



G O L D M E D I A

Online broadcasting in Germany
Business models and market trends

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Consulting, Political Advising, Research, Sales & Services

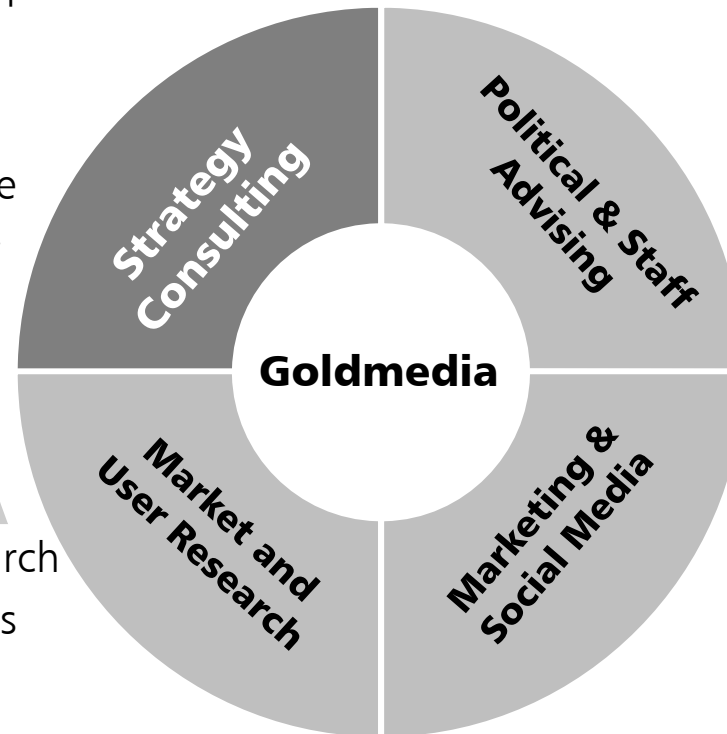
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- Forecasting, Trend-Analysis
- Performance/Efficiency Improvement
- Strategy Development
- Portfolio Valuation
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- Social Media Marketing
- Sales Training

