



Marktforschung

Mediaplanung

Consulting

...MyCrossmedia bietet eine breite Palette von Dienstleistungen im B-to-B Bereich der Medienvermarktung: von Monitoring regionaler TV Märkte in Deutschland, Office-Tools für Media, über Planung Pan-Europäischer crossmedialer Mediakampagnen bis hin zur umfassenden Analyse internationaler Medienmärkte...

Praxis und Forschung – global, regional

Inhalt

Das Geschäftsmodell

Der Service

Markt- und Mediaforschung

Marketing Consulting

Crossmediale Mediaplanung

Vertriebs-Support

Zur Person

Das Geschäftsmodell

Der Service	Dienstleistung und Beratung im B-to-B Bereich der Medienvermarktung
Die Kunden	Mediaagenturen, Medienhäuser ohne eigene Vermarktung und Forschung, mittelständische Unternehmen ohne Mediaagentur
Der Markt	Fest angestellte Media-Planer und Forscher verursachen hohe Kosten. Projektbezogenes Outsourcing an eine Spezialagentur liegt daher nahe
Der Benefit	Schneller, flexibler Service, projektbezogen mit klar überschaubaren Kosten. Einstieg für neue Werbetreibende ohne langfristigen Agenturvertrag
Der USP	Jahrelange Berufserfahrung, Spezialwissen und hohes Renommee in der Branche sowie gute Kontakte zu Medienhäusern

Der Service

Markt- und Mediaforschung

Internationale Markt- und Mediaforschungen, z.B. Osteuropa, Asien. Zielgruppenforschung

Marketing Consulting

Medien-Vermarktungsmodelle, TV-on air Promotion, Konkurrenzbeobachtung im Bereich Medien

Crossmediale Mediaplanung

Crossmediale Mediaplanungen in Deutschland und Europa

Vertriebs-Support

TV-Media-Managementsysteme, Vertriebssteuerungs-Systeme, Mediaplanungs-Tools, Präsentationen

Markt- und Mediaforschung

Markt- und Mediaforschung

Kundenkreis und Ziel:

Für werbetreibende Kunden oder Medienhäuser umfangreiche Analysen internationaler Medienmärkte mit dem Ziel, Entscheidungsprozesse zu unterstützen.

Inhalte:

Berücksichtigt werden alle wichtigen Einflussgrößen: Politischer und medienrechtlicher Status Quo, gesamtwirtschaftliche Entwicklungsperspektive, Wettbewerber und Konzerne im Werbemarkt, Entwicklung der Mediengattungen im media share, TKPs der Medien, Schwerpunkt TV und Internet, Zielgruppen.

Methodik:

Aufbereitung aktueller Researchdaten (des Kunden oder durch datamining, z.B. Nielsen, TNS, GfK, eMarketer, Screendigest, Gemius, WARC, ZenithOptimedia), Annual Reports großer Medienhäuser z.B. CME, MTG, RTL Group, SBS, Marktstudien von Branchenvereinigungen, z.B. IABs, aktuelle Meldungen wichtiger Branchenticker sowie der staatlichen Statistik- und Telecom-Ämter und anerkannter NGO'S.

Markt- und Mediaforschung

Osteuropa:

Im internationalen Vergleich, dabei Focus auf Rumänien, Tschechien, Slowakei, Polen und Rußland.

Eastern Europe
Media- and marketing dossier Eastern Europe

Poland Belarus Macedonia Kosovo Moldova back

Czech Republic Lithuania Montenegro Albania Uzbekistan

Slovakia Latvia Serbia Turkey Azerbaijan

Romania Estonia Croatia Armenia

Hungary Russia Slovenia Georgia

Bulgaria Ukraine Bosnia-Herzegovina Kazakhstan

My Crossmedia your success.

Asien: Im internationalen Vergleich, dabei Focus auf China, Pakistan und Südostasien

Country Profile Asia
Media- and marketing dossier Asia back

China Japan India

Hong Kong South Korea Pakistan

Macau South East Asia

Taiwan

My Crossmedia your success.

Afrika: Im internationalen Vergleich, dabei Focus auf Südafrika

Country Profile Africa
Media- and marketing dossier Africa back

North Africa

West Africa

Central Africa

East Africa

Southern Africa

My Crossmedia your success.

Markt- und Mediaforschung

Dossiers:

Die Analyse der Märkte und Medien erfolgt in klar verständlichen, standardisierten Länder-Dossiers, gegliedert in Einzelkapitel, mit Inhaltsverzeichnis und Executive Summary.

Die Dossiers liegen als pdf-Datei in Englisch oder Deutsch vor. Alle Tabellen und Charts werden offen in Excel sheets vorgehalten, können daher schnell adaptiert werden.

Media- and marketing dossier Slovakia

Advertising market	General country data	back
Internet market	Target groups	
Mobile market	Markets	
Television market	Executive summary	
Print market	Dictionary	
Radio market		
Outdoor market		
Cinema market		
Direct marketing		



Markt- und Mediaforschung: Beispiel Slovakia

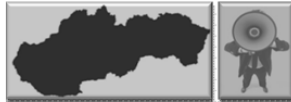
The advertising market in Slovakia

The advertising market in Slovakia

Media policies and legal framework

The media landscape in Slovakia has undergone dramatic changes in the last 20 years. After years of severe censorship and strict control by the Communist Party leadership, there was explosive development after November 1989. Soon after the fall of Communism, the floodgates opened, resulting in the creation of a variety of media. The media market in Slovakia is characterized by three factors: 1. A high concentration of media due to the relatively small size of the country. 2. The state still holds a large stake in the electronic media, which hinders competition. 3. Several networks, based on under-ownership and personal issues. Since 2000, a concentration in electronic media has been forbidden by law. This rule has, however, only been paid lip service in the past few years. In 2008, the old media law from 1996 is replaced by a new law. This requires information about publishers and owners, as well as about possible shares in other media, to be made public. This represents an improvement compared to the old law, which demanded no information about ownership structures. The new media law forces newspapers to publish responses from people mentioned in their articles, without journalists having the chance to prove the accuracy of the articles.

