



THE THIRD ACT: PARTNERS WITH STUDIO HAMBURG

Digitas' The Third Act: Embeds Talent into Studio Hamburg's House of Young Producers

HAMBURG – FOR IMMEDIATE RELEASE – The Third Act:, the brand content unit of Digitas, a leading global digital marketing and media agency today announced its partnership with Studio Hamburg's House of Young Producers.

Stephanie Sarofian, Managing Director of The Third Act: stated, "Partnerships like this one with Studio Hamburg are vital to our emerging presence in Europe. In this unique model, we blend Digitas with emerging European talent to develop innovative content-based experiences for our clients worldwide."

As part of a larger plan to expand Digitas into the German market, The Third Act: will employ a creative media producer to partner onsite within the House of Young Producer's program.

Dr. Robin Houcken, MD of Studio Hamburg, is pleased to announce that "as a pioneer in original content creation, The Third Act: is a great partner and we are pleased to have their personnel at Studio Hamburg's incubator project."

Studio Hamburg provides selected next-generation producers with an office infrastructure and technical equipment, as well as professional advisory consulting and support on issues dealing with exploitation, syndication and distribution, legal and financial stewardship and production capacities.

About Studio Hamburg

Studio Hamburg is Germany's leading production group and service provider in the TV and film market. Studio Hamburg was founded in 1947 in Hamburg. Today it is headquarters of a nationally operating network that is broken into three business units: "Technology and Studios", "Production and Distribution" and "Consulting and Services".

Customers of Studio Hamburg are broadcasters under public law as well as broadcasters under private law. www.studio-hamburg.de

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. is the world's fourth 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. www.digitas.com

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