GOLDMEDIA

DECLARE YOUR BIAS

Processing

Power

X2 every

18 Month



**Storage
capacity**

X2 every

12 Month



**Available
bandwidth**

X2 every

12 Month



**Mobile
bandwidth**

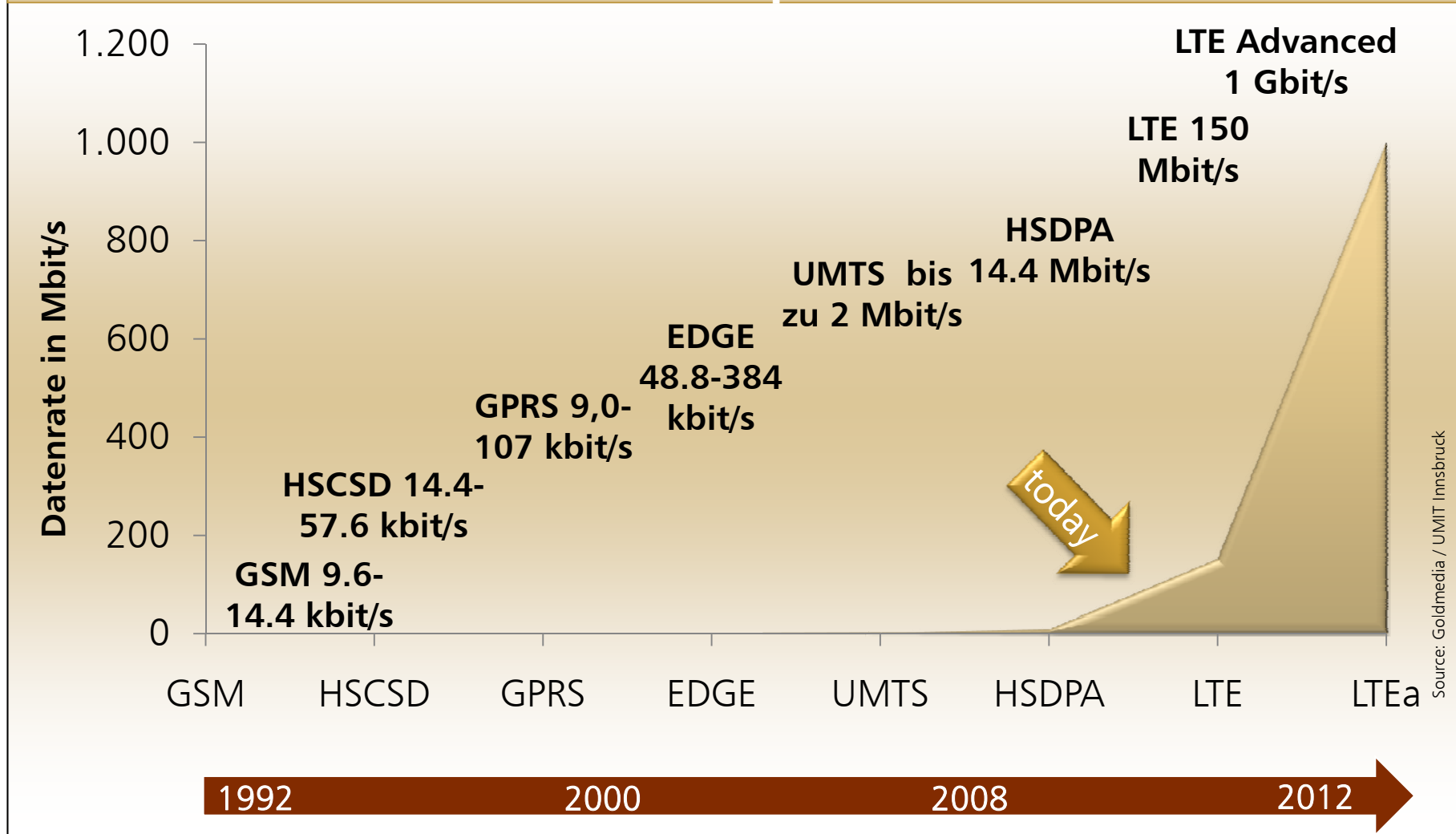
x2 every

12 Month



Available max. mobile bandwidth doubling every 12 months

Development of available mobile bandwidth in Western Europe 1992-20xx



64 TB 2 Gbit/s „128Core“



85 years of video



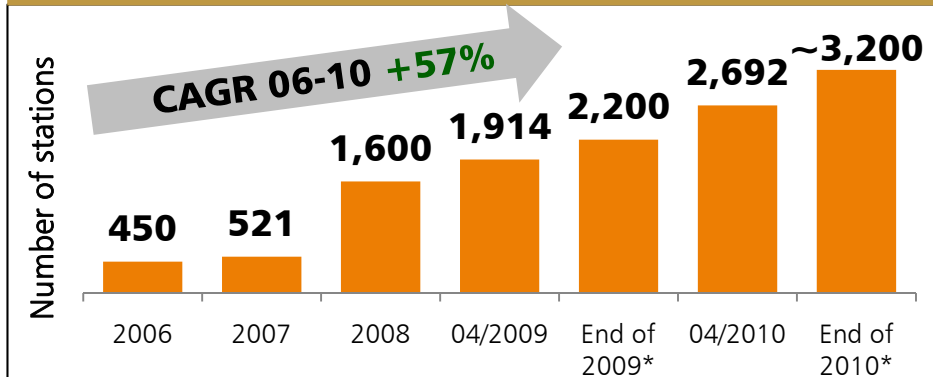
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MARKET STRUCTURE:
WEBRADIO & **WEB TV**

Web radio: Rapidly growing number of online radio services: 81% online only streams



Web radios in Germany, 2006 to end of 2010

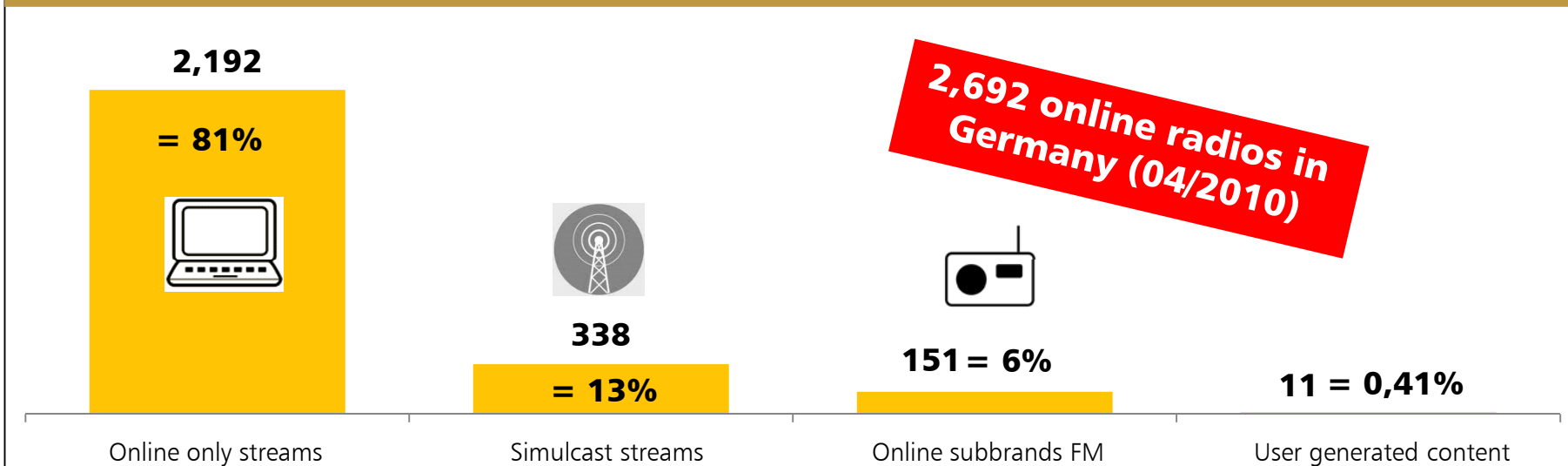


Sources: Goldmedia Web Radio Monitor; ALM, *Est. for end of '09 & end of '10

Summary

- 2,692 online radios in Germany (04/10)
- Goldmedia anticipates about 3,200 online radios by the end of 2010
- Annual growth of 57% since 2006
- Online-only stations make up $\frac{4}{5}$ of total stations

Number of German web radios by service type (04/2010)