Advertising market



Slovakia



No.1_February 22nd, 2010

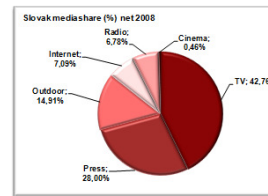
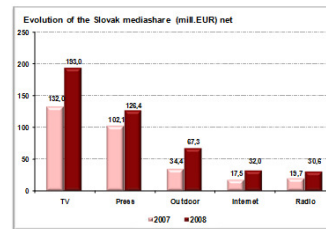
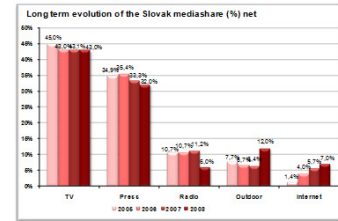


The advertising market in Slovakia

Long term evolution of the Slovak mediashare (%) net

	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	
TV	48,2%	47,0%	47,2%	48,0%	46,0%	45,9%	45,9%	45,1%	45,1%	45,1%	45,1%	45,1%	45,1%	45,1%	45,1%	45,1%	45,1%	45,1%
Press	34,7%	32,0%	32,0%	31,8%	34,9%	34,4%	32,3%	32,0%	32,0%	32,0%	32,0%	32,0%	32,0%	32,0%	32,0%	32,0%	32,0%	32,0%
Radio	7,1%	7,1%	7,1%	7,1%	7,1%	7,1%	7,1%	7,1%	7,1%	7,1%	7,1%	7,1%	7,1%	7,1%	7,1%	7,1%	7,1%	7,1%
Outdoor	8,1%	8,1%	8,1%	8,1%	7,7%	8,7%	8,4%	8,4%	8,4%	8,4%	8,4%	8,4%	8,4%	8,4%	8,4%	8,4%	8,4%	8,4%
Internet	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%
Cinema	n.a.	n.a.	n.a.	n.a.	0,3%	0,3%	0,3%	0,3%	0,3%	0,3%	0,3%	0,3%	0,3%	0,3%	0,3%	0,3%	0,3%	0,3%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Source: TNS-B. Slovakia; Slovak University of Agriculture



Source: TNS-B. WARC 2009

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Markt- und Mediaforschung: Beispiel Pakistan

Television Market Pakistan

Television market
Pakistan

My Crossmedia
your success.

“...The last few years have been very active and promising for the

Television Market Pakistan

TV channel net revenues in Pakistan

All research data has consistently shown the advertising revenue, the number of channels, the size of audience, the variety and consistency of main content in Pakistan have all seen progress and development. Various source estimates the so share of satellite channels vs. terrestrial channels 70:30 to 50%

Channel	Owner	Type	Revenue (\$ mil)	Revenue (€ mil)	Share (%)
PTV News	Corporate	Terrestrial	2,272	28,025	13.5%
Geo News	Private	Terrestrial	1,776	22,500	10.5%
ARY Digital	Corporate	Terrestrial	1,673	21,348	10.2%
PTV World	Corporate	Satellite	1,232	15,700	6.2%
ARY News	Corporate	Terrestrial	1,176	14,950	6.1%
PTV Sports	Corporate	Satellite	1,100	14,000	6.0%
ARY Sports	Corporate	Terrestrial	1,050	13,500	5.9%
PTV Home	Corporate	Satellite	1,000	12,800	5.8%
ARY Home	Corporate	Terrestrial	950	12,200	5.7%
PTV Finance	Corporate	Satellite	900	11,500	5.6%
ARY Finance	Corporate	Terrestrial	850	10,800	5.5%
PTV Entertainment	Corporate	Satellite	800	10,200	5.4%
ARY Entertainment	Corporate	Terrestrial	750	9,500	5.3%
PTV Music	Corporate	Satellite	700	8,800	5.2%
ARY Music	Corporate	Terrestrial	650	8,200	5.1%
PTV Kids	Corporate	Satellite	600	7,500	5.0%
ARY Kids	Corporate	Terrestrial	550	6,800	4.9%
PTV Health	Corporate	Satellite	500	6,200	4.8%
ARY Health	Corporate	Terrestrial	450	5,500	4.7%
PTV Education	Corporate	Satellite	400	4,800	4.6%
ARY Education	Corporate	Terrestrial	350	4,200	4.5%
PTV Science	Corporate	Satellite	300	3,500	4.4%
ARY Science	Corporate	Terrestrial	250	2,800	4.3%
PTV History	Corporate	Satellite	200	2,200	4.2%
ARY History	Corporate	Terrestrial	150	1,500	4.1%
PTV Travel	Corporate	Satellite	100	1,000	4.0%
ARY Travel	Corporate	Terrestrial	50	500	3.9%
PTV Nature	Corporate	Satellite	50	500	3.8%
ARY Nature	Corporate	Terrestrial	25	250	3.7%
PTV Arts	Corporate	Satellite	25	250	3.6%
ARY Arts	Corporate	Terrestrial	12	125	3.5%
PTV Religion	Corporate	Satellite	12	125	3.4%
ARY Religion	Corporate	Terrestrial	6	62	3.3%
PTV Culture	Corporate	Satellite	6	62	3.2%
ARY Culture	Corporate	Terrestrial	3	31	3.1%
PTV Fashion	Corporate	Satellite	3	31	3.0%
ARY Fashion	Corporate	Terrestrial	1	15	2.9%
PTV Food	Corporate	Satellite	1	15	2.8%
ARY Food	Corporate	Terrestrial	0	0	2.7%
PTV Lifestyle	Corporate	Satellite	0	0	2.6%
ARY Lifestyle	Corporate	Terrestrial	0	0	2.5%
PTV Crime	Corporate	Satellite	0	0	2.4%
ARY Crime	Corporate	Terrestrial	0	0	2.3%
PTV Mystery	Corporate	Satellite	0	0	2.2%
ARY Mystery	Corporate	Terrestrial	0	0	2.1%
PTV Drama	Corporate	Satellite	0	0	2.0%
ARY Drama	Corporate	Terrestrial	0	0	1.9%
PTV Comedy	Corporate	Satellite	0	0	1.8%
ARY Comedy	Corporate	Terrestrial	0	0	1.7%
PTV Animation	Corporate	Satellite	0	0	1.6%
ARY Animation	Corporate	Terrestrial	0	0	1.5%
PTV Documentary	Corporate	Satellite	0	0	1.4%
ARY Documentary	Corporate	Terrestrial	0	0	1.3%
PTV Reality	Corporate	Satellite	0	0	1.2%
ARY Reality	Corporate	Terrestrial	0	0	1.1%
PTV Game Shows	Corporate	Satellite	0	0	1.0%
ARY Game Shows	Corporate	Terrestrial	0	0	0.9%
PTV News	Corporate	Satellite	0	0	0.8%
ARY News	Corporate	Terrestrial	0	0	0.7%
PTV Sports	Corporate	Satellite	0	0	0.6%
ARY Sports	Corporate	Terrestrial	0	0	0.5%
PTV Entertainment	Corporate	Satellite	0	0	0.4%
ARY Entertainment	Corporate	Terrestrial	0	0	0.3%
PTV Music	Corporate	Satellite	0	0	0.2%
ARY Music	Corporate	Terrestrial	0	0	0.1%
PTV Kids	Corporate	Satellite	0	0	0.0%
ARY Kids	Corporate	Terrestrial	0	0	0.0%
PTV Health	Corporate	Satellite	0	0	0.0%
ARY Health	Corporate	Terrestrial	0	0	0.0%
PTV Education	Corporate	Satellite	0	0	0.0%
ARY Education	Corporate	Terrestrial	0	0	0.0%
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ARY Science	Corporate	Terrestrial	0	0	0.0%
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ARY History	Corporate	Terrestrial	0	0	0.0%
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ARY Travel	Corporate	Terrestrial	0	0	0.0%
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ARY Nature	Corporate	Terrestrial	0	0	0.0%
PTV Arts	Corporate	Satellite	0	0	0.0%
ARY Arts	Corporate	Terrestrial	0	0	0.0%
PTV Religion	Corporate	Satellite	0	0	0.0%
ARY Religion	Corporate	Terrestrial	0	0	0.0%
PTV Culture	Corporate	Satellite	0	0	0.0%
ARY Culture	Corporate	Terrestrial	0	0	0.0%
PTV Fashion	Corporate	Satellite	0	0	0.0%
ARY Fashion	Corporate	Terrestrial	0	0	0.0%
PTV Food	Corporate	Satellite	0	0	0.0%
ARY Food	Corporate	Terrestrial	0	0	0.0%
PTV Lifestyle	Corporate	Satellite	0	0	0.0%
ARY Lifestyle	Corporate	Terrestrial	0	0	0.0%
PTV Crime	Corporate	Satellite	0	0	0.0%
ARY Crime	Corporate	Terrestrial	0	0	0.0%
PTV Mystery	Corporate	Satellite	0	0	0.0%
ARY Mystery	Corporate	Terrestrial	0	0	0.0%
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PTV Documentary	Corporate	Satellite	0	0	0.0%
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PTV Game Shows	Corporate	Satellite	0	0	0.0%
ARY Game Shows	Corporate	Terrestrial	0	0	0.0%
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ARY News	Corporate	Terrestrial	0	0	0.0%
PTV Sports	Corporate	Satellite	0	0	0.0%
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PTV Music	Corporate	Satellite	0	0	0.0%
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PTV Education	Corporate	Satellite	0	0	0.0%
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PTV Travel	Corporate	Satellite	0	0	0.0%
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PTV Arts	Corporate	Satellite	0	0	0.0%
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PTV Religion	Corporate	Satellite	0	0	0.0%
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PTV Culture	Corporate	Satellite	0	0	0.0%
ARY Culture	Corporate	Terrestrial	0	0	0.0%
PTV Fashion	Corporate	Satellite	0	0	0.0%
ARY Fashion	Corporate	Terrestrial	0	0	0.0%
PTV Food	Corporate	Satellite	0	0	0.0%
ARY Food	Corporate	Terrestrial	0	0	0.0%
PTV Lifestyle	Corporate	Satellite	0	0	0.0%
ARY Lifestyle	Corporate	Terrestrial	0	0	0.0%
PTV Crime	Corporate	Satellite	0	0	0.0%
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ARY Documentary	Corporate	Terrestrial	0	0	0.0%
PTV Reality	Corporate	Satellite	0	0	0.0%
ARY Reality	Corporate	Terrestrial	0	0	0.0%
PTV Game Shows	Corporate	Satellite	0	0	0.0%
ARY Game Shows	Corporate	Terrestrial	0	0	0.0%
PTV News	Corporate	Satellite	0	0	0

