



PRESSEINFORMATION

iq digital cooperates with the IU Research Center for Sustainable Media and Marketing

Since November 2024, iq digital has been cooperating with the Research Center for Sustainable Media & Marketing (RCSMM) created by the International University to promote responsible media planning and sustainable strategies.

Düsseldorf, 05.12.2024. iq digital is now cooperating with the Research Center for Sustainable Media & Marketing created by the International University of Applied Sciences under the direction of Prof. Dr. Lisa Wolter to strengthen the importance of value media for responsible brand communication. With 130,000 students, IU is the largest university in Germany.

The main objective of the newly created IU Research Center is to promote sustainable media strategies based on ESG criteria. The focus is on developing a transparent and scientifically sound scale for media planning that makes its value for society and the individual visible beyond the traditionally used economic value. iq digital will participate as a board member in the RCSMM meetings and development meetings in order to contribute the marketing and publishing perspective to the scale development.

The kick-off event of the IU Research Center for Sustainable Media & Marketing (RCSMM) took place on November 26 in Hamburg with representatives from science, business and the media. Other notable cooperation partners of the RCSMM are the BVDW, NDR Media, Radiozentrale, Wort & Bild Verlag, RMS Radio Marketing and Teads.

Maik Rogge, COO and Deputy Managing Director, comments: “We are delighted about the cooperation with the IU and the RCSMM because, as a marketer of value media, we want to make a clear commitment to sustainability for the entire industry. We are concerned with responsibility, relevance and, ultimately, better effectiveness and transparent standards. We are already incorporating sustainability criteria into numerous corporate decisions relating to products, technologies and processes - with the help of this initiative, there will be standards for Value Media for the first time and we would also like to strengthen our pioneering position in this area.”



Prof. Dr. Lisa Wolter, who heads the Online Marketing and Customer Centricity course at the university as well as the research project, is also positive about the collaboration: “We are delighted to have gained iq digital as a partner. The Research Center will continue to work closely with the industry in the future to create innovative and practical solutions that will transform the media and advertising industry in the long term. Our goal is to advance research with concrete benefits for society and industry.”

For iq digital, one thing is clear: ESG approaches are not a chore, but a driver of value and innovation in the media and advertising industry. There will be no way around ESG standards in the future. Both partners are convinced that value media will contribute to strengthening social cohesion in the long term.

About iq digital:

iq digital media marketing gmbh is the exclusive marketer for leading media in Germany. The portfolio includes top-class media in the areas of general news, business & finance, specialist media and millennials. Websites such as DER SPIEGEL, FAZ.NET, Handelsblatt Online, Süddeutsche Zeitung, WirtschaftsWoche Online, manager magazin, Harvard Business manager and Der Tagesspiegel provide decision-makers with daily information on all relevant topics. As a joint venture between FAZ Verlag, Handelsblatt Media Group, Süddeutsche Zeitung Verlag and ZEIT Verlag, Düsseldorf-based iq digital stands for high reach in the areas of news and business/finance as well as for special interest offerings to address specific target groups. With a total digital reach of 25.4 million* digital unique users, iq digital is one of the leading marketers for digital quality media and mediabrands.

*Source: agma DNA, net reach / October 2024

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