My Crossmedia

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Market research

Mediaplanning

Consulting

…MyCrossmedia provides a wide range of services in B-to-B media marketing: Monitoring of domestic TV markets in CEE, office-tools for the media business, planning of pan-European cross media campaigns - and finally in deep analysis of international media markets…

practice and intelligence – global, regional

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Inhalt

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Businessmodel

Service	Services and consulting in B-to-B media marketing
Clients	Media agencies, media sales houses without research department, entrepreneurs without media agency
Market	Full time employed media analysts and planning staff generate high costs - outsourcing of projects to a specialized agency gives flexibility
Benefits	Fast services with controlled costs. First steps for entering markets without long term agencies contract
USP	2 decades of experience in the job, know how and high reputation in the market plus excellent contacts to major media houses

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Services

Market- and media research	International market- and media research, focused on CEE, Asia including target group analysis
Marketing consulting	Business models in media marketing, TV-on air Pro-motion, competitors monitoring in the media markets
Crossmedia planning	Crossmedia planning for German and European ad-vertising markets
Sales-support	Media-management systems, sales management, tools for media planning, company presentations

Market- and media research

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Market- and media research

Clients and targets:

Analysis papers of international media markets for advertisers and media houses to support decision processes.

Contents:

All necessary major aspects: status quo of the political system and the media laws, macro economic perspectives, competitors und major players in the advertising market, growth perspectives of the medias in the advertising share, CPTs, focus on TV and Internet, target group analysis.

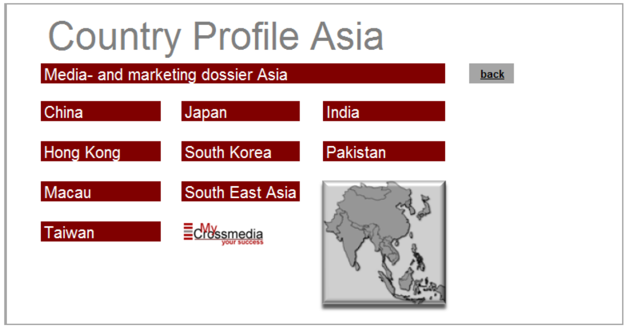
Method:

Analysis of most recent research data (provided by the client or via data mining, f.e. Nielsen, TNS, GfK, eMarketer, Screendigest, Gemius, WARC, ZenithOptimedia); annual reports of major media houses in the market f.e. CME, MTG, RTL Group, SBS; market studies of industry associations, f.e. IABs; breaking news of local newswires; governmental statistics- and Telecom-offices and well reputed NGO‘S.

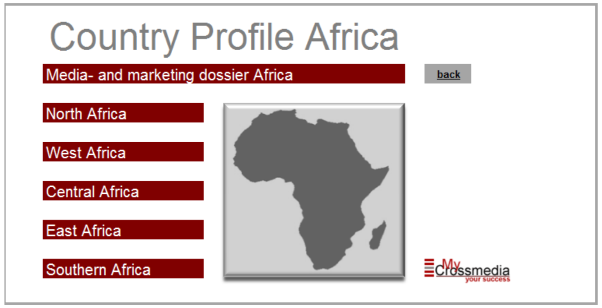
Market- and media research

Eastern Europe:
In international perspective, focus on Romania, Czech Republic, Slovakia, Poland and Russia

Asia: In international perspective, focus on China, Pakistan und South East Asia.