Markt- und Mediaforschung: Beispiel Südafrika

Online market



South Africa



Online market South Africa No. 1

“...Africa - the continent of opportunity...”

Sir Martin Sorrell, WPP

Online market South Africa No. 1

Online usage among South Africa's media

Use of many online channels such as traditionally the leading medium in South Africa outdoor is also very common due to the fact that a large proportion of the people live in urban surroundings



Media Type	Percentage
Any Radio	82.4
Any Outdoor	82.2
Any TV	82.4
Any Newspaper	68.2
Any Magazine	52.2
Internet	5.1
Games	5.1

Along with social media, education and economic situation the white consumers refer more to TV as the main source to reach this is very strong with newspapers and magazines.



Country	TV usage (hours per week)
USA	26.7
UK	23.0
FR	22.0
DE	21.0
IT	20.0
ES	19.0
JP	18.0
BR	17.0
IN	16.0
SA	15.0

Source: eStats.com

No.1 7th July 2010

Online market South Africa No. 1

The young target groups in South Africa

Young South Africans are the most avid of electronic devices such as mobile and PlayStation. They are not however, the biggest users of the internet, placing fifth behind the US and other markets. Just over 18 percent of weekly internet users are aged 18 to 24, giving this medium an 8 percent reach into this age group.

e-commerce in South Africa

Given the internet usage in South Africa, it is not surprising that the use of the internet in e-commerce is also growing. In 2007, the use of the internet in e-commerce was 1.8% in South Africa, up from 1.5% in 2006. The use of the internet in e-commerce is expected to grow to 3.5% by 2010. This is a significant increase, particularly given the fact that the use of the internet in e-commerce is still relatively low in most countries. The use of the internet in e-commerce is expected to grow to 3.5% by 2010, up from 1.8% in 2007. This is a significant increase, particularly given the fact that the use of the internet in e-commerce is still relatively low in most countries.

Source: eStats.com

No.1 7th July 2010

Markt- und Mediaforschung: Beispiel Vietnam

Television Market Vietnam

... 80 million people, more than 20 million households, a scattered population (70% of which lives in rural areas), low pay-TV penetration, a growing middle class, high personal income growth potential, significant signs of economic recovery.

Jean-Noël Tronc, Chairman of Canal Overseas

No.2_8th September 2010

Examples of IPTV

www.canaloverseas.net
http://www.vietnam.vtv (the service of the VTV network)

Mobile TV in Vietnam

About 50 million mobile subscribers in Vietnam are regular mobile users. They "know a regular sitting room" in the mobile technology. With the growing customer base, 3G operators hope that each will be able to attract a few million subscribers to their 3G services in the next few years. Mobile TV is seeing rising hopes with the launch of these 3G services.

Vietnam has been experimenting with mobile TV since early 2007 with CDMA-based service provided by 3G mobile and DVD-HD service provided by VTC. However, both services remain basic to attract enough subscribers for different reasons. For 3-Phone, its core mobile phone service has not been going well, and has only 10% of the mobile revenue market, while the Big Three (Viettel, Vinaphone and Mobiphone) are the real strong businesses. On the other hand, VTC is mobile broadcasting is independent of the mobile phone service but relies heavily on propagation of DVD-HD based content. In Vietnam there are relatively scarce and expensive for most users.

3G video is providing opportunities for new mobile business models, however. As major mobile service carriers roll out their 3G plans (Vietphone in October, Viettel and Mobiphone in December, BIN in April 2010), VTC is working on providing the content for these services. Its service strategy for IPTV owners programming content to broadcast service with broadcast connection (satellite or 3G network).

As it launched the first 3G service in Vietnam on October 12, Vinaphone said it would adopt tiered pricing schemes, and was confident that most of its existing 12 million 3G users would upgrade to 3G.

