

Hubert Burda Media

High-quality multimedia marketing

BCN.

As Burda's specialist for multichannel marketing, **BCN** combines the brand worlds of companies with the thematic areas of Hubert Burda Media. *BCN* specialises in content-based 360-degree solutions for online, print and live media. The spectrum includes native advertising, commercial content and special forms of print advertising. *BCN* takes over the full service management of the campaigns. *BCN* experts provide clients and agencies with targeted advice at two interfaces. The market experts of the "Client Service" look after the group's customer relationships according to sector. The experts in "Media Sales" guarantee proximity to the agency customers. They operate directly at the major agency locations. "Digital Media" supports the digital campaign concepts and further develops *BCN*'s digital business. The sales network also includes the *B.famous content studios* and *AdTech Factory*. It thus offers develop individually, creatively, efficiently and fast.

With a 16 percent share of the national advertising market and a turnover of over 550 million euros (source: Nielsen Media Research 2017), *BCN* is the leading European media marketer. Internationally the enterprise is represented in 15 Sales regions with own offices or representatives.

Links: [BCN website](#)



Burkhard Graßmann
Managing Director BCN

Burkhard Graßmann, Managing Director of *BurdaNews*, strengthens Burda's central marketing organization *BCN* as Managing Director.



Michael Samak
Managing Director BCN

Michael Samak has been managing director of BCN since January 2016 and is responsible for customer relationships with advertising companies. Before joining Burda in April 2014, he spent 17 years working for the international advertising agency Saatchi & Saatchi. Most recently, he served as Regional CEO with overall responsibility for Germany and Switzerland and around 250 employees at sites in Frankfurt, Düsseldorf, Berlin, Zurich and Geneva. Michael Samak is co-editor of the marketing textbook “Erlebniskommunikation – Erfolgsfaktoren für die Marketingpraxis” (Communicating experience – factors in marketing success), which bridges the gap between theory and practice with cross-industry best practice cases from notable companies.

Facts	
Company	Burda Community Network GmbH (BCN)
Managing directors	Burkhard Graßmann, Michael Samak
Locations	Munich/Stuttgart, Frankfurt, Düsseldorf, Hamburg/Berlin
International	Own offices in Switzerland, Austria, UK, France and representatives in many other countries
Responsible for content	Burkhard Graßmann, Michael Samak
Contact	bcn@burda.com