Source: Goldmedia Web Radio Monitor 2010

Web TV channels in Germany: 47 % of providers with conventional media background



Web TV in Germany as of 09/2010

**1,275
Online TV
channels**

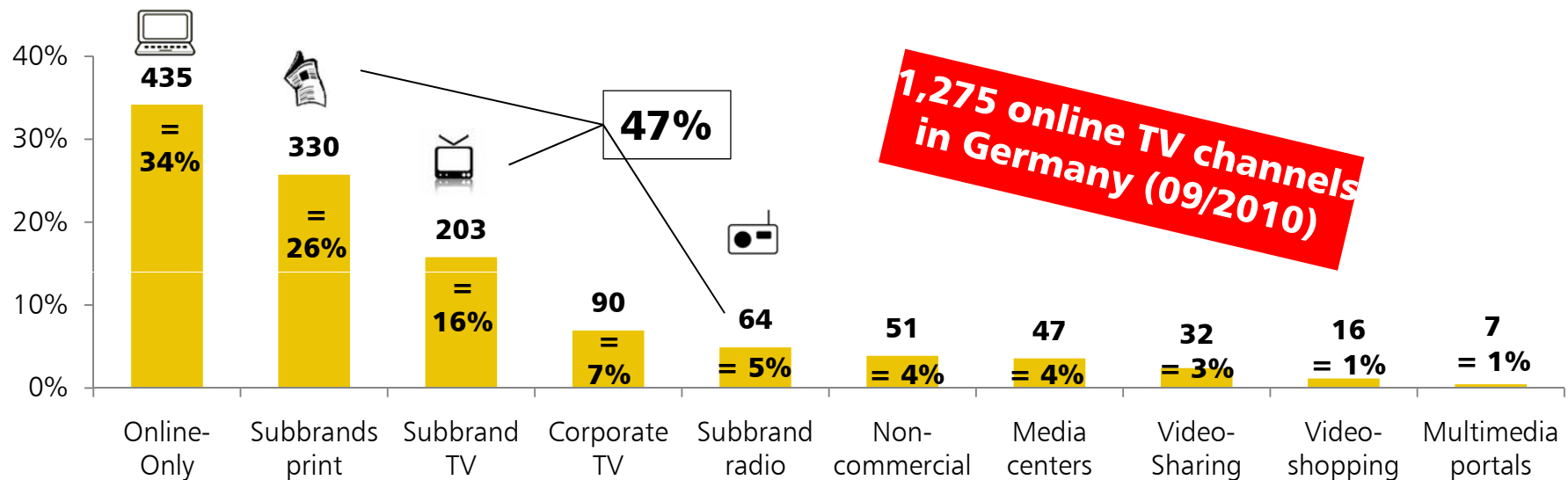


Source: Goldmedia Web-TV-Monitor 2010

Summary

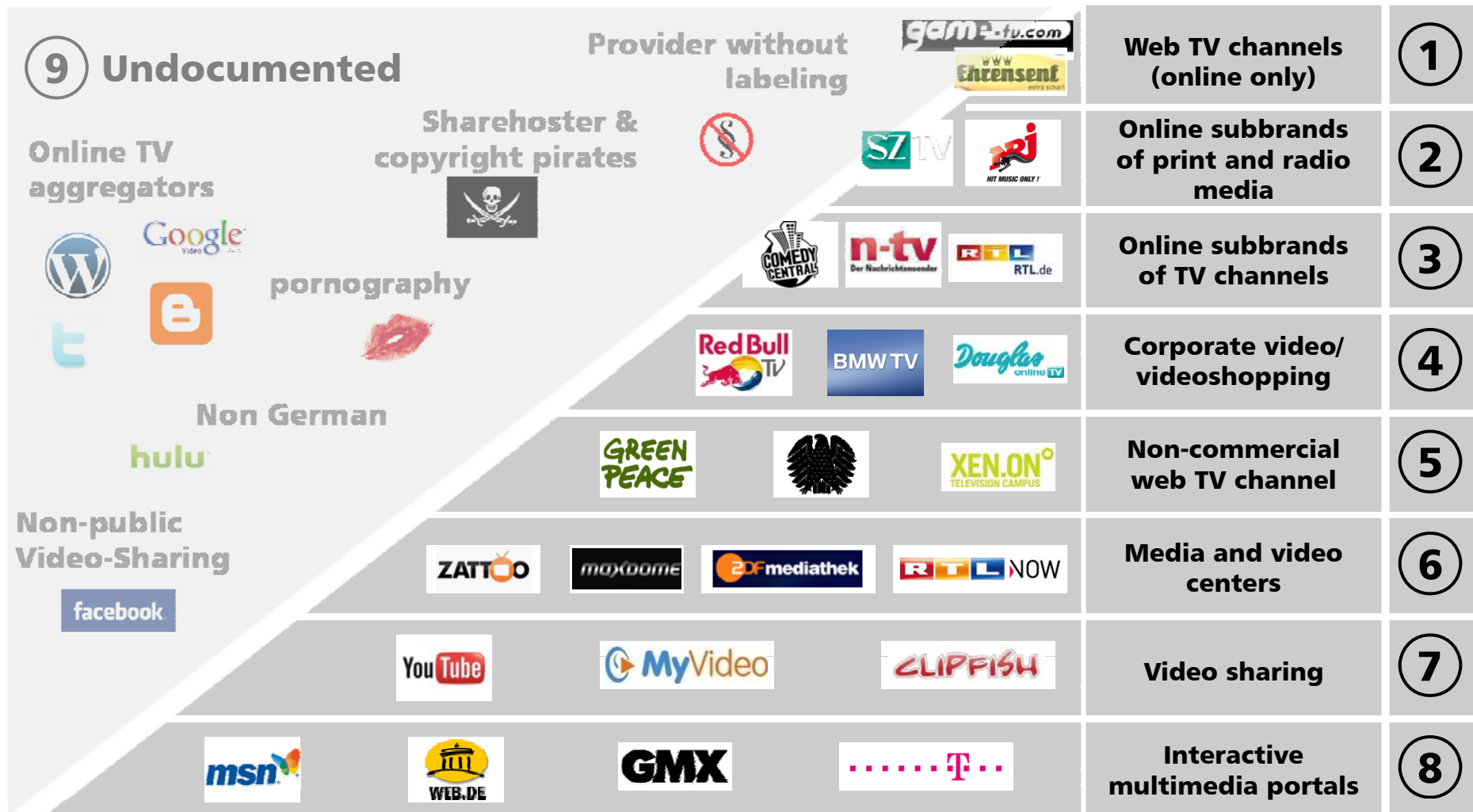
- Provider-counting in Germany for the 1th time
- 1,275 online TV channels (09/10)
- Nearly half of the TV services are subbrands of conventional media
- Classical Web TV channels (online-only) make up 1/3 of total stations

Number of German web TV channels by service type (09/2010)



Source: Goldmedia Web-TV-Monitor 2010

Web TV: The universe of providers in Germany: nine categories of Web TV channels*

