



**re:publica on the U-Bahn: commuter TV Berliner Fenster and re:publica
inform a million passengers**

+++ Third cooperation between Berliner Fenster and re:publica +++
+++ Digital topics on all Berlin U-Bahn screens +++

Berlin, 4 April 2016 – Germany's largest commuter TV service and Germany's most important conference on digital society have teamed up again. As in the past two years, Berliner Fenster will be providing in-depth coverage of [re:publica's](#) 10th anniversary (2 – 4 May). 1.5 million daily Berlin U-Bahn commuters will get an introduction into themes and topics of our digital society. Berliner Fenster's coverage will include tips and tools on digital privacy and security relevant to all travellers.

Starting today, 4 April, the new re:publica trailer will be broadcast for an entire month on all 3800 Berliner Fenster screens on the U-Bahn and advertise the conference taking place in May at STATION Berlin. The event, now taking place for the tenth time, has a particular focus on issues from past years. Together with its participants, re:publica will examine future developments and promote discourse, because participation and engagement are the corner stones of a society in the digital age. TEN is NET is our motto in 2016.

During its three event days, re:publica will fill Berliner Fenster's playlist with content from the conference and the wider digital society. The editorial teams of re:publica and netzpolitik.org, in cooperation with students from Munich's Deutsche Journalistenschule (DJS), will offer information on speakers, conference updates, security tools and tips for users, reading suggestions on internet topics and much more. Berliner Fenster editors will concisely condense all this information into easily understandable material and present them in precise short articles. Voices from social media will also be featured. As in the past two years, comments and pictures from Twitter and Instagram will be broadcast on the double screens on all U-Bahn lines.

The #rpTEN trailer, featured on all U-Bahn screen starting 4 April:
<https://www.youtube.com/watch?v=tQKYoGJfSic> (Online-Version)

“We are happy to continue our cooperation with re:publica, particularly in its anniversary year, and bring digital topics to a wider audience. The digital transformations of everyday and working life affect us all. With its coverage of “TEN is NET”, Berliner Fenster helps to inform and bridge the gap between digital expertise and day-to-day life”, explains Andreas Orth, CEO and general manager of Berlin Fenster.

Andreas Gebhard, founder and CEO of re:publica explains: “the cooperation between us and Berliner Fenster over the last two years was a huge success and once again shows, how important and relevant re:publica and its topics are for a large audience. Our conference and our city of Berlin are becoming more and more international and our content will again run in German and English. This way, we will truly reach and inform nearly 1.5 million daily commuters.”

About Berliner Fenster:

Berliner Fenster is Germany's largest commuter television broadcaster and has provided infotainment on Berlin's entire U-Bahn network successfully for 15 years. The city's U-Bahn carriages are kitted-out with around 3800 double monitors. According to a representative survey by the German Society for Consumer Research (GfK), Berliner Fenster's programme of news, magazine formats and advertisement reaches nearly 1.5 million commuters daily and generates over 40 million gross advertising contacts each week. Berliner Fenster is marketed by mcR&D. Since late 2013, mcR&D's Münchiner Fensters has been creating a commuter television channel in the Bavarian capital's subway and tramway systems. By the end of the roll-out, the broadcast network will feature around 5500 double monitors.

About re:publica

re:publica is Europe's largest conference on internet and digital society. It attracts over 7000 participants to discuss themes and topics concerning our interconnected society and creates a space for bloggers, politicians, scientists, business people, artists and activists to come together. The founders of republica GmbH, newthinking communications and Spreeblick Verlag

have been involved in internet policy and digital culture and society for over a decade. They are also the founders of two of Germany's most well-known blogs: netzpolitik.org and spreeblick.com. The 10th re:publica takes place 2 – 4 May 2016 at STATION-Berlin.

Find more information at:

<http://re-publica.de/presse>

<http://www.facebook.com/republica>

<http://twitter.com/republica>

<http://mediaconventionberlin.com/en>

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