Africa: : In international perspective, focus on South Africa

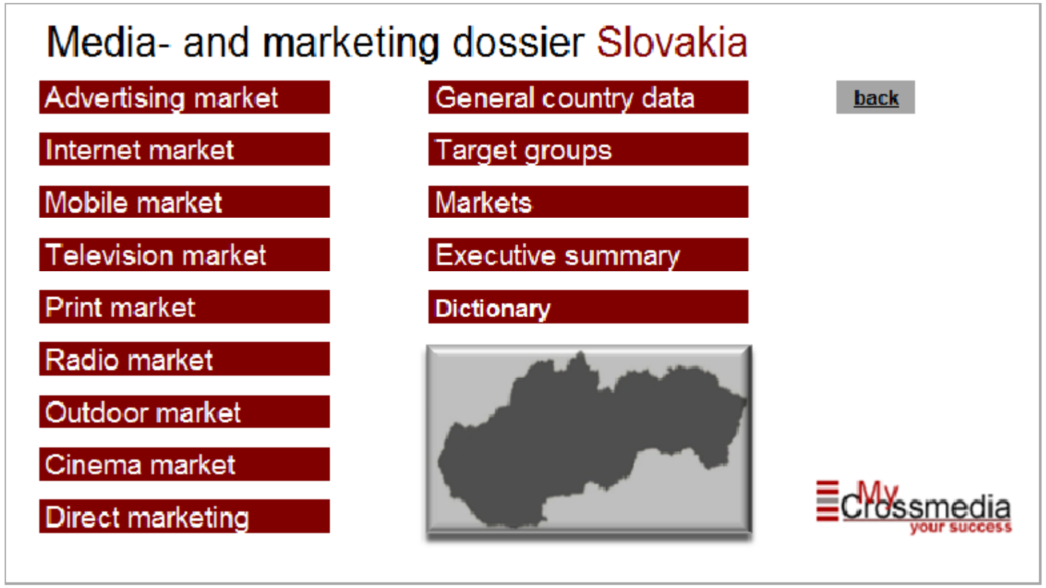


Market- and media research

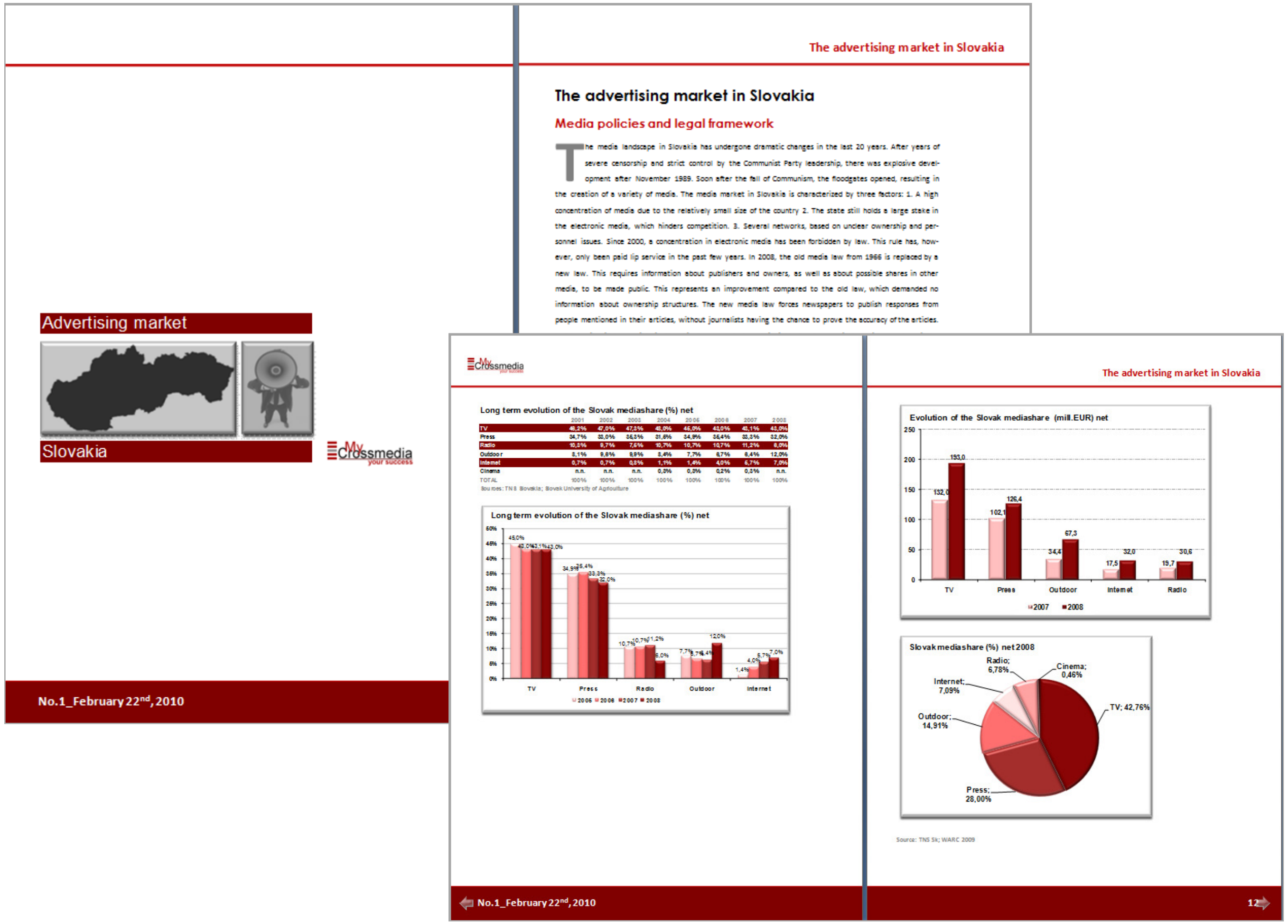
The dossiers:

