



Digital Content & Media Summit

23-25 September 2013 One Wimpole Street, London



SIIA Previews: Showcasing Breakthrough Companies in the Information Industry

What is Previews?

SIIA Previews showcases the most innovative companies currently transforming the information industry. This unique program provides the opportunity for selected companies to present at the Digital Content & Media Summit, representing a wide range of publishers and content producers in both b2b and b2c markets. Previews presenting companies present to secure funding, strategic partnerships, new customers or even an exit.

More information: siaa.net/london/2013/previews.asp

Venue: One Wimpole Street, London

Who should apply?

B2B content companies — publishers, content aggregators, and technology plays — with under £10M in revenue should apply to present.. All SIIA Previews application submissions must be made from companies that provide content or content technology products or services, have received no more than a Series A round of financing, generate no more than £10 million in sales, and have actual customers.

How it Works

Previews companies are selected by information industry leaders. Judges are looking for start-ups with an interesting story who meet the Previews Criteria. If this describes you, apply at siaa.net/london/2013/previews.asp.

The Process

- **Apply by 7 July:** No extensions.
- **10 Companies will Move onto the Second Round:** Select companies will have the opportunity to present their 5 minute pitch to the Judges. After each presentation, judges provide quality feedback on each presentation and the top 6 are selected as previews presenting companies.
- **23-25 September:** Show time! Five minute presentations plus Q&A in front of leaders of the Information Industry.

Pricing

If your company is selected as a Previews presenting company there are two different pricing options for you to choose from:

1. Present & Attend - £495. This includes:
 - Your presentation fee
 - A conference pass to attend the entire Digital Content & Media Summit
2. Present only – no fee. For this option you only attend for your presentation.

What's the Timeline?

- 7 July- Application Deadline
- 8 July - First Round Judging
- 29 July - 9 August - Second Round Judging
- 9 August- Finalists Selected
- 16-20 September - Final Coaching Round
- 23-25 September - Showtime! Final Presentations

A Rich History ... of Success!

As a result of presenting at Previews several alumni have received investments or have been acquired.

- Pubget: was acquired by SIIA Member company Copyright Clearance Center.
- Associated Content: closed \$6 Million in Series C Funding
- FeeDisclosure: purchased by Bankrate
- Generate, Inc.: purchased by Dow Jones
- Keibi Technologies: purchased by Lithium Technologies

To see the full list of Previews Alumni updates visit our Alumni page at http://siaa.net/london/2013/previews_alumni.asp.