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Executive summary on the TV market of Vietnam

- High growth rates of the economy. One of the youngest populations in Asia. Viet urban lifestyle with emerging middle class and fast growing personal income - but most people still live in rural areas ideal for TV, cable TV and satellite are fast growing.
- Government tries to open the media market while trying to keep control of it, i.e. Pay-TV is on the start with TV being first project of state and private sector (Canal Plus, France). Government forces digitalization of TV, internet and satellite TV by activities of VTC.
- TV is still the leading medium followed by a rapid growing internet consumption especially of young and urban users. Vietnam is one of the biggest TV viewing in Asia. Ad market and TV market are dynamic that they grew despite the crisis. However the rebates granted by the ad industry got bigger. It is predicted that prices of TV spots (low about 2,000 USD) in PT are no-gratified TV owners is sold first, state channel, VTV authorized spots for 2011 to ADP, sports marketing, especially football, play in sports week, marketing rights in 2011 went from VTV to VTC channels to TV.
- Strong governmental TV station (VTV channels) but also strong local TV channels due to the difference in mentality and media consumption between north and south, for example the north is more open to foreign media, especially from China. Next to VTV is HTV from the southern metropolis Ho Chi Minh City the strong player.
- Audience measurement was recently optimized by TNS, to expect change in the data, however TNS does not yet measure commercial break ratings in pay-TV channels. News, movies, music and sport are the major genres watched, kids and teen programs are still low.
- VTC is well equipped and state-of-the-art regarding HDTV and converging digital media (mobile, internet, IPTV games). VTC also expands abroad (Cambodia, South Korea, USA).

Television Market Vietnam

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Time spent per day (minutes) in Vietnam

Viewership behavior in the TV of Vietnam

On the multiple TV made most households are watching with system

TV ratings dynamics within a day in Vietnam in 2009

Media consumption dynamics within a day in Vietnam

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Marketing Consulting

Marketing Consulting

Schwerpunkt:

Den Schwerpunkt im Marketing Consulting bildet die Beratung bei der Vermarktung von TV- Kanälen im Medienmarkt Deutschland, z.B. für Nischensender oder Regionalsender.

Service:

Focus liegt dabei auf der Analyse des deutschen TV-Marktes / Konkurrenzbeobachtung; der Analyse regionaler TV-Märkte, z.B. Bayern und Konzepte zur Vermarktung.

Dossiers:

Im Wettbewerb der Mediengattungen, besonders der Konkurrenzsituation zwischen TV und Internet, analysieren Dossiers aktuelle Trends in TV und Internet (z.B. Digital Video, TV-Konvergenz in Europa).

Marketing Consulting: Konkurrenzbeobachtung

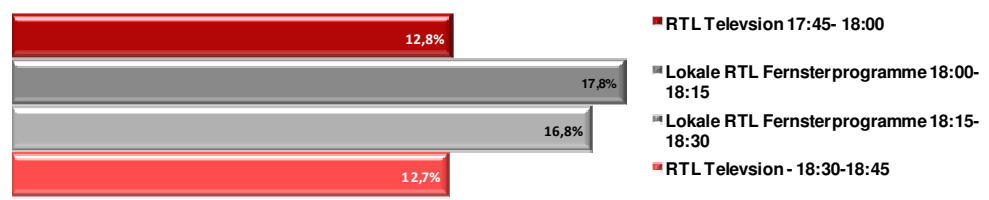
Konkurrenzbeobachtung von TV-Nischensendern, Analysen regionaler TV-Märkte

Spot prices of TV niche channels in Germany 2009

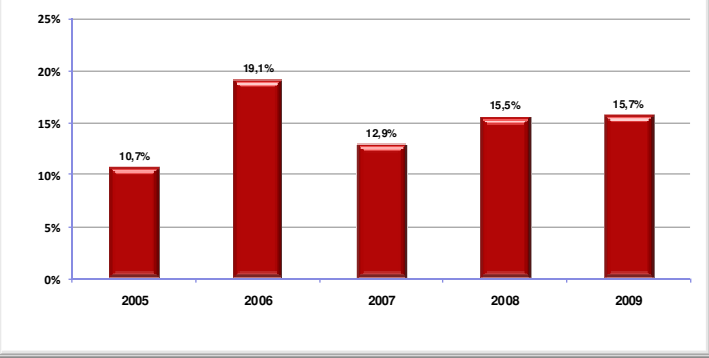
Channel	06:09	09:13	13:17	17:20	20:23	23:01	01:02	02:06	Status
13 th STREET	90 €	90 €	90 €	420 €	600 €	360 €	360 €	90 €	2009
bio.	30 €	30 €	30 €	120 €	180 €	120 €	120 €	30 €	2009
Bloomberg TV	180 €	330 €	390 €	480 €	480 €	-	-	-	2007
Discovery Channel	-	180 €	240 €	360 €	450 €	270 €	-	-	2009
Discovery Geschichte	-	180 €	210 €	240 €	360 €	270 €	-	-	2009
Animal Planet	-	60 €	90 €	90 €	120 €	120 €	-	-	2009
Focus Gesundheit	90 €	120 €	210 €	240 €	450 €	270 €	90 €	90 €	2009
Passion	90 €	90 €	90 €	150 €	400 €	150 €	-	-	2009
RTL Crime	90 €	150 €	-	-	-	-	-	-	-
RTL Living	90 €	150 €	-	-	-	-	-	-	-
Kabel Eins Classics	-	50 €	-	-	-	-	-	-	-
Sat.1 Comedy	-	50 €	-	-	-	-	-	-	-
SciFi	90 €	90 €	-	-	-	-	-	-	-
terranova	180 €	210 €	-	-	-	-	-	-	-
History	30 €	30 €	-	-	-	-	-	-	-

Sources: channel pricelists, 30 Seconds spots

Audience flow zwischen RTL u. Fensterprogrammen Mo - Fri 17:45 - 18:45 ZG E14+ in 2008

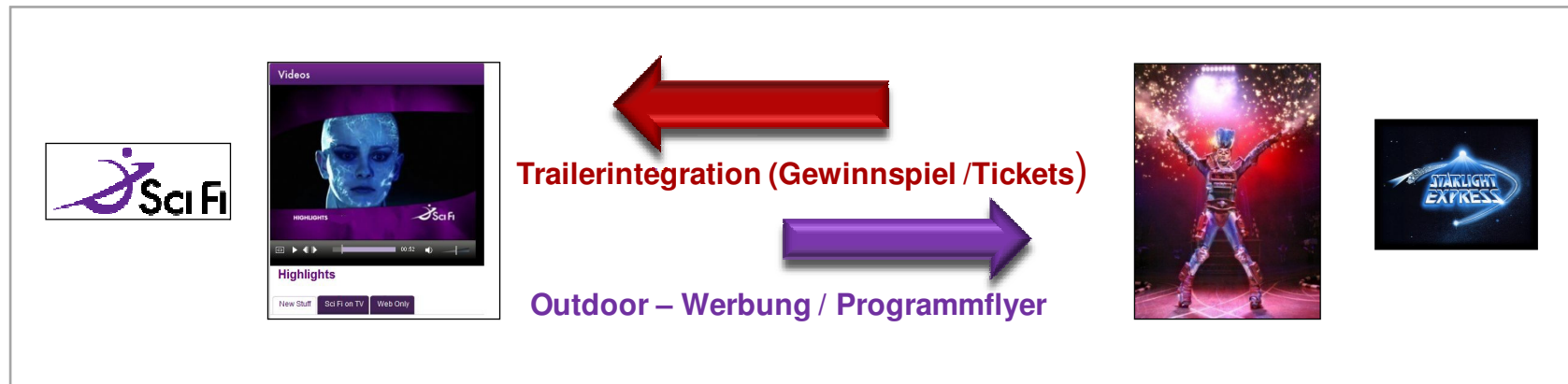


Marktanteile Sat.1 Fensterprogramme Mo - Fri 17:30 - 18:00 ZG E14-49



Marketing Consulting: Vermarktungskonzepte

Entwicklung von Vermarktungsideen, z.B. Medien-Kooperationen oder Bartering-Deals zwischen Mediengattungen TV und Event