Market and media portraits in structured country profiles with detailed chapters, contents and executive summary.

Dossiers are provided as pdf in English. All tables and charts are Excel data easily adaptable for client's purposes.



Market- and media research: Case study Slovakia



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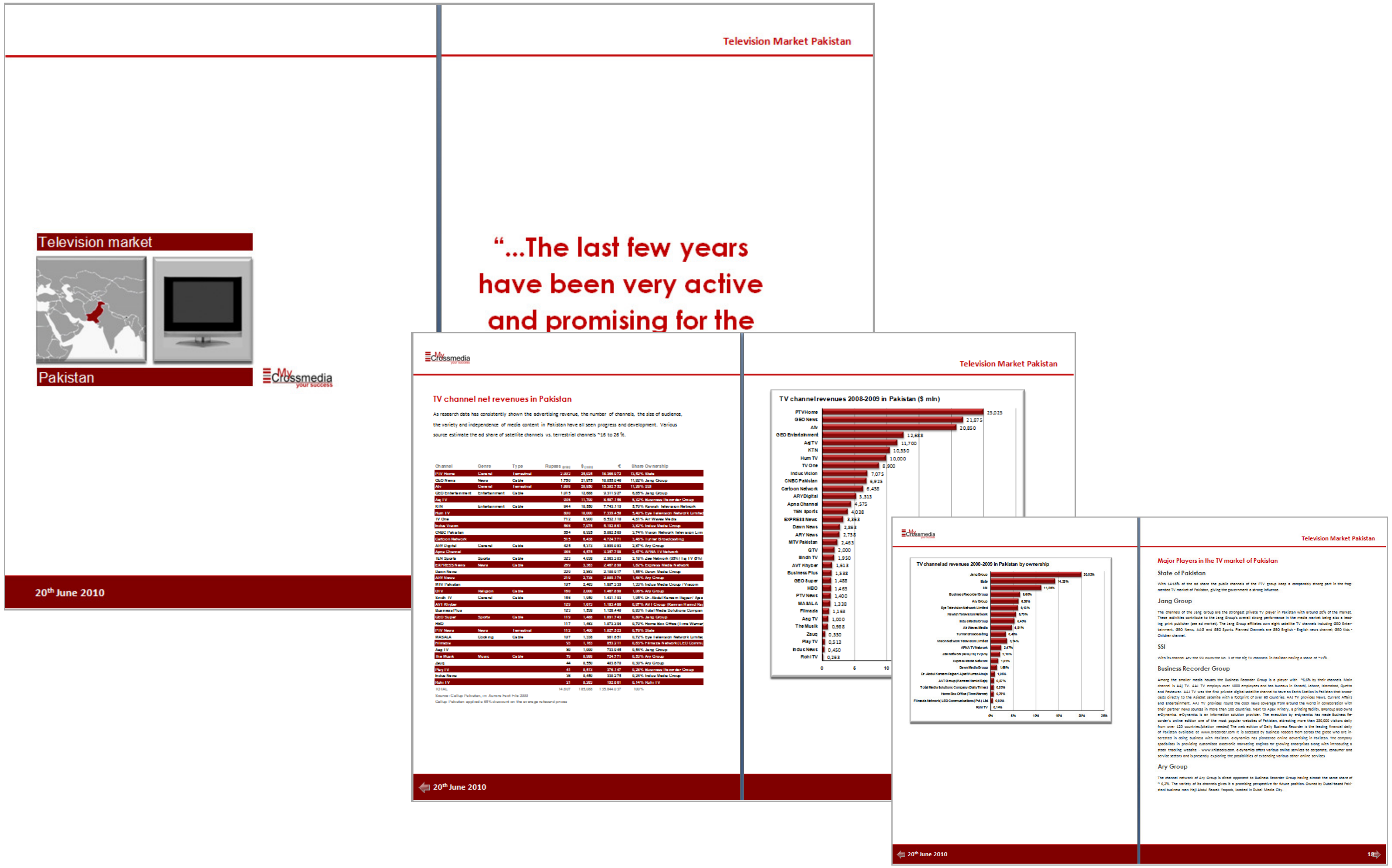
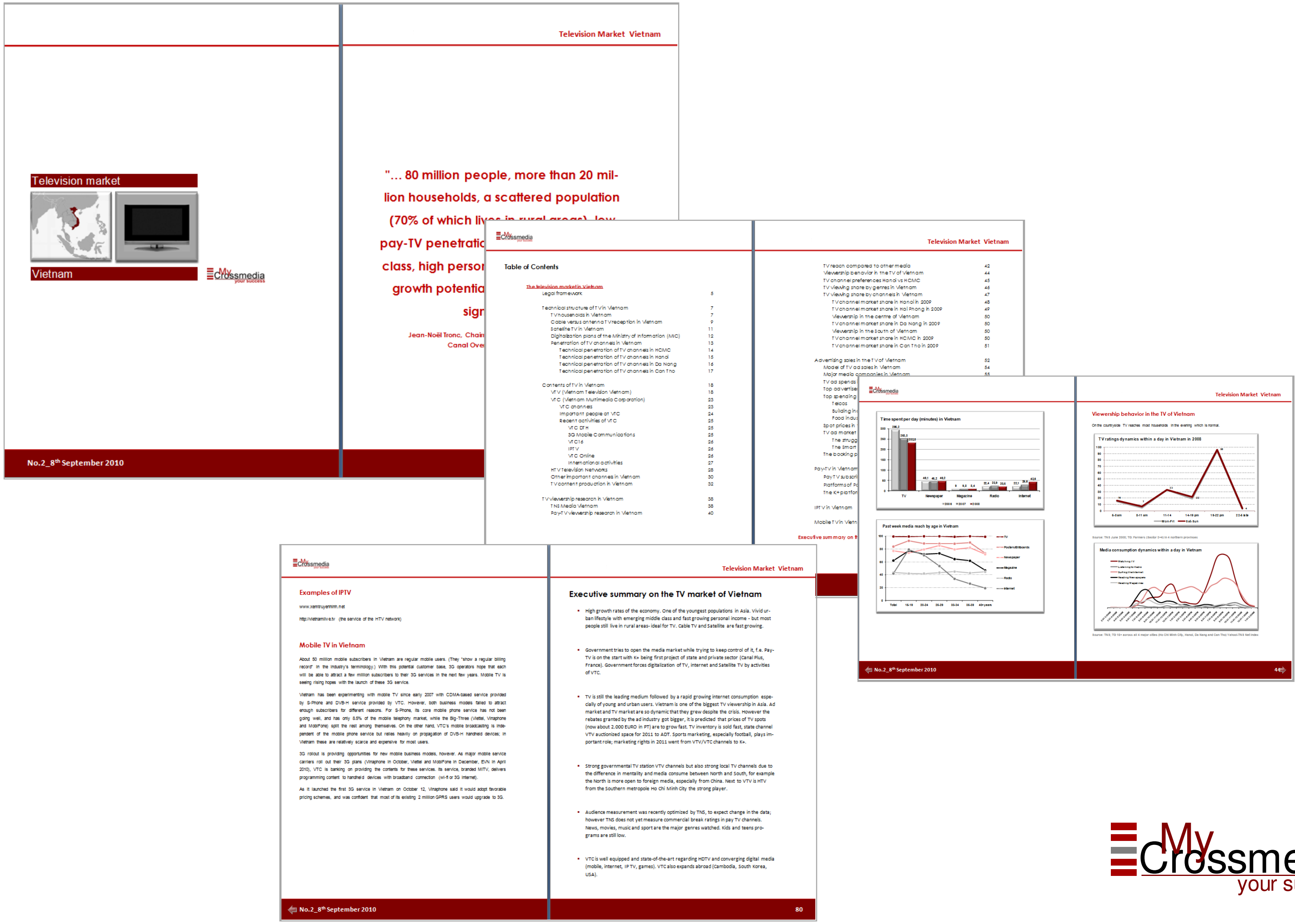
Market- and media research: Case study Pakistan



