up all followers for each tweet.

4.045

Unique Tweets who tweeted about TNW Conference

150.047

On demand views of most popular keynote presentation on Youtube.

Overheard

Here's what others have to say about TNW Conference

*"TNW rocks! As a startup, we got a real boost, not a desk lost in a satellite location where attendees never go."*

— Elie Cheignard, Mailjet

*"I must admit that it was the best tech/startup event that I've been to so far. Why? In the main hall they had the startup desks, as well as the networking area."*

— Fred Castagnac, Azendoo

*"Incredibly proud of the TNW Family as #TNW2013 rolls to a close. Yet another world-class event from @Boris, @Patrick and the team"*

— @BradMcCarty, 26 April 2013

*"I don't usually get excited by what's trending on Twitter, but hey - #TNW2013 is the top trend in The Netherlands right now!"*

— @MartinSEP, 25 April 2013

*"TNW is the best breed of event. Smart attendees, provocative talks, and masterful execution. There are few things I travel around the world for, but TNW is one of them."*

— TIM FERRIS, AUTHOR 4 HOUR WORK WEEK

SEE YOU ALL AT #TNW2014!