Marketing Consulting: Innovationen

Dossiers zur Konvergenz von TV und Internet: aktuelle Trends, z.B. Digital Video Commercials oder TV-Konvergenz in Europa

Internet Advertising Formats – Digital Video Commercials No. 2

Internet Advertising Formats

Digital Video Commercials

"I would say any retailer that is unable to, on a product level, drive conversion rates up at least 25% through the use of video, is not implementing video effectively."
Justin Forster, President Video Commerce Consortium, May 2010

Internet Advertising Formats – Digital Video Commercials No. 2

Recall of Digital video commercials compared to TV ads

In a recent Nielsen study, digital video commercials on computers did compare to TV spots achieved higher brand awareness, better message association and higher purchase intent.

Category	Online video commercials	TV ads
General recall	68	54
Brand recall	68	38
Message recall	38	21
Likeability	28	14

When recipients were exposed to TV ads after they were exposed to online ads there was also a higher level of interest for the TV ads.

Recall of Online video commercials + TV Ads

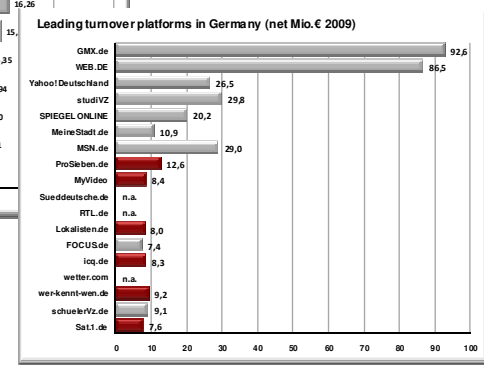
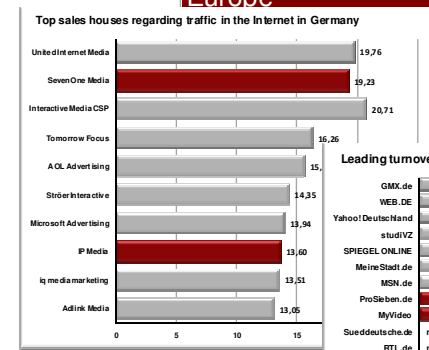
Category	TV-Online video commercials	TV only
TV Ad General recall	82	64
TV Ad Brand recall	58	38
TV Ad Message recall	38	21
TV Ad Likeability	28	14

No. 2_25th May 2010

TV Convergence

Europe

My Crossmedia
your success



Crossmediale Mediaplanung

Crossmediale Mediaplanung: Strategien

Beratung bei der Planung Pan-Europäischer Media-Kampagnen in allen Mediengattungen. Strategie von Crossmedia-Planungen. Systematische Daten aus Kampagnenarchiv. Prüfung von Leistungswerten von Planungen. Prüfung der Mediapläne hinsichtlich Medienauswahl und -mix, Kommunikationsstrategie und -ziele, Marketingstrategie, Zielgruppenanalyse.