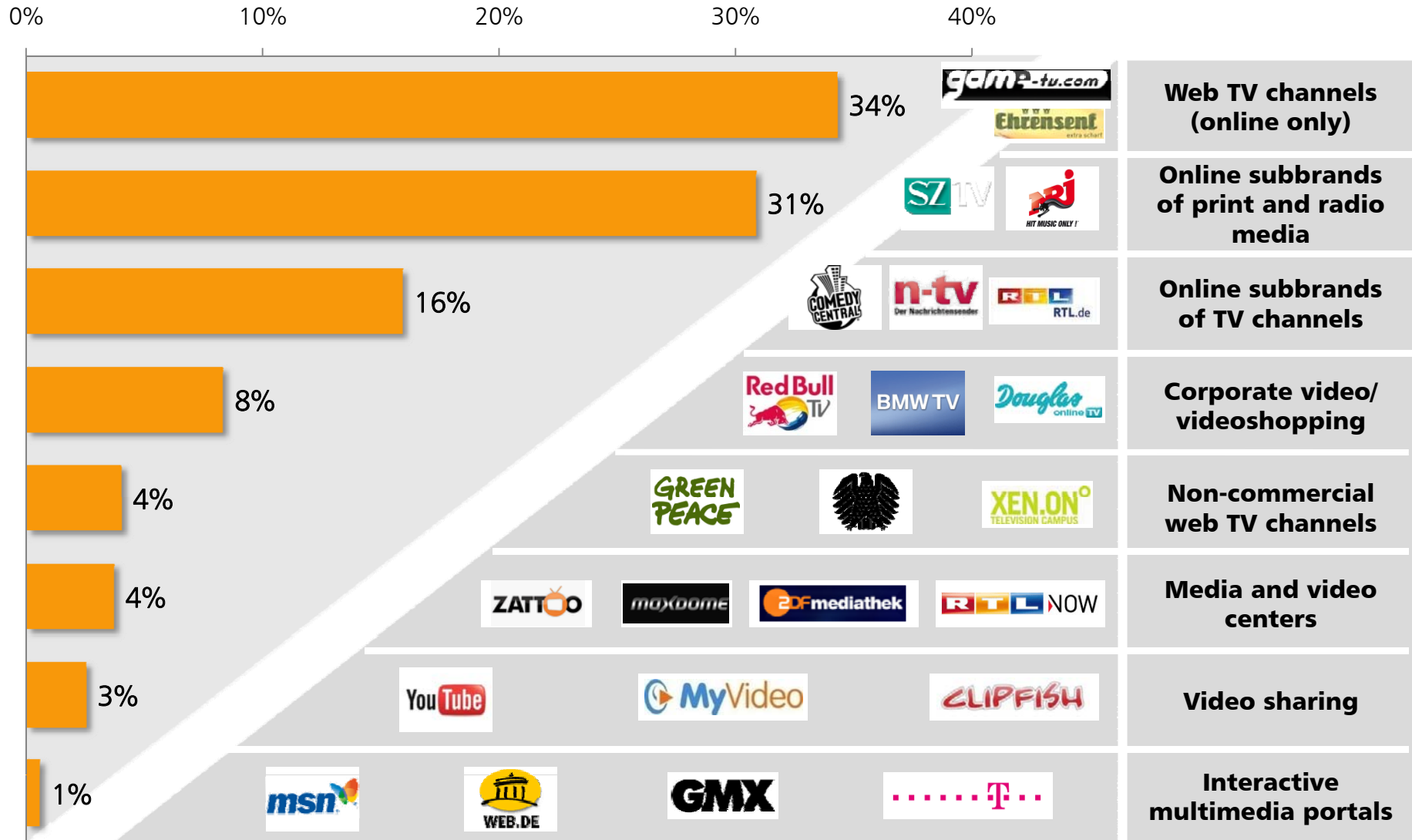


* According to the Goldmedia definition
Source: Goldmedia Web-TV-Monitor 2010

1,275 Web TV channels in Germany, with at least 47% belonging to conventional media



Share of online TV channels (base = 1,275 web TV channels)



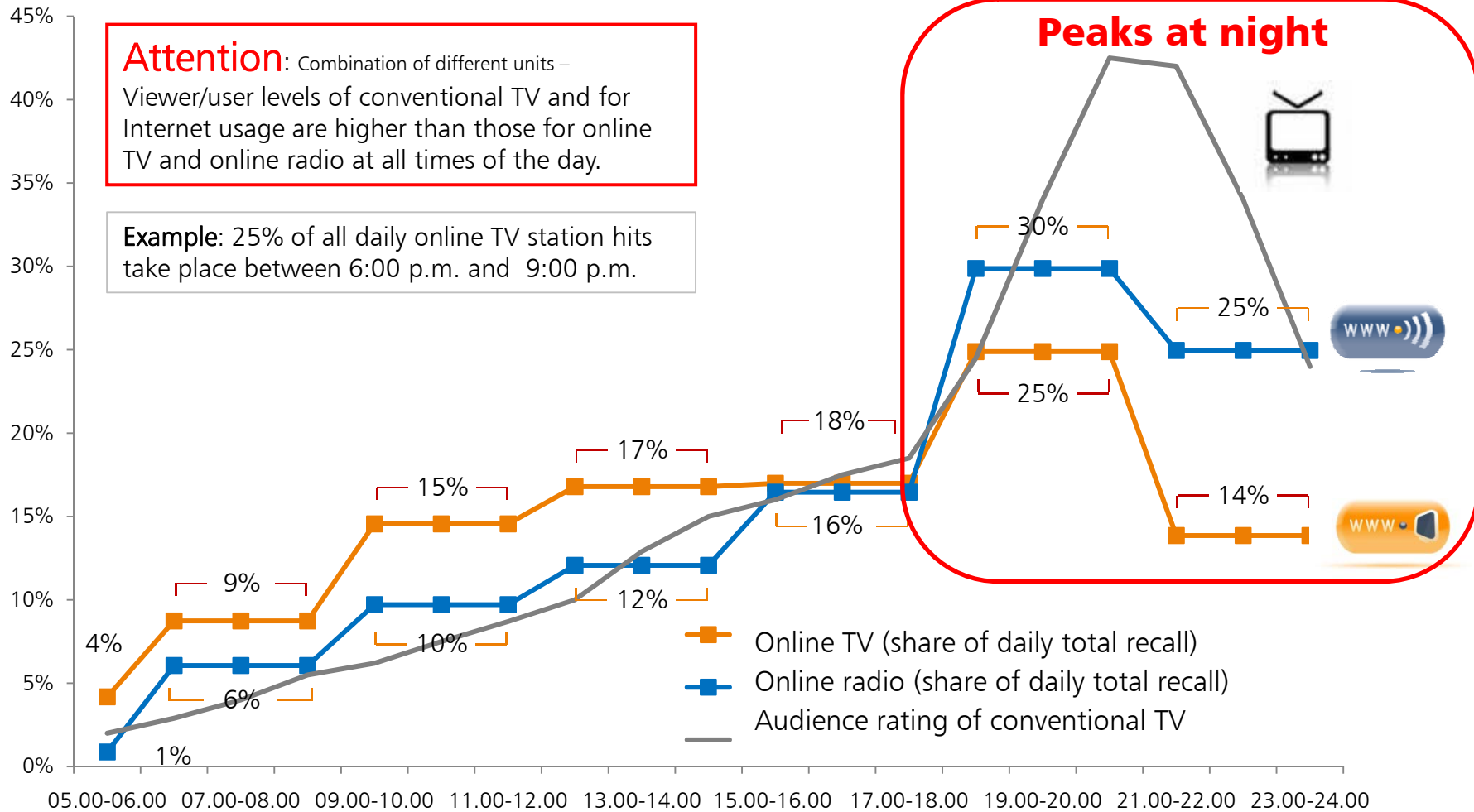
Source: Goldmedia Web-TV-Monitor 2010, n=1,275

