

By Executives, For Executives

JUST**MEDIA** 

# “A View From the Top”



**Featuring Michael Friedenber****g, CEO of IDG**  
**Communications Worldwide**



*Insight into B2B marketing trends, key insights for  
marketers and predictions for 2014*

## Briefly describe IDG Communications and how it fits into the B2B Marketing ecosystem?

**Response:** International Data Group (IDG) is a leading technology media, events and research company that helps 280 million tech buyers use and purchase technology for personal and professional value. IDG Communications, a subsidiary of IDG, is a digital-centric tech media company with B2B and consumer media brands and events in 86 countries. IDG's enterprise brands, such as CIO, Computerworld and CiteWorld, are known among tech audiences for their award-winning content, innovative industry events and online communities. Among tech marketers, IDG's B2B portfolio is recognized for driving innovation in the IT media space, while our marketing services enable marketers to create, evaluate and communicate comprehensive customer-facing messages and campaigns across their global programs.

## IDG Communications is probably the industry's best example of a transforming B2B publisher. What is the next evolution for IDG to stay relevant in the coming years?

**Response:** IDG Communications is the only tech media company that provides the four marketing pillars essential to meeting the needs of global customers: premium brands + marketing services + ad networks + ad exchanges. We are exploring ways to continue growing our data-driven strategy worldwide to deliver tech marketers highly valued audiences on a global scale.

## Have you seen a change in the way clients have worked with your organization in the last 12 months and what trends should other marketers be watching?

**Response:** Customers are looking to marry their first-party data with IDG's first-party data and the market's third-party data to improve engagement and overall KPIs. Doing this either directly or programmatically is top of mind.

As for a trend, creating programs that cut across paid, owned and earned media are rapidly becoming commonplace. To deliver these uber programs, media companies are partnering together. For example, IDG Communications has recently partnered with LinkedIn and HBR Business Press to deliver large-scale programs across various target markets.



## What is the biggest challenge working with B2B clients?

**Response:** Helping our clients and prospects refine their messaging and positioning in a tech market that's transitioning to the "3<sup>rd</sup> Platform" where cloud, social, mobile, big data and consumerization of IT drive business technology value. In this new world order our customers are having to figure out how their solutions align with our readers needs; in a market undergoing transition, that takes both time and strategic insight.

## What changes are you expecting in the B2B market in 2014?

**Response:** According to IDC, overall marketing spend in 2013 showed that 51% of large IT vendors increased their spending, 36% decreased, and 13% made no change. The shift to a paid, owned and earned media strategy means marketing dollars are being reallocated to support all three of these channels. In fact, according to eMarketer, owned and earned media investment is growing three times faster than paid media. Also, interest in data-driven media has shifted to adoption. IDC expects real-time bidding (where ads are bought in an auction system much like a stock market) in the U.S. will reach \$3.13 billion this year, a 57% increase compared to 2012. IDC estimates that almost 19% of all display ads in the U.S. will be purchased through RTB this year. These trends are undeniable, and the good news is that IDG is in front of them and creating the necessary solutions to stay relevant for our customers.

## Finally if you have advice for a B2B CMO for 2014 what would it be?

**Response:** In an environment of constant change, CMOs need to get out in front of the market transitions that are impacting their industries and their profession. To do this, clearly identify the key audiences you are targeting and surround them, leveraging all the marketing methods at your disposal. Five years ago, your audience was represented by a specific brand, and you could effectively reach that audience via that brand's digital, events or print portfolio. Today, your audience cuts across multiple brands and platforms (online, mobile, video, social). You need a data-driven strategy to add scale and a strategic marketing partner to reach them. Focus on your below-the-line partnerships to reach your audience via new methods such as content marketing, native advertising and demand-generation programs. It is an exciting time given all the options, but don't go it alone. Rely on your strategic partners to deliver the incremental ROI and value needed to ensure your program's success.



## ABOUT MICHAEL FRIEDENBERG



Michael Friedenber is CEO of IDG Communications worldwide, the subsidiary for IDG's B2B and consumer media brands and events in 86 countries. He was promoted from CEO, IDG Communications U.S. to worldwide CEO in 2013.

Prior to Friedenber's latest promotion, he was CEO and President of IDG Enterprise, an IDG company that develops strategic media properties and peer advisory services for IT executives. Appointed in March 2009, Friedenber oversaw IDG's award-winning brands, websites, products and services for CIO, CIO Executive Council, CFOworld, CITEworld, Computerworld, CSO, DEMO, InfoWorld, ITworld and Network World.

With more than 20 years in the information technology media industry, Friedenber is known as a dynamic leader who keenly understands and responds to the continuous changes in the media and technology industries. In 2012, Friedenber was inducted into Min's Digital Hall of Fame and named as one of business media's Top Innovators by Media Business. For eight consecutive years, BtoB magazine named Friedenber to its "Who's Who" list in business media. In recognition of his many years in sales management, Min's selected Friedenber for its Sales Hall of Fame in 2010.

## ABOUT IDG

International Data Group (IDG) is the world's leading technology media, events and research company. Founded in 1964 and headquartered in Boston, Massachusetts, IDG products and services reach an audience of more than 280 million technology buyers in 97 countries. IDG Communications is a subsidiary of IDG that includes B2B and consumer media brands and events in 86 countries. IDG Communications' global media brands include ChannelWorld®, CIO®, CSO®, Computerworld®, GamePro®, InfoWorld®, Macworld®, Network World®, PCWorld® and TechWorld®. IDG's media network features 460 websites, 200 mobile sites and apps, and 180 print titles spanning business technology, consumer technology, digital entertainment, and video games worldwide. The IDG TechNetwork represents more than 500 independent websites in an ad network and exchange complementary to IDG's media brands. With expertise in branding, lead generation and social media marketing, IDG marketing services programs are strategically designed and implemented to influence technology vendor prospects worldwide. [www.idg.com](http://www.idg.com)

## ABOUT JUST MEDIA

Founded in 1996 and based out the San Francisco Bay Area, Just Media, Inc., is an 18-year old media agency specializing in all aspects of campaign management for search, lead generation, demand generation and branding with a focus on advanced analytics, performance tracking and optimization. Media agnostic, the agency's campaigns will be found across a full range of media platforms including TV, radio, out of home, and print as well as every conceivable web and mobile form from rich media campaigns, web events, content programs, virtual shows, content syndication and data driven, real time. The agency also services clients in verticals and other B2B and B2C segments including financial services, consumer tech, nonprofit education, green tech, electronics, logistics, commercial real estate and others. [www.justmedia.com](http://www.justmedia.com)