Kampagne:	Branche:	Zeitraum von:	KWs:	Zielgruppe:	Merkmale:	Budget:	TV:	Print:	Online:	Radio:	OoH:	PoS:	Messe/Events:	CRM/Direct-mailing:	Werbemittel:							
xxxx	Bonussysteme	01.09.06 31.08.07	52	E 20 49		20.020.000 €	73%	8%	3%		16%											
xxxx	Bonussysteme	01.09.06 31.08.07	52	HHF 20 59		20.000.000 €	61%	14%	11%		12%	1%										
xxxx	Bonussysteme	01.09.06 31.08.07	52			20.264.921 €	55%	22%	12%		9%	2%										
xxxx	Bonussysteme	01.09.06 31.08.07	52	E 14 99		20.020.250 €	54%	19%	3%	5%	10%	10%										
xxxx	Bonussysteme	01.09																				
xxxx	Bonussysteme	01.09																				
xxxx	Finanzdienstleistung	15.08																				
xxxx	Finanzdienstleistung	05.01																				
xxxx	Finanzdienstleistung	01.10																				
xxxx	Medien	01.01																				
xxxx	Medien	01.01																				
			Sender:	Sek:	Form:	Zeitraum von:	KWs:	Budget:	Zielgruppe:	Merkmale:	ZG in Mio.	Zeitschiene	Frequenz	Slot Verteilung:	KONTAKTE in Mio.	NETTO RW in Mio.	NETTO RW in %	Ø Kontakte	GRP	TKP	CPG	Aff.
			DSF	30	Spot	01.03.06 31.05.06	13	290.000 €	M 40 65	HHNE >1.750-	8,28	9	1	138	5,07	1,89	22,8	2,7	61,2	57,27 €	4,740.000 €	
			DSF	30	Spot	01.03.06 31.05.06	13	290.000 €	M 40 65	HHNE >1.750-	8,28	9	1	128	5,53	1,87	22,6	3	66,8	52,47 €	4,340.000 €	
			DSF	20	Spot	15.03.05 30.04.05	6	200.000 €	K 6 14		6,88	9	22	224	1,96	0,62	9	3,2	28,5	102,20 €	7,020.000 €	
			DSF	20	Spot	15.03.05 30.04.05	6	200.000 €	HHF M 18 49		3,7	9	1	272	5,18	1,15	31,2	4,5	140	67,73 €	2,500.000 €	
			Kabel 1	20	Spot	02.05.05 05.06.05	4	80.000 €	F 30 54		13,87	6	23	40	4,03	2,55	18,4	1,6	29	19,82 €	2,740.000 €	123
			Pro7	20	Spot	02.05.05 05.06.05	4	131.000 €	F 30 54		13,87	6	23	27	4,44	2,97	20,7	1,5	32	29,73 €	4,122.000 €	123
			Kabel 1	15	Spot	06.09.03 16.09.03	1,5	100.000 €	E 14 49		35,75	9	1	64	14,8	7	20	2,1	42	6,77 €	2,351.000 €	102
			Kabel 1	20	Spot	04.09.03 14.09.03	2	132.000 €	M 30 50		14,997	6	1	71	7,1	3,4	29,6	2,1	61	18,55 €	2,157.000 €	126
			Kabel 1	20	Spot	08.08.03 15.08.03	1	55.000 €	M 35 50		14,997	6	1	38	3,3	2	21,5	1,7	35	16,72 €	1,561.000 €	131
			N24	30	Trailer	24.05.05 05.06.05	2	97.500 €	M 20 49		15,31	17	0	126	1,94	0,91	5,9	2,1	13	39,18 €	5,997.000 €	112
			Sat.1	20	Spot	01.07.03 30.07.03	4	168.000 €	M 20 49		15	17	0	31	5,7	3,7	24,6	1,5	38	29,50 €	4,422.000 €	101
			Sat.1	25	Spot	01.07.03 30.07.03	4	200.000 €	E 14 49		35,75	6	23	61	24	11	31,5	2,2	70	8,30 €	2,884.000 €	99
			Pro7	20	Trailer	15.05.05 15.06.05	4	230.000 €	HHF 25 49		15,49	6	23	30	6,64	4,27	27,6	1,6	43	26,63 €	4,125.000 €	156
			Pro7	20	Spot	13.06.05 10.07.05	3	640.000 €	E 20 49	HHNE >2.000-	15,73	17	1	76	19,43	5,74	36,5	3,4	124	32,93 €	5,180.000 €	124
			Kabel 1	25	Spot	01.05.03 30.05.03	4	250.150 €	K 3		71	13	1	120	60	17,5	24,6	3,5	85	4,12 €	2,934.000 €	100
			Pro7	15	Trailer	21.03.05 10.04.05	3	149.500 €	HHF 14 49		16,7	6	20	25	6,832	3,653	21,9	1,9	41	16,97 €	2,833.000 €	169
			Pro7	20	Trailer	21.03.05 10.04.05	3	149.500 €	HHF 14 49		16,7	6	20	25	7,45	3,77	22,6	2	45	15,44 €	2,577.000 €	170
			Sat.1	20	Spot	02.05.05 05.06.05	4	317.000 €	F 30 54		13,87	6	23	67	15,1	5,54	40	2,7	109	21,04 €	2,918.000 €	123
			Pro7	20	Spot	01.02.05 28.02.05	4	500.000 €	E 14 49		35,75	9	1	63	48,32	17,3	48,4	2,8	135	10,36 €	3,705.000 €	134
			Pro7	20	Spot	01.02.05 28.02.05	4	500.000 €	E 14 49		35,75	9	1	89	57,33	16,78	46,9	3,4	160	8,73 €	3,123.000 €	136
			Pro7	30	Spot	01.08.03 31.08.03	4	500.000 €	E 14 49		35,75	6	1	58	37,3	14,7	42,5	2,5	107	13,41 €	4,657.000 €	135
			Pro7	25	Trailer	01.05.05 15.06.05	6	500.000 €	E 18 29		9,16	9	23	52	7,89	3,24	35,4	2,4	86	48,73 €	4,462.000 €	155
			Pro7	25	Trailer	01.05.05 15.06.05	6	1.000.000 €	E 18 29		9,16	9	1	123	16,94	4,57	49,9	3,7	184	45,66 €	4,181.000 €	128
			Pro7	25	Trailer	01.05.05 15.06.05	6	1.000.000 €	E 14 25		9,99	9	1	123	17,04	4,83	48,3	3,5	171	45,14 €	4,510.000 €	134
			Sat.1	20	Spot	01.05.03 31.05.03	4	588.000 €	M 20 49		15	17	1	64	18,1	6,9	46,6	2,6	120,9	32,50 €	4,873.000 €	103
			Sat.1	30	Spot	01.06.03 04.07.03	4	677.700 €	E 14 99		14,997	6	1	107	154	27,6	43,8	5,5	244			100
			Pro7	30	Trailer	24.05.05 05.06.05	2	490.000 €	M 20 49		15,31	17	0	31	7,98	4,42	28,9	1,8	52	47,29 €	7,238.000 €	112
			Pro7	25	Spot	13.09.03 23.09.03	1,5	200.000 €	E 14 49		35,75	9	1	32	16	9	25,7	1,8	46	12,54 €	4,355.000 €	134
			Pro7	25	Spot	09.08.03 24.08.03	2	380.000 €	M 14 29		17,546	9	1	86	6,8	2,4	37	2,9	106	55,30 €	3,579.000 €	138
			Sat.1	30	Spot	01.06.03 04.07.03	4	677.700 €	E 14 49		35,75	6	1	107	80	16,3	46,8	4,9	230			107
			Pro7	20	Spot	24.07.03 04.08.03	1,5	160.000 €	E 20 35		14,997	6	1	45	6,2	3,7	28,5	1,7	47	25,78 €	3,380.000 €	151
			Pro7	20	Spot	04.03.03 19.03.03	2	422.000 €	E 14 49		35,75	17	0	34	24	11,7	33,8	2	69	17,64 €	6,021.000 €	141
			Pro7	25	Spot	01.04.03 17.04.03	2	261.000 €	F 25 39		14,997	6	1	22	3,28	2,15	29,3		44,8	93,72 €	5,835.000 €	175

Crossmediale Mediaplanung: Beispiel Touristik

Grobplanung und Dokumentation von Mediakampagnen im 2-stelligen €Mio. Bereich

Documentation: TV, Print, Radio

- Spain_TV
- Spain_Newspapers
- Spain_Magazines
- Netherlands_TV
- Netherlands_Newspapers
- Netherlands_Magazines
- Italy_Radio
- France_TV
- France_Newspapers
- France_Magazines
- UK_TV
- UK_Newspapers
- UK_Magazines

Weekly listener share in Sicily

Radio 24	160
Radio Montecarlo	344
RAIRADIO TRE	511
Radio Capital	529
R101	624
Kissa Kiss	665
Radio 105	682
Radio DEEJay	1,043
RAIRADIO DUE	1,063

Media split

Countries	TV share	Print share	CoH/Multim share	Online share	Radio share	Cinema share	TOTAL	Country Share	Print Inserts	Pis	TV spots
Italy	34.20%	5.70%	21.97%	8.79%	98.7%	0.00%	5,085,434 €	42.4%	34	1	198
Germany/A/CH	40.00%	30.00%	30.00%	0.00%	0.00%	0.00%	2,482,777 €	20.6%	0	0	0
France	60.87%	15.00%	19.55%	6.52%	0.00%	0.00%	2,056,816 €	17.0%	10	1	140
Russia	81.14%	12.40%	19.78%	8.59%	0.00%	0.00%	149,000 €	6.25%	6	1	75
UK	60.17%	13.89%	18.45%	6.48%	0.00%	0.00%	755,892 €	6.25%	6	1	78
The Netherlands	60.83%	13.00%	19.62%	6.54%	0.00%	0.00%	759,119 €	6.30%	8	1	164
TOTAL	44.54%	15.46%	23.42%	8.43%	4.08%	4.08%	12,052,250 €	98.76%	64	5	655

Spain Spots in spots

Slot	Number	Budget	Share
Morning	24	28,110 €	6,10%
Daytime	20	78,050 €	17,15%
Primetime	15	133,700 €	33,52%
Late Night	18	168,950 €	36,88%
TOTAL	78	460,860 €	100%

