



DigitalBees among the Italian startups selected for the London 2014 Digital Unbound event

Milan, November 24th 2014 - DigitalBees (<http://digitalmagics.com/startup/digital-bees/>), the first Italian Video Content Marketplace and part of Digital Magics' portfolio, is one of 30 Italian startups selected to represent Italy at the Unbound Digital 2014 event (<http://unbounddigital.evoloero.com/>) on November 25th in London.

This experience is a great opportunity to *"represent the Italian innovative approach with a project matching the current opening in digital advertising market – digital video adv trends - with the traditional publishing world"*, according to Barbara Bontempi, CEO & Partner of DigitalBees.

"The DigitalBees project", as said by the founding members, *"has been created to meet an always growing need in the digital market for quality video contents, allowing any category of digital publishers to achieve two goals: to generate an attractive video views inventory for the increasing advertising investors - think about the revenues generated by the preroll format – and to have access to a library that qualifies one publisher's site, optimizing both navigation experience and traffic potential"*.

In the late 2013, DigitalBees acquired SingRing, a company already in the Digital Magics' startup portfolio, capitalizing its music content licensing - both lyrics and video clips - then developing its business model and enriching the content catalogue, which now goes from Motors, to Food up to Tutorials. Thanks to investments in technology, DigitalBees has designed a tool enabling all the publishers on the market (the big ones, as well as the so-called "long tail") to draw from a legal quality content library, licensed and always up to date. The tool is integrated with any digital advertising platform and works on every digital device: from desktop to connected TV. This proprietary technology guarantees supply chain transparency and detailed analytics, insuring timely financial reporting to entitled content providers.

Warner Music, Condé Nast, RCS, Radio DeeJay, Leonardo ADV are just some of the many partners already active in DigitalBees B2B video marketplace.

The company has raised, to date, 1.100k € of funding and once the new services' launch is ready (Widgets and platform Self-provisioning within q4-2014), it's planning to expand its offer abroad - enhancing the service level to partners and maximizing market potential.

Unbound Digital will be a unique opportunity, not only to represent the innovative Italian entrepreneurial ecosystem, but also to look out on an international showcase of potential customers, partners and investors with which to develop the project.

Digital Bees Srl – Via Quaranta, 40 – 20139 Milano

Tel. +39 02 525051 – Fax +39 02 52505455

Capitale Sociale 10.000 euro

Cod. Fisc./P.I. e nr iscr. Reg. Imprese di Milano 04630630962 – R.E.A. Milano 1762185



Barbara Bontempi – CEO & Partner Digital Bees S.r.l.



Digital Bees QR code



Digital Bees logo