

WORTFILTER WISSENTALK

Season 5

Media data 2025

“Every Thursday 30 minutes [Live-Talk](#) for e-commerce experts, SME sellers and e-commerce service providers.”



https://www.facebook.com/mark.steier.bloggt/past_hosted_events

About Wissentalk

The Wortfilter Wissentalk is one of the **most influential weekly video interview formats on e-commerce in the DACH region**. It is hosted by **Mark Steier**, E-Commerce-Guru and the man behind the influential Wortfilter blog. Co-host is the international e-commerce expert **Malte Karstan**.

Since 2020, now in its 5th season, Mark and Malte bring together leading minds from the industry and talk about the topics that move e-commerce in an enjoyable way.

A constantly growing and unique community of up to **24,000 experts from the e-commerce sector like SME Seller and E-Commerce Service Provider follow the programme** live on Facebook, YouTube and other channels (by comparison, there are 65,000 online shops and 47,500 SMEs on Amazon in Germany).

The Wortfilter Wissentalk is exactly the right advertising environment for all those who want to gain **value-adding leads, influence and awareness in the e-commerce market in Germany, Austria and Switzerland**.

+24M

Impressions

(Videos
combined
since 2020)

12k

Viewers per Week

+160

Episodes

What we talk about

- Internationalization
- Platforms
- Product compliance
- Process security
- Logistics strategy
- Cyber security
- Returns
- Brand protection
- Customer care
- content localization
- AI
- just to name a few...

Some of our guests

- **Elmo Gramshi**, Director Sales, Berlin Brands Group
- **Valentina Dimitrov**, Amazon Compliance
- **Günther Uhl**, Managing Director, productIP
- **Ingrid Lommer**, Co-Founder, Marketplace Universe
- **Martin Groß-Albenhausen**, Managing Director, bevh
- **Georg Schmidt**, Fachreferent, Der Grüne Punkt
- **Dr. Nikolaus Lindner**, Senior Director, eBay
- **Christian Möckelmann**, Commerzbank AG
- **Dr. Carsten Uthoff**, Geschäftsführer, Creditreform SB-PS
- **Wolfgang Adelhardt**, General Counsel, Berlin Brands Group
- **Franziska Eggers**, Manager, Amazon
- **Rolf A. Kimmeyer**, Manager Amazon Global Selling

BERLIN
BRANDS
GROUP

ebay

amazon

COMMERZBANK



About our hosts



Mark Steier



Malte Karstan

Mark Steier, Wortfilter.de

Mark is a highly respected e-commerce expert and a sought-after source for leading media outlets, such as Der Spiegel, Handelsblatt, Wirtschaftswoche, OMR, Business Insider. In 2010, he became the largest seller on eBay-Motors. With more than 30,000 transactions per month, Mark received the Platinum Powerseller Award multiple times. Since 2012, he has been blogging at www.wortfilter.de.

Malte Karstan, Consultant

Top Retail Expert 2024 - RETHINK Retail |
Keynote Speaker | C-Suite Advisor | E-
Commerce Evangelist & Consultant |
Investor in Stealth Mode.



What others say about us

*“Always helpful - concise information on selected topics in a nutshell - The BBG Business Talk by Mark Steier and experts”. **Oliver Perrone, Just commerce***

*“As a patent attorney, the BBG Wissentalk shows me exactly where the challenges for sellers lie and how the landscape is changing. The in-depth knowledge of Malte Karstan and Mark Steier ensures that the guests can also go into depth. The interviews therefore don't just remain on the surface and thus offer great added value for all those who want to understand the business of eCommerce.” **Dr. Rolf Claessen***

Media **bundles** *Season 5*

✓ Partnerships

Become a partner of the programme, **get endorsed** in the programm by Mark and Malte, achieve visibility with **effective banner ads** that really reach the right people.

- **One-Shot: 1 episode | EUR 2,000 +VAT**
- **Starter: 3 episodes | EUR 4,500 +VAT**
- **Bundle 1: 6 episodes | EUR 7,500 +VAT**
- **Bundle 2: 12 episodes | EUR 12,000 +VAT**



✓ Expert placement

You would like to bring yourself or another expert of your choice into the programme as an interview partner. Then the Expert Placement Bundle is the right thing for you. Together we will find the right topic and provide you with professional support before, during and after the programme.

EUR 4,000 +VAT

Get In Touch



Wortfilter Wissentalk is a production of Wortfilter.de/Mark Steier.

https://www.facebook.com/mark.steier.bloggt/past_hosted_events



+49 151 70562553



wortfilter.de



ms@wortfilter.de