Channel share in spot numbers

Slot	Antena3	La Sexta	TELECINCO
Morning	6	11	7
Daytime	5	9	6
Primetime	5	6	4
Late Night	8	5	5
TOTAL	24	31	23

Channel share in total budget

Slot	Antena3	La Sexta	TELECINCO
Morning	36,36%	29,89%	33,75%

Spain: TV channel share in total TV budget

- Antena3: 36,36%
- La Sexta: 29,89%
- TELECINCO: 33,75%

Spain: TV channel share in Primetime budget

- Antena3: 35,54%
- La Sexta: 24,67%
- TELECINCO: 39,79%

GRP in Slots

Slot	Antena3	La Sexta	TELECINCO	CpGRP
Morning	12,0	8,8	7,0	27,8
Daytime	15,0	13,5	16,2	44,7
Primetime	25,0	12,0	16,5	53,5
Late Night	24,0	5,0	9,0	38,0
TOTAL	76	39	49	164

Spain

Media	Content	Size	Sep 2010	Oct 2010	Jan 2011	Feb 2011	Mar 2011	Sep 2011	Oct 2011	Jan 2012	Feb 2012	Mar 2012	GRP in TG*
TV	diverse	30	0	4	4	0	0	0	0	0	0	0	184
Antena 3	18:00 "Matina"	30	0	1	1	0	0	0	0	0	0	0	12,0
Antena 3	18:00 "Sabre Mesa"	30	0	1	1	0	0	0	0	0	0	0	15,0
Antena 3	20:30 "La Noche"	30	1	1	0	0	0	0	0	0	0	0	25,0
Antena 3	20:30 "La Noche"	30	0	1	1	1	1	0	0	0	0	0	24,0
Antena 3	20:30 "La Noche"	30	0	1	2	0	0	0	0	0	0	0	7,0
Antena 3	20:30 "La Noche"	30	1	1	1	1	1	0	0	0	0	0	16,2
Antena 3	20:30 "La Noche"	30	1	1	1	1	1	0	0	0	0	0	16,5
Antena 3	20:30 "La Noche"	30	0	1	1	1	1	0	0	0	0	0	9,0
Antena 3	20:30 "La Noche"	30	0	1	2	1	1	0	0	0	0	0	49
Antena 3	20:30 "La Noche"	30	1	1	1	1	1	0	0	0	0	0	8,8
Antena 3	20:30 "La Noche"	30	1	1	1	1	1	0	0	0	0	0	13,5
Antena 3	20:30 "La Noche"	30	1	1	1	1	1	0	0	0	0	0	12,0
Antena 3	20:30 "La Noche"	30	1	1	1	1	1	0	0	0	0	0	5,0
Antena 3	20:30 "La Noche"	30	0	2	1	2	1	0	0	0	0	0	39
Antena 3	20:30 "La Noche"	30	0	0	0	1	0	0	0	0	0	0	7,7
Antena 3	20:30 "La Noche"	30	1	1	1	1	1	0	0	0	0	0	23

Vertriebs-Support

Vertriebs-Support

Workflow/ Inventory Tools:

Maßgeschneiderte Excel Tools in Visual Basic oder Applescript um akute Engpässe zu überbrücken. Anwendung in der Praxis sammelt Erfahrungen vor der Anschaffung komplexer Tools für Analyse, Reporting oder Vertriebssteuerung.

Mediaplanungstools:

Beratung bei der Einführung und Anwendung von Branchensoftware hinsichtlich zu erwartendem Arbeitsaufwand, Dimensionierung. Praxis-Tips und erste Hinführung in Branchensoftware (Print, TV, Online, OOH).

Kundenkontakt:

Erstellung kompletter Firmenpräsentationen in Powerpoint; Optimierung vorhandener Präsentationen (Automatisierung, CI)

Vertriebs-Support: Workflow/ Inventorytools

Tools für den Workflow von Planung bis Reporting.

Integrierter Workflow durch verlinkte Excel Briefings: Planung -> Buchung -> Produktion

TV Media-Briefing

Betreuer:	Briefingdatum:	Typ:				
Kampagnenname:	Kundenname:	Kd. Nr.:	RSK/URK-Freigabe:			
Zielgruppe:	Alter:	Merkmale:	Status:			
Teilvolumina prüfen!		Startzeit:	Endzeit:			
Motiv/Flightname:	Sender:	Form:	Start:	Ende:	Länge:	Teilvolumen:
Budget-Slotverteilung: <input type="checkbox"/> ja		Umfelder: <input type="checkbox"/> ja		Gesamt 0 €		
Kampagnenziel:	Sonstiges:					
Werbedruck:						
Prime Time Anteil:						

Print Media-Briefing

Betreuer:	Briefingdatum:	Typ:			
Kampagnenname:	Kundenname:	Kd. Nr.:			
Zielgruppe:	Alter:	Merkmale:	Status:		
Gesamtvolumen:		Startzeit:	Endzeit:		
Motiv/Flightname:	Titel:	Format:	ET:	Anzahl:	Listenpreis:
Kampagnenziel:		Sonstiges:			
Werbedruck:					

TV Produktion

Auftrag datum:	Betreuer:	Kunde:	Kampagne:	Kiosk off On/Ur:	OMA:						
Länge:	Bender:	Verpackung:									
Projektitel:	Kommunikationsziel:	Kernaussage:	angelieferter Material:	Materialanforderungsm:	Textwünsche:	Bildwünsche:	Responsemöglichkeiten:	Onlineintegration:	Datum der Anlieferung:	Ansprechpartner:	
Projektablauf:	Produktion:	Freigabe Kunde:	Freigabe Sender:	Freigabe Kunde:	Freigabe Sender:	Freigabe Kunde:	Freigabe Sender:	Freigabe Kunde:	Freigabe Sender:	Freigabe Kunde:	Freigabe Sender:

Vertriebs-Support: Workflow/ Inventorytools

Tools für den Workflow von Planung bis Reporting.
Aufbereitung von TV-Einschaltplänen aus EDI-Dateien in Excel