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USE AND SCOPE OF ONLINE BROADCASTING IN GERMANY

Usage during the day – like conventional TV and in contrast to FM radio: peak in the evening

Use of online TV and online radio during the day (09/2010)



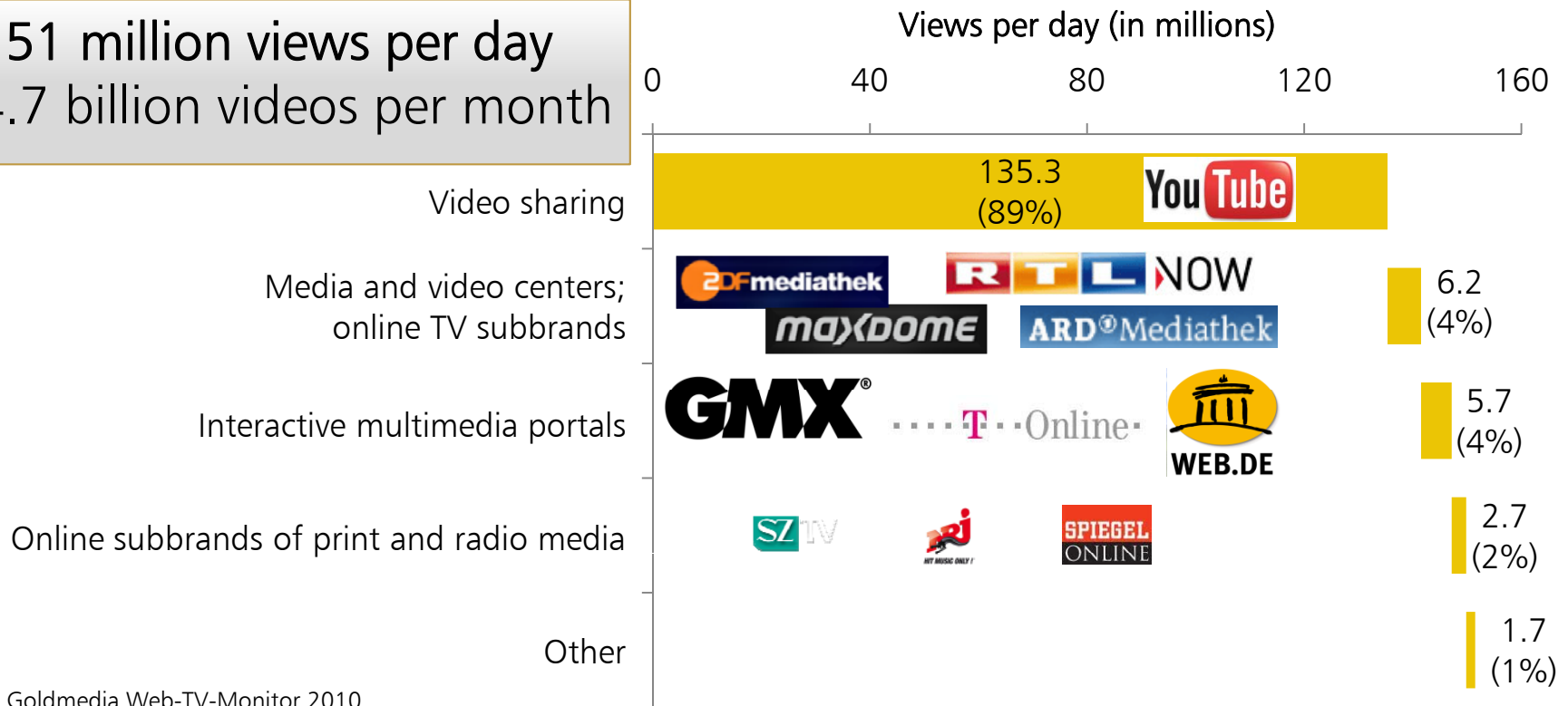
Sources: Goldmedia analysis by www.agf.de, ARD/ZDF-Onlinestudie 2010, Goldmedia Web TV Monitor, n=186 ; Goldmedia Webradiomonitor 2010, n=609

German Web TV/video usage: 151 million views per day – dominance of video sharing



