

Retail Media Circle delivers generally valid definition for the market

Berlin, 13th of June 2023 - The Retail Media Circle (RMC) has released the first comprehensive definition of the emerging media segment, offering a far-reaching description of retailers' 360° portfolio of advertising products. This groundbreaking framework was created by the RMC expert group within the trade association Bundesverband Digitale Wirtschaft (BVDW).

The members of the Retail Media Circle have comprehensively defined the dynamically growing market for advertising within the retail environment. The central part is a comprehensive description of the components that comprise this emerging media segment within the digital advertising industry. "Only a shared understanding of the market enables an efficient, cross-party planning and implementation of retail media campaigns. Therefore, our shared definition provides the basis for further dynamic growth in the complex retail media ecosystem," says Patricia Grundmann (OBI First Media Group), Chair of the RMC.

Retail Media encompasses a wide range of advertising opportunities with a variety of digital onsite and offsite placements as well as in-store media. The RMC's new definition reflects the complexity of the retail media landscape:

Retail media is the unique opportunity to present brands and products where their relevance, noticeability and acceptance are high, their path to the customer short and their context most natural.

As a media genre, retail media enables cross-funnel measurability of advertising impact based on a data-driven history, directly in the digital and physical ecosystem of the retailer - onsite and offsite.

"We reached an important milestone, which further establishes Retail Media as a permanent fixture in the media portfolio and provides certainty and guidance to the market. The RMC has thus created the groundwork for structuring and harmonizing the complex ecosystem. Under BVDW's umbrella, further steps can now be taken to ensure the dynamic growth of this emerging market segment," says BVDW Vice President Corinna Hohenleitner.

A significant contribution for the common understanding of the market is the RMC's definition of a 360° retail media portfolio, which expresses the complexity of the ecosystem. In addition to the advertising segment, which represents the media business on owned and external digital channels and therefore encompasses retail media in a narrower sense, the portfolio includes three other central business areas: The market insights segment provides valuable knowledge for advertising brands regarding consumer behavior. The area of partner programs strengthens and intensifies the relationship with customers, and the content business field creates and produces relevant content aimed at enhancing the interaction of potential or existing customers with brands.

I. ADVERTISING

Media business on own and 3rd-party digital channels (retail media in the narrower sense)

IV. CONTENT

Content creation and production to increase consumer interaction via additional content



II. INSIGHTS

Information services about consumer behavior insights

III. PARTNER PROGRAM

Intensification of customer relationships through loyalty programs/networks

In the next step, RMC focuses on defining key processes and comprehensive KPIs based on the defined 360° Portfolio. Results will be published on June 19, 2023. The new framework of standardized definitions will have significant impact on the discussions at DMEXCO 2023 in September.

About the Retail Media Ecosystem in the BVDW

Last December, retail companies formed the Retail Media Circle (RMC) under the umbrella of the BVDW for the first time in order to collectively represent their interests regarding their advertising business. Leading the group as Chairwoman is Patricia Grundmann, Vice President Retail Media and Managing Director of OBI First Media Group. Assisting as Vice Chairmen are Torsten Ahlers, Managing Director MediaMarktSaturn Marketing Services, Martin Schwager, CEO of notebooksbilliger.de, and Robert Jozic, Managing Director of Schwarz Media.

Significant market participants from the entire retail media ecosystem representing the whole value chain have also been organized in the Initiative Retail Media (IRM) since the beginning of the year. The members of the leadership team are Ingrid Hochwind, EMEA Product Lead Retail Media at Google, Florian Reinartz, Chief Commercial Officer at Bonial, and Moritz Hoffmann, Managing Director Retail Media at the agency group Pilot.

Downloads

Portrait [Patricia Grundmann](#)

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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.