



# IDC Arena

## The home of next-level infotainment

WATCH TECH CONTENT, ON-DEMAND. VISIT [WWW.IDCARENA.COM](http://WWW.IDCARENA.COM) TODAY!



### EXPERIENCE

Deliver an engaging experience

- Built in video conferencing with time triggered live launch & on-demand capabilities.
- Supported by a content marketing system & platform.
- With chat features allowing delegates and speakers to interact with each other.



### EMPOWER

Give the control back to your audience

- Powered by a technology that suggests episodes based on the user's interest and watching habits.
- Provides an option for users to watch sessions live or on-demand.
- Sharing made easy – users can share episodes on social media amplifying the reach for partner brands.



### RESULTS

Measurable KPIs and Proven ROI

- Get immediate insights to audiences' interactions: polls, reactions, votes.
- Comprehensive attendee analytics that includes resource download and viewing duration.



### REACH

C-level Community of

# 121,053\*

users within your reach!



40%

Director  
Associate  
Director  
Department  
Heads  
Vice Presidents

25%

Managers  
Senior  
Managers  
Executives

15%

C-Suites  
General  
Managers  
Managing  
Directors  
Chairman

20%

Group VP  
Executive VP  
Senior VP

\*subscribers as of August 2022  
\*\*breakdown as of January 2022

### STAGE ENGAGING CONTENT ON IDC ARENA

For inquiries, please email Mark Anthony Raj at [mraj@idc.com](mailto:mraj@idc.com)  
or head on to [www.idc.com/ap/media-center/idc-arena](http://www.idc.com/ap/media-center/idc-arena) for more information.