Average number of video views per day in the German online TV market in 2010

- 151 million views per day
- 4.7 billion videos per month



Source: Goldmedia Web-TV-Monitor 2010

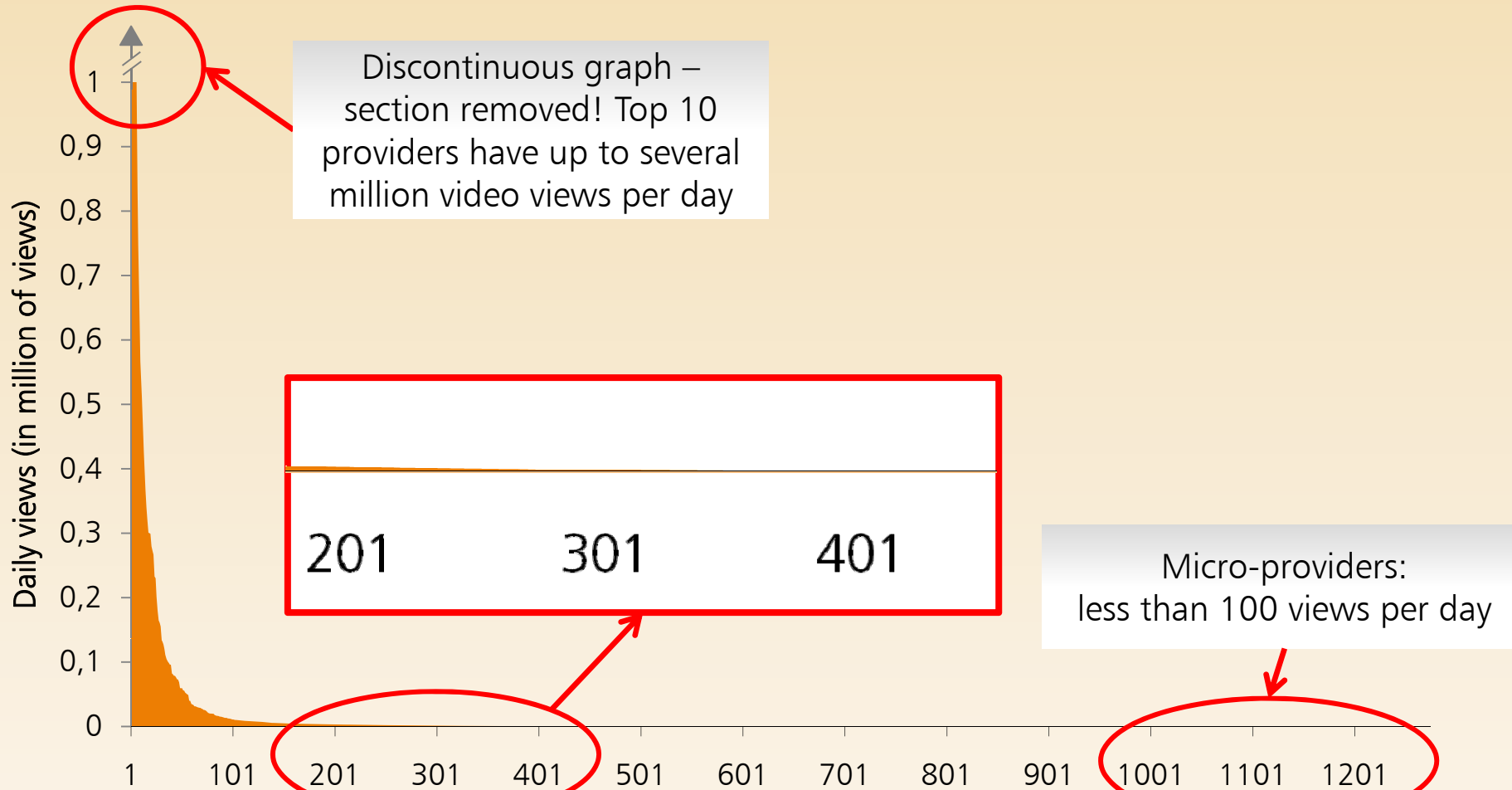
Conclusion

- UGC has the highest share of views, but no professional content
- Media and video centers have high-quality content as well as longer service time per view – far more potential in media budget

Web TV in Germany: top 10 providers account for 93% of use – a “fat head market”



German web TV channels, sorted by number of video views, 2010



Source: Goldmedia Web-TV-Monitor 2010

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ACCESS FIGURES & PROFITABILITY

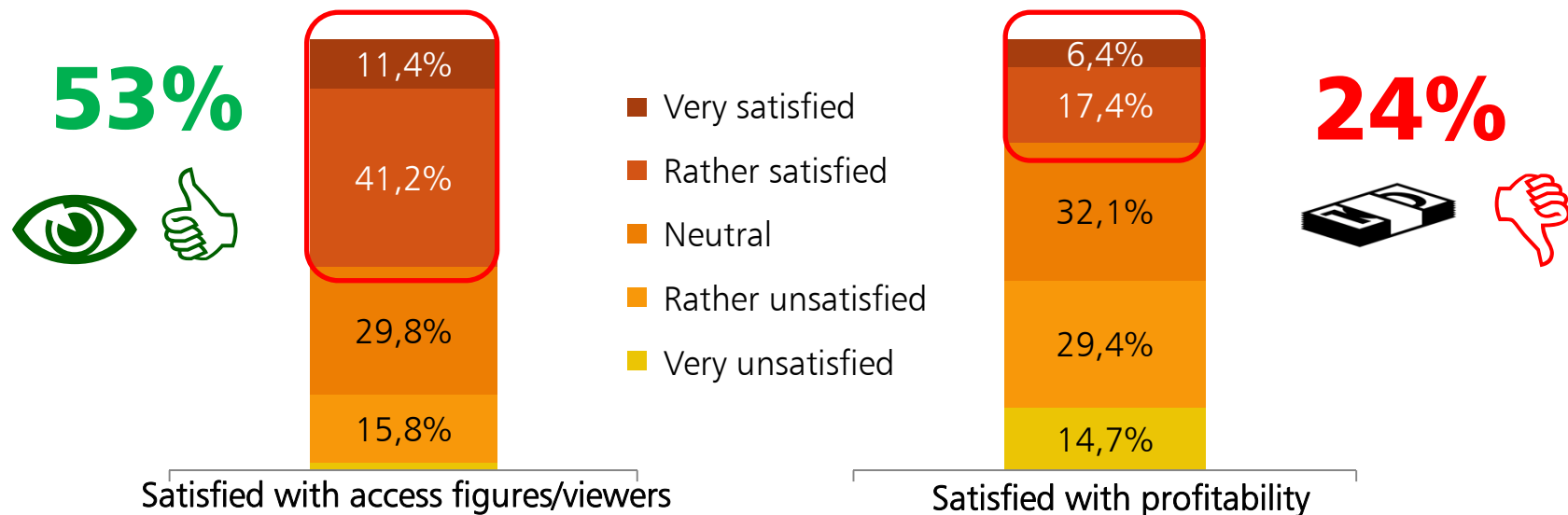
Majority of **Web TV** providers satisfied with access figures – but not with profitability



Web TV Monitor 2010: Access figures/viewers and profitability of online TV

“How satisfied are you with your TV’s access figures in general?”

“How satisfied are you with your TV’s profitability in general?”