Market- and media research: Case study South Africa

Market- and media research: Case study Vietnam



Marketing consulting

Marketing consulting

Focus:
Main focus on marketing of TV-niche channels, f.e. in Germany and CEE

Service:
Focus on analysis of the German TV-market / competitors monitoring; analysis of regional TV-markets, f.e. Bavaria.

Dossiers:
Analysis of the competition between TV and internet. Hot trends f.e. Digital Video Commercials or TV-convergence in Europe.

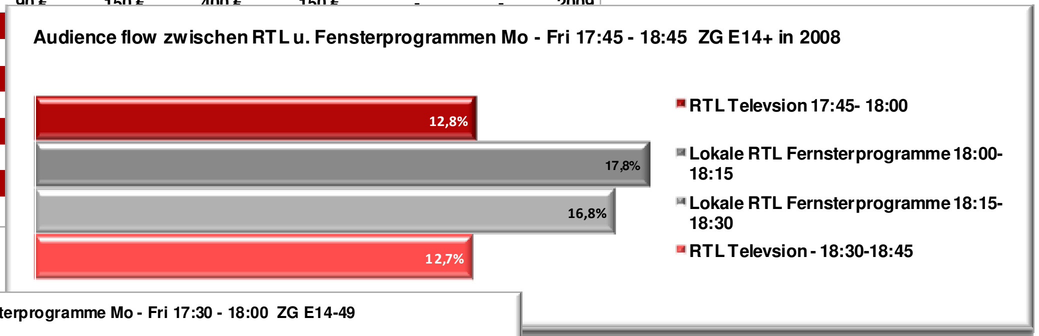
Marketing consulting: competitors monitoring