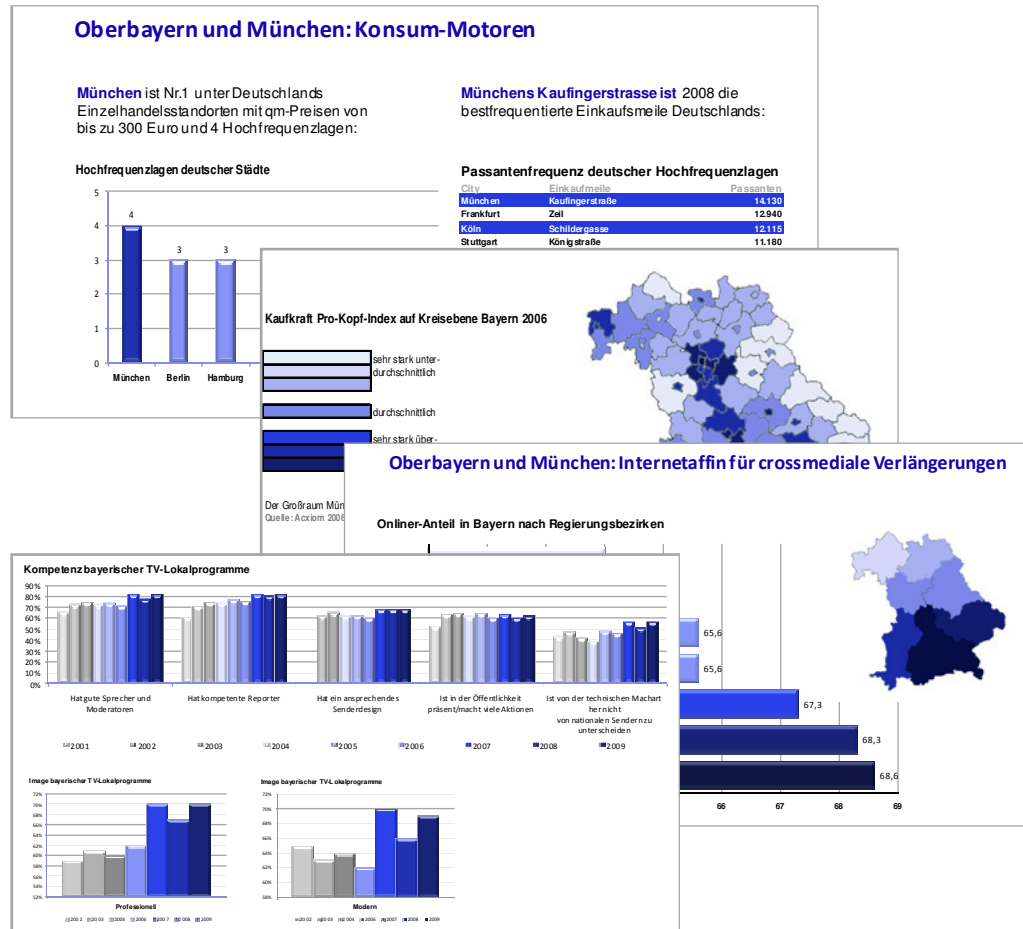
Einschaltplan

Zeitraum: 01.07.2007 - 31.07.2007
Währung: EUR
Kunde:
Ausgestellt am: 27.07.2009 11:35
Produkt: :
Länge: 30

Datum	Tag	WB	Startzeit	Motiv	Sek.	Umfeld	Preis
05.07.2009	Do	2010602	6:25		30		15,00 €
06.07.2009	Do	2020709	7:44		30		30,00 €
07.07.2009	Do	1020730	7:57		30		30,00 €
08.07.2009	Do	2020914	9:27		30		30,00 €
09.07.2009	Do	2020915	9:42		30		30,00 €
10.07.2009	Do	2091604	16:14		30		180,00 €
11.07.2009	Do	2091605	16:29		30		180,00 €
12.07.2009	Do	2091606	16:47		30		180,00 €
13.07.2009	Do	2191705	17:38		30		540,00 €
14.07.2009	Do	2171904	19:46		30		450,00 €
15.07.2009	Do	2232008	20:01		30		750,00 €

Vertriebs-Support: Beispiele Präsentation

Umsetzung komplexer Inhalte und Argumentationen aus der Mediaforschung in maßgeschneiderte Powerpoint-Kundenpräsentationen



Example: Hong Kong

- TV ad market**
Total ad spending in 2008 was HK\$52bn, with terrestrial TV at a mild 2% growth to HK\$ 15.8bn, a share of 39%, worth 2bn US\$.* The market is dominated by Free-to-air TV channels, TVB Jade ahead of ATV Home, ATV World and TVB Pearl. Since 2 years mobile pay TV launched on CSL, SmartOne-Vodafone and PCCW. Smartphones and
- improving new 21Mbps have subscribers v finance chan International other channe Animax, El, a**

- Online ad m Spending on HK\$869mw**

Example: The Philippines

- TV ad market**
Total ad spending in 2008 was P180bn worth US\$3.8bn. TV having a share of 73% worth 2.7bn US\$.** The Philippines experienced 12% year-on-year growth in TV ad market in 2009.*** A recent Group M report indicates that men have cut down on their television watching and started using the internet more while

- emerging markets TV is still competing with traditional media**
Outdoor, Radio, Print - and the "fresh" and fast growing medium internet grabs basic functions of traditional TV
- Powerful competitors in global Free-Sat- and Pay-TV**
News Corp (Fox), Turner (CNN/HBO), BBC World, NBC Universal, Bloomberg, CNBC, MTV, CME, P7S1, Viasat
- Predominance of global media agency networks**
Group M (WPP) (\$66.2bn); VivaKi (Publicis) (\$58.5bn); Omnicom Media Group (\$40bn); Aegis Media (\$33bn); Mediabrands (Interpublic) (\$29.7bn); Havas Media (\$18bn)*. Knowing the decision makers and independence is mandatory

INHOUSE	CUSTOMER	AUDIENCE
Database Managed Sales Teams	Research	Community
Real time Sales Reporting	Advanced Sp of Formats	Interactivity
Inventory Management	Short Term Booking	Survey/Feedback

- Business structure needs
- Timing until market approach
- Estimated revenues, investment plan

Exklusivität

Hervorzuheben ist, dass MyCrossmedia keinen Media-Einkauf anbietet wegen:

- a) der Vormachtstellung großer Netzwerk-Agenturen
- b) hohem Kapitaleinsatz bzw. Ausfallrisiko
- c) dem Anspruch der Neutralität als Media-Analyst.

Ebenso wird MyCrossmedia keine Dienstleistungen im Bereich des Revisionsansatzes und des auditing anbieten.

MyCrossmedia verpflichtet sich dem Code of Conduct der deutschen Mediaagenturen.

Neutralität und absolute Diskretion sind bei einem heterogenen Kundenstamm existenziell.

Zur Person

Director Media Consulting, ARBOmedia

→Internationale Medienvermarktungskonzepte

Senior Mediamanager, Crossmarketing arvato

→Crossmediale Marketingstrategien für Key Accounts

Senior Kampagnenmanager, 71 Interactive

→Tools für konvergente Strategien in TV Senderfamilien

Manager Marketing, BB Promotion

→Eventmanagement, Integration von Sponsoren

Werbeberater, IP Deutschland

→Fernsehvermarktung in Deutschland

Marketing-Assistent, IngresASK Deutschland

→Vermarktung relationaler Datenbanken

Studium der Kommunikationswissenschaften

→Wissenschaftliches Arbeiten, Methoden der Medienforschung

Über 15 Jahre Laufbahn
in der Medienbranche



VIELEN DANK!

Спасибо!

Muito obrigado!

Dziękuję!

Thanks a lot!

谢谢您！

Teşekkürler!

Köszönöm!

Děkuji vám!

شكرا لك!

MyCrossmedia

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