Source: Goldmedia Web TV Monitor 2010, n=186

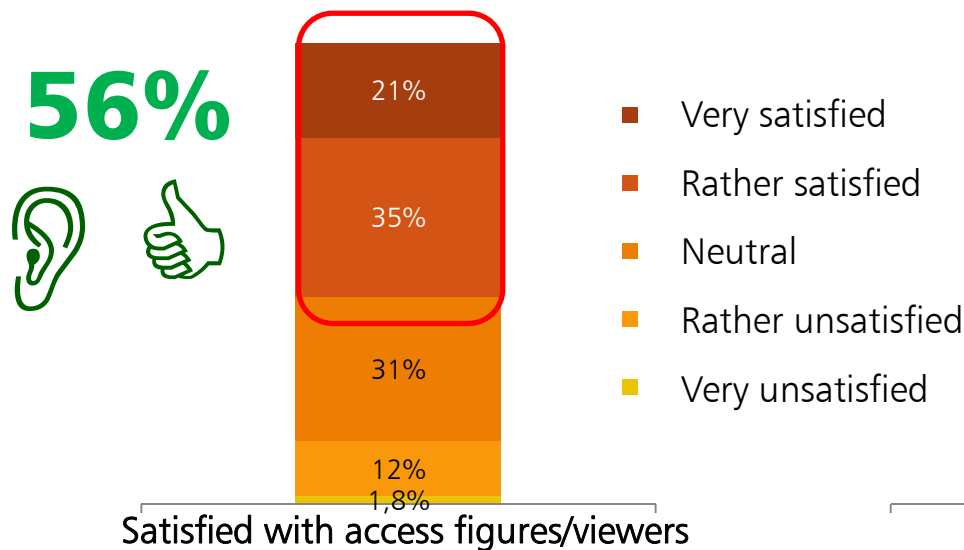
Conclusion

- **Good access figures/viewers, bad viability:** only 17.5 percent of providers are unsatisfied with their web video access figures, but 44 percent are unsatisfied with viability -- business models have to yet to become established: i.e. acceptable usage data for selling ads not yet established
- Success of ads and paid services mainly depends on availability of premium content

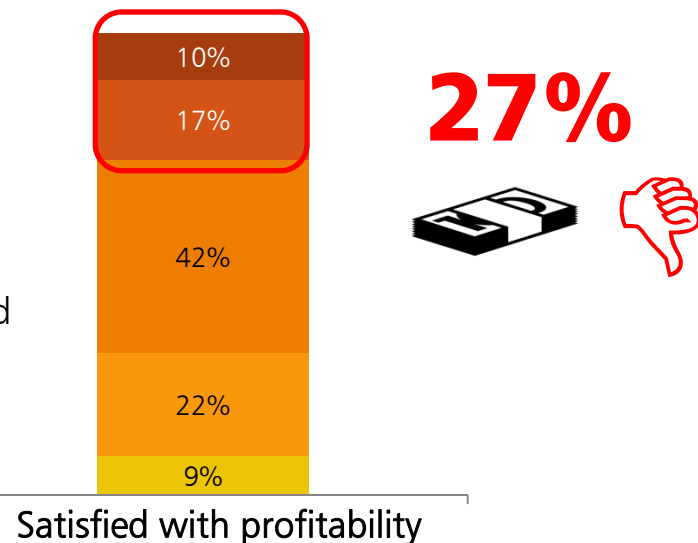
Web radio: compared to 2009, providers more satisfied with access figures & profitability

Webradiomonitor 2010: Access figures and profitability of online radio

"How satisfied are you with your radio's access figures in general?"



"How satisfied are you with your radio's profitability in general?"



Source: Goldmedia Webradiomonitor 2010, n=609

Conclusion

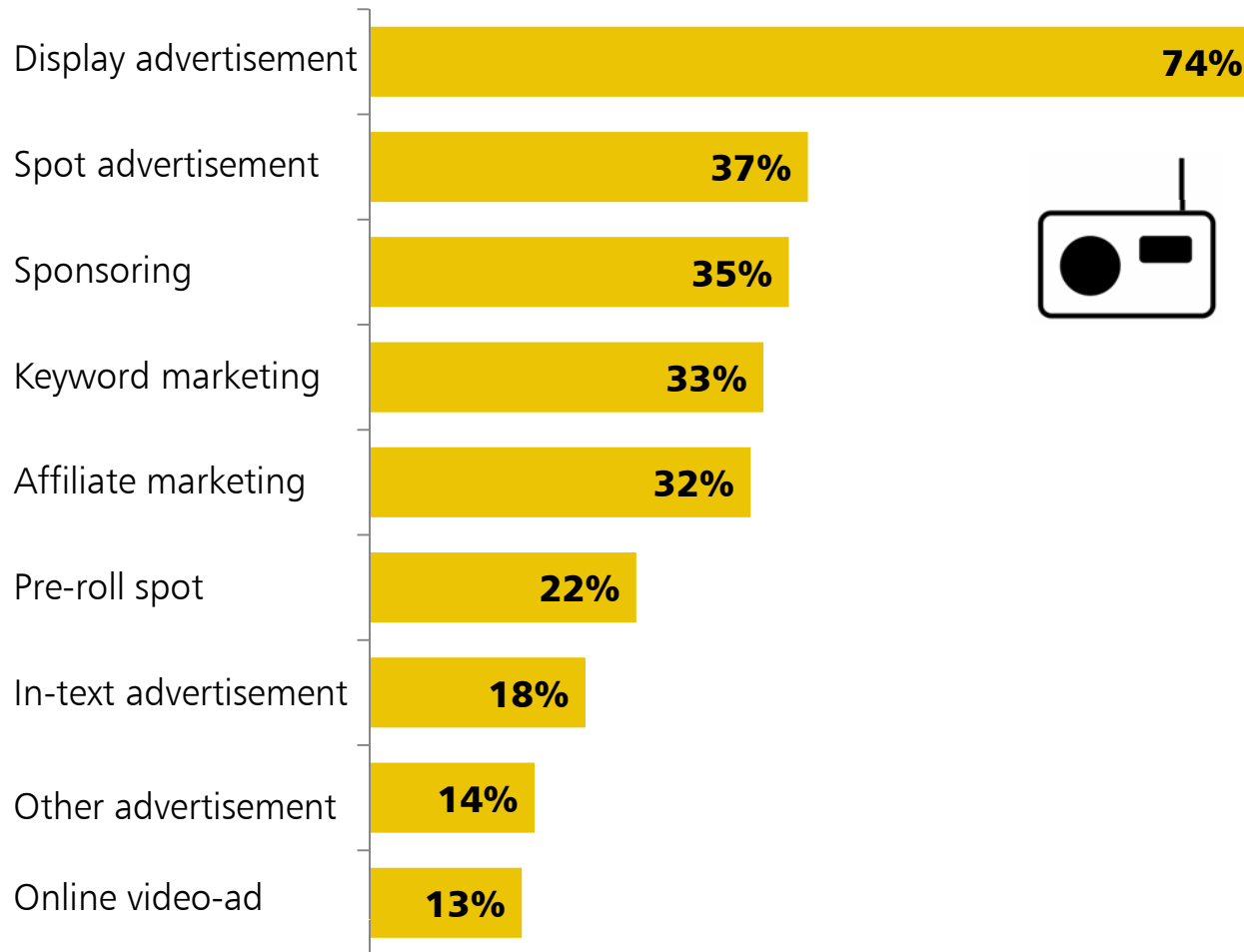
- In comparison to 2009, satisfaction with access figures has slightly increased, especially the FM stations' satisfaction indicates that online radio usage is perceived as an important addition
- Profitability: compared to 2009, a clear increase in satisfaction can be observed. In 2009, only 19 percent of the respondents were satisfied with profitability, compared to 27 percent in 2010

