

Digitas and The Third Act: Present Digital Content NewFront 2010

Lisa Kudrow, Teri Hatcher, Pete Wentz, Ricky Van Veen, Ben Silverman, Dan Bucatinsky, Seth Green, Kevin Pollak, Amy Brenneman and Sree Sreenivasan

New York - For Immediate Release - Digitas and its brand content unit, The Third Act: announce the return of the online brand content event and marketplace, Digital Content NewFront (DCNF) to harness creative digital opportunities for motion media. Held on June 9 in New York City, DCNF is the premier event centered on the state of digital content, bringing together content creators, distributors, talent and brands to harness digital creative media opportunities. The invite-only event will be live cast on www.digitalcontentnewfront.com.

"Right now is an incredibly exciting time for brands, content creators and creative media agencies to get into bed together," said Mark Beeching, Chief Creative Officer of Digitas. "That's why the DCNF is not another conference about change. The DCNF is a venue for change. Its unusual format is designed to bring a unique mix of talent, conversation and programming to our clients, partners, live streaming audience and the industry at large in a way that prompts and inspires action."

The 2010 theme is Fandomonium, exploring how a lively and powerful mix of content, celebrity and community can build both audience and brands in a post-advertising world.

The program will premier new original online programming and also includes:

- > The Fandomonium panel, moderated by Sree Sreenivasan, Professor at Columbia Journalism School, featuring:
 - > Howard Friedman, Senior Vice President, Kraft Foods
 - > Michael Wayne, President, DECA
 - > Pete Wentz, Grammy nominated musician, activist and entrepreneur
 - > Charles Hunter, "[Such Tweet Sorrow](#)"

- > A special edition of [Kevin Pollak's Chat Show](#), with guests:
 - > Teri Hatcher, [GetHatched.com](#)
 - > Lisa Kudrow, "[Web Therapy](#)" and "[Who Do You Think You Are](#)"
 - > Ben Silverman, Electus
 - > Ricky Van Veen, Notional and College Humor

- > And, pitching new ideas will be:
 - > Dan Bucatinsky, Co-creator of "After Birth"
 - > Seth Green, Creator of "U-Rule"
 - > Amy Brenneman, Creator of "The Procrastinator"

“Last year’s event accelerated the conversation and fostered new brand and content partnerships,” said Stephanie Sarofian, Managing Director of The Third Act: . “I’m thrilled to bring our clients new ideas and innovations ranging from web series to technology platforms, all of which deliver new marketing opportunities.”

In 2009, the Digital Content NewFront featured keynote speaker Al Gore, served nearly 20,000 live streams and became a top-trending Twitter topic. The 2010 event will be streamed live in partnership with Revision3, NewTek and Digital Broadcast Group.

Event Details:

June 9, 2010

12:00 PM EST until 6:00 PM EST

On Location: Invite Only

Live Stream: www.digitalcontentnewfront.com

About TheThirdAct:

The Third Act: is Digitas' brand content entity. Working with all of Digitas and with outside talents and partners - The Third Act: is a change agent - in developing and supporting new marketing models at scale with content and distribution at the core.

Our work is to inspire Digitas, the industry, and our clients in the development of impactful, integrated brand marketing that has sustainable people-inspired content ideas at the core.

We pride ourselves on our array of global partners and our tireless discovery of emerging talent and techniques to forward content-centric marketing. The Third Act: is headquartered in New York with resources worldwide.

About Digitas

Digitas is a leading digital marketing agency, helping the world's biggest brands develop, engage and profit from building profitable relationships with their customers. The Agency pairs media, marketing, technology, creativity, imagination and analytics to ignite emotional bonds between people and brands. Digitas also operates the brand content platform, The Third Act:, the independent healthcare marketing brand, Digitas Health, as well as Prodigious Worldwide, the world's only standalone, global digital productions company. With sister agencies Starcom MediaVest, ZenithOptimedia and Denuo, Digitas is a member of Publicis Groupe's VivaKi—a global digital knowledge and resource center that leverages the combined scale of the autonomous operations of its members to develop new services, new tools, and new partnerships.

Paris-based Publicis Groupe S.A. (Euronext Paris: FR0000130577) is the world's third largest communications group, the world's second largest media counsel and buying group, and a global leader in digital and healthcare communications. With around the world activities spanning more than 104 countries on five continents, the Groupe employs as many as 44,000 professionals.

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