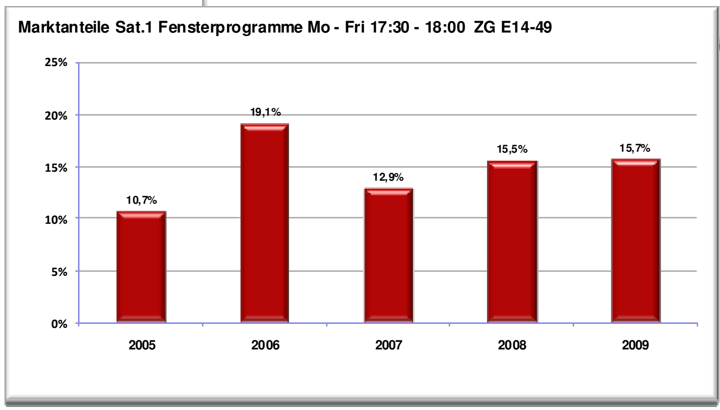
Analysis of TV-niche channel sales strategies and regional TV-markets

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





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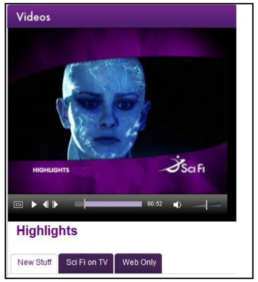
Marketing consulting: Product development

Tailor made products for sales f.e. cooperations and bartering-deals arcross medias f.e. TV and events