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ECONOMIC CONDITIONS – ADVERTISEMENT AND MARKETING

Web radio: Display ads still most important ad form, importance of online-spots increases

Types of ads offered by online radio providers polled in %



Source: Goldmedia Web Radio Monitor 2010, n=609

Conclusion

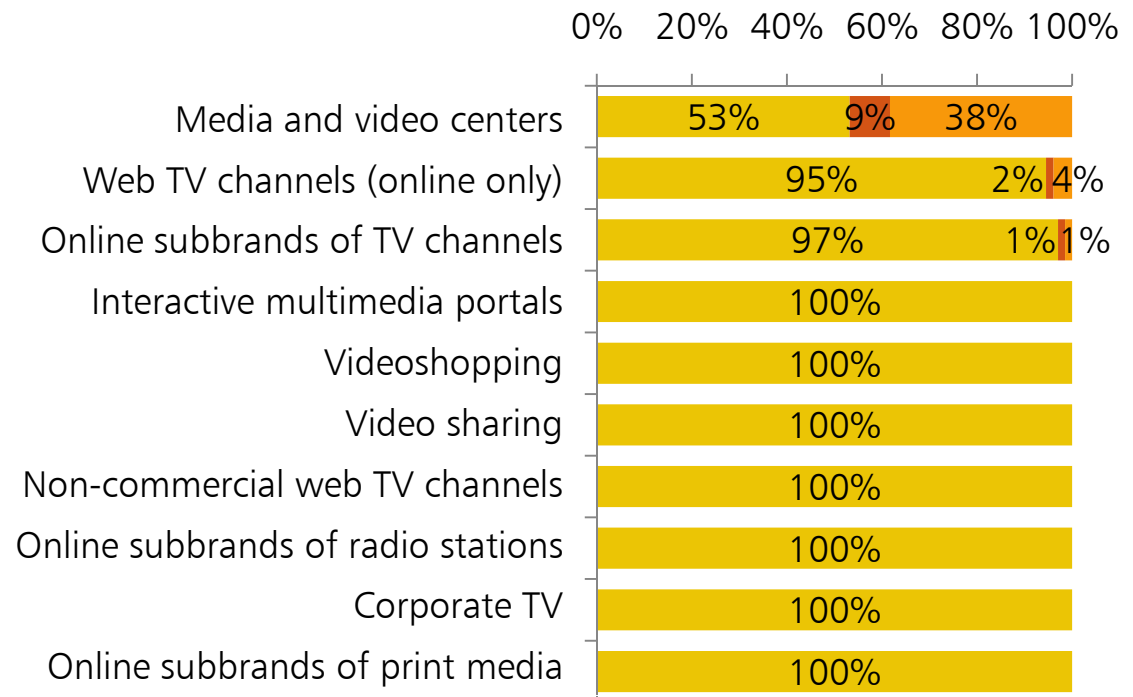
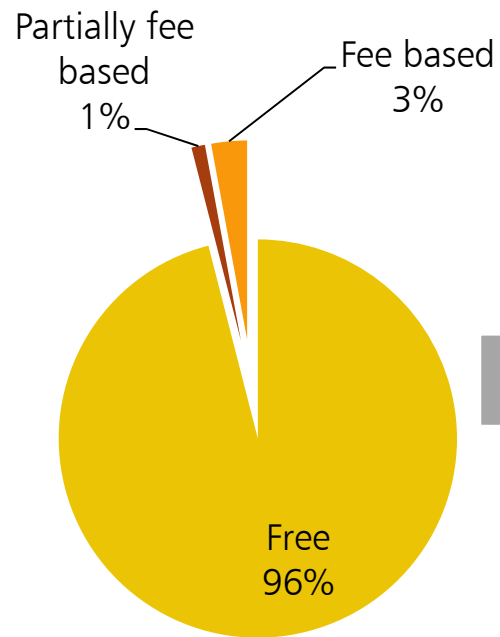
- Altogether, 45% of the providers finance their service at least partly with ads
- Display advertisement is still the most important ad form for online radios (74% of providers)
- Online spot ads become even more established with online-only providers and become more important than sponsoring (2nd most important ad form in 2010)

96 percent of all **Web TV** services are free! Advertising most important business model



Web TV's business models 2010 in Germany

Base: 1,275 Web TV Channels 2010 Share



Source: Goldmedia Web TV Monitor 2010, N=1,275

Key facts

- Most online TV channels were ad-supported, public, or other free services
- Here is some paid content, especially among the few video centers

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SUMMARY AND OUTLOOK

2,700

Web radios

1,300

**Web TV
channels**



Web TV

**40 million €
net advertising
revenues**

with online video ad
in Germany 2009



Web radio

**8.8 million €
net advertising
revenues**

in Germany 2009



Web TV
346 million €
in 2015

Web radio
29 million €
in 2014

net advertising
revenues in Germany
(Goldmedia Forecasts)



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YOUR CARD = THIS PRESENTATION

THANK YOU!

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