

## RMC provides the first structured overview of retail media portfolios in the European market

**Berlin, June 19th, 2023 - The Retail Media Circle (RMC), an association-based group of up to 20 German and international active retailers, presents the first comprehensive overview of the complete range of retail media products. The 360° Retail Media Portfolio provides a detailed and well-structured basis that represents the diverse array of advertising channels offered by retailers in the market. It also serves as a blueprint for European initiatives partnering with the RMC specialist group which is part of the trade association Bundesverband Digitale Wirtschaft (BVDW) e. V.**

Enhancing transparency is a primary objective for RMC. This is achieved by the standardized description of the various retail media products and services along the customer journey, along with standardized terminology and wording. With the 360° Retail Media Portfolio, the RMC is also specifying the new joint definition, which was defined two weeks ago.

"Through targeted and constructive cooperation with more than 20 national and international retailers, we assembled a unified big picture for retail media from the various, evolved pieces of the puzzle. This provides a transparent and comprehensible basis for participants in the diverse market. The holistic overview will accelerate the further development of the new media segment and streamline access to retail media products," says Robert Jozic (Schwarz Media), Vice Chairman of the RMC.

In addition to the advertising part, which represents the core of the media business on owned and third-party digital channels, the 360° Retail Media portfolio comprises three other business areas: "Insights" provides advertisers with data and knowledge regarding the customer journey, "Partner Programs" covers the relationship with customers, and the "Content" business area represents content that encourages interaction. Beneath are the so-called verticals, describing the products in detail. The core area of "Advertising" includes nine verticals, such as on-site advertising, ad space in apps or stores, as well as channels like social, product search, and in-store media offerings, also representing advertising in brick-and-mortar retail. Some Initial KPIs are mentioned. In the upcoming steps the RMC will continuously enhance the list with additional specified and supplemented data points.

"Retail Media is establishing itself as a permanent fixture in the advertisers' media portfolios. With our initiatives for the Retail Media ecosystem, the BVDW is setting the necessary standards for the German market. In addition, we are also taking an active pioneering role for European initiatives with the internationally active retailers who participate in the BVDW – clear structures and harmonization of the value chain are crucial for all market participants in Europe." says BVDW Vice President Thomas Duhr.

The RMC's graphic market overview contains the retail media definition, the 360° portfolio with the four segments along the respective verticals and the top 10 product matrix. The graphics are now available for download on the BVDW website.

### **Retail Media Activities @ BVDW**

The Retail Media Circle (RMC) brings together national and international retail companies based in Germany under the guidance of the trade association BVDW. This collaborative effort aims to advocate for their collective interests in the advertising industry, establish and define industry standards, and drive the ongoing evolution of retail media.

The Retail Media Initiative (IRM) additionally unites key players from the retail media ecosystem such as technology providers, platforms, and agencies. The primary objective of this group is to foster cross-industry collaboration and knowledge exchange among market participants and accelerating the ongoing evolution of retail media.

### **Downloads**

Overview [360° Retail Media Portfolio – english version](#)  
Press release [Retail Media market definition – english version](#)

Press release [360° Retail Media Portfolio – german version](#)  
Press release [Retail Media market definition – german version](#)

Portrait [Robert Jozic](#)  
Portrait [Thomas Duhr](#)

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### **About the BVDW**

**The German Association for the Digital Economy (BVDW)** is the central body for the representation of interests of companies that operate digital business models and whose value creation is based on the implementation of digital technologies. As the driving force, guide and accelerator of digital business models, the BVDW represents the interests of the digital economy towards politics and society and campaigns for the creation of market transparency and framework conditions that encourage innovation. With figures, data and facts, its network of experts provides orientation for a central area of the future. Besides DMEXCO and the German Digital Award, the BVDW organizes a multitude of professional events. With members from many different industries, the BVDW is the voice of the digital economy.