

Passenger TV “Berliner Fenster” – Taking re:publica to the Underground

+++ Cooperation between re:publica and “Berliner Fenster” renewed +++
+++ Digital society topics on all Berlin subway screens +++

Berlin, April 08, 2015 – Germany’s largest passenger TV channel and Germany’s most popular conference for the digital society have done it again: Like the year before, the “Berliner Fenster” channel will again report in detail about the re:publica conference from May 5 to May 7, 2015. This way millions of travellers on the Berlin “U-Bahn” (Underground) will hear the latest news from the digital world.

Starting today, April 8, the “Berliner Fenster” channel will present a custom-made re:publica trailer video on all 3,800 of their info screens, promoting the conference at the STATION-Berlin in May. During this year’s re:publica, *Finding Europe*, the “Berliner Fenster” program loop will be supplemented with news items from the digital sphere. re:publica and netzpolitik.org, in collaboration with the “Berliner Fenster”, will run the on-site editorial office during the conference, offering background information on different speakers, updates from the event, security tips and tools, book recommendations, and much more.

And of course, news from the Twittersphere won’t be forgotten: Like last year, images and comments from Twitter and Instagram will also be included in the passenger TV program, which runs on all of the underground lines of the Berlin U-Bahn. On every day of the conference, there will be 16 different news items from the re:publica included in the “Berliner Fenster” broadcast.

In this manner, content from the conference that is relevant to the whole of society will reach up to 1,5 million passengers a day, providing general information as well as deeper insights into key developments in the digital society.

The #rp15 trailer to be displayed on the Berlin subway TV channel, starting April 8:

<https://youtu.be/I2LdeozUozg>

“We are pleased to renew our collaboration with the re:publica this year, and will continue to convey digital topics to a wider audience. The digital transformation of everyday lives and professions affects every one of us. By covering this conference, the Berliner Fenster is helping

to create a bridge between digital know-how and the everyday world, and raise awareness,” says Andreas Orth, managing director and sole associate of the Berlin Fenster.

Andreas Gebhard, CEO and founder of re:publica, puts it like this: “Last year’s success highlights the increasing relevance of digital topics for society as a whole, the importance of these issues for a mass audience. True to our motto, *Finding Europe*, we want to provide current contents in English also, in addition to the German version, for international travellers as well. During the conference, we will keep up to 1,5 million passengers informed about net politics, online security and other topics, as well as presenting highlights and impressions from the event.”

About the “Berliner Fenster”

The Berliner Fenster (Window on Berlin) is the largest passenger TV channel in Germany, broadcasting a mix of news and entertainment on Berlin subway cars for the past 15 years. Around 3,800 twin monitors are installed in carriages of the Berlin subway lines. With its program of news, magazine formats and commercial, Berliner Fenster has a gross reach of 2,14 million viewers a day. The Berliner Fenster is managed by marketing company mcR&D. Since late 2013, mcR&D has been establishing another passenger TV channel in Munich (“Münchner Fenster”) for the metro and tram lines in the Bavarian capital. At the end of the introduction phase, the channel will have installed around 5,500 info screens.

About re:publica

The re:publica is one of the largest and most exciting conferences about the digital society in the world. Since its beginnings with 700 bloggers in 2007, it has grown into a broader “society conference” with more than 6000 participants today. For re:publica 2015, we are expecting around 450 speakers from 45 countries with more than 300 hours of program. Now in its ninth edition, this year’s re:publica will take place from May 5th to May 7th, 2015, at the STATION-Berlin.- re-publica.de

re:publica will take place from 5 to 7 May 2015 in the STATION-Berlin.

more information:

<http://re-publica.de/presse>

<http://www.facebook.com/republica>

<http://twitter.com/republica>

trailer:

<http://bit.ly/1zkRKzr>

press pictures:

<http://www.flickr.com/photos/re-publica>

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