TV channel

Musical

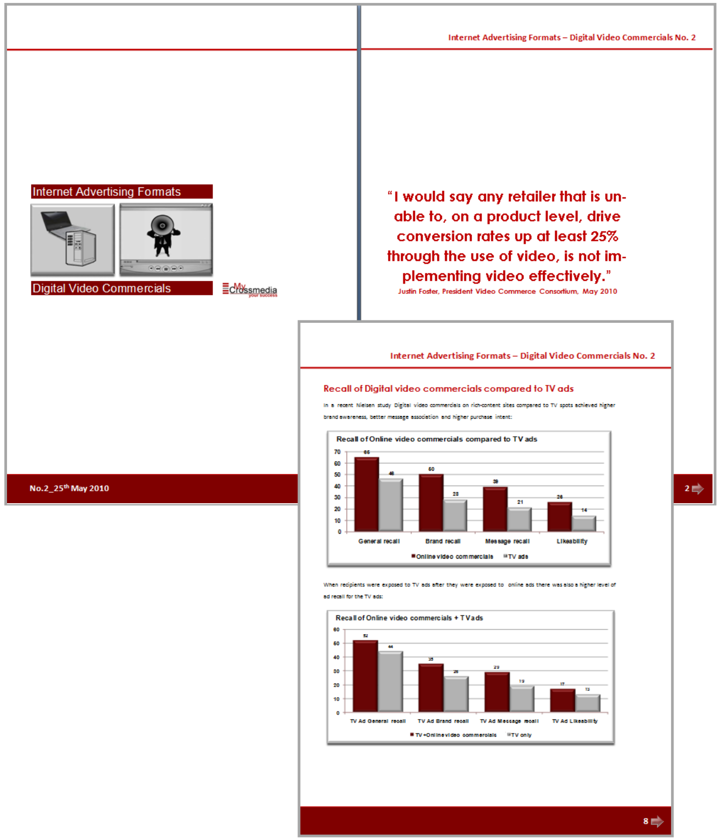


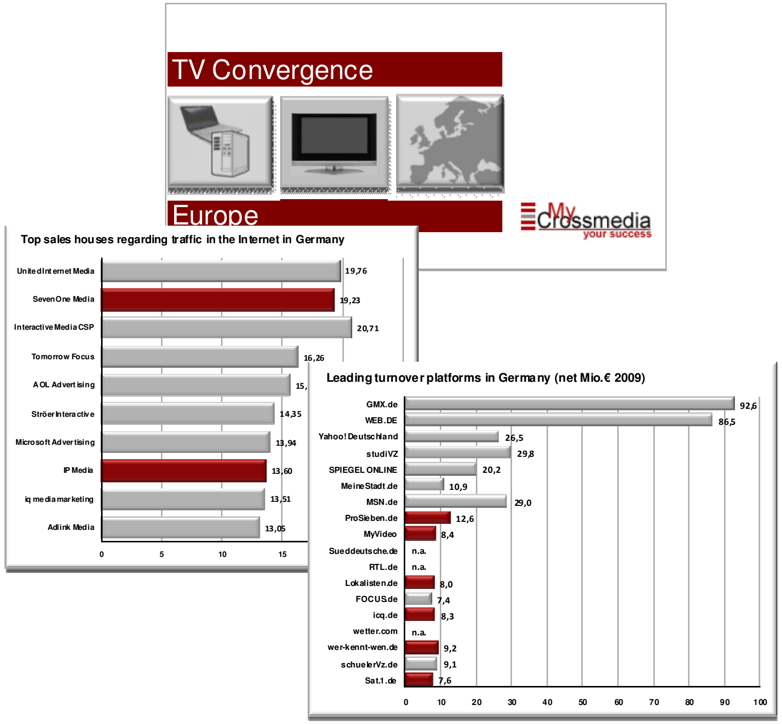
Trailer integration (Games/Tickets)

Indoor/ Outdoor – Ad/ Program leaflets

Marketing consulting: Innovations monitoring

Dossiers monitoring TV and Internet convergence: hot trends, f.e. Digital Video Commercials or TV-convergence in Europe





Crossmedia planning

Crossmedia planning: Strategies

Strategies of pan-European media campaigns in all medias; use of systematically collected data in campaign archives. Evaluation of key data of planned campaigns, media-mix, strategy and target group analysis.

Kampagne:	Branche:	Zeitraum von: bis:	KWs:	Zielgruppe:	Merkmale:	Budget:	TV:	Print:	Online:	Radio:	OoH:	PoS:	Messe/ Events:	CRM/ Direct-mailing:	Werbe-mittel:
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	Bonussysteme	01.09													
xxxx	Finanzdienstleistung	15.08													
xxxx	Finanzdienstleistung	05.01													
xxxx	Finanzdienstleistung	01.10													
xxxx	Medien	01.01													
xxxx	Medien	01.01													
xxxx	Medien	01.01													

Sender:	Sek:	Form:	Zeitraum von: bis:	KWs:	Budget:	Zielgruppe:	Merkmale:	ZG in Mio.	Zeitschiene	Fre-quenz	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 €	4.740,00 €	
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 €	4.340,00 €	
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 €	7.020,00 €	
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 €	2.500,00 €	
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 €	2.748,00 €	123
Pro7	20	Spot	02.05.05 05.06.05	4	131.000 €	F 30 54		13,87	6 23	27		4,44	2,87	20,7	1,5	32	29,73 €	4.122,00 €	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 €	2.351,00 €	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 €	2.157,00 €	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 €	1.561,00 €	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 €	5.997,00 €	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 €	4.422,00 €	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 €	2.884,00 €	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 €	4.125,00 €	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 €	5.180,00 €	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 €	2.934,00 €	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 €	2.833,00 €	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 €	2.577,00 €	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 €	2.918,00 €	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 €	3.705,00 €	134
Pro7	20	Spot	01.02.05 28.02.05	4	500.000 €	E 14 49		35,75	9 1	89	late lastig	57,33	16,78	46,9	3,4	160	8,73 €	3.123,00 €	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 €	4.657,00 €	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 €	4.462,00 €	155
Pro7	25	Trailer	01.05.05 15.06.05	6	1.000.000 €	E 18 29		9,16	9 1	123		16,84	4,57	49,9	3,7	184	45,66 €	4.181,00 €	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 €	4.510,00 €	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 €	4.873,00 €	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 €	7.238,00 €	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 €	4.355,00 €	134
Pro7	25	Spot	09.08.03 24.08.03	2	380.000 €	M 14 29		17,545	9 1	86		6,8	2,4	37	2,9	106	55,30 €	3.579,00 €	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 €	3.380,00 €	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 €	6.021,00 €	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 €	5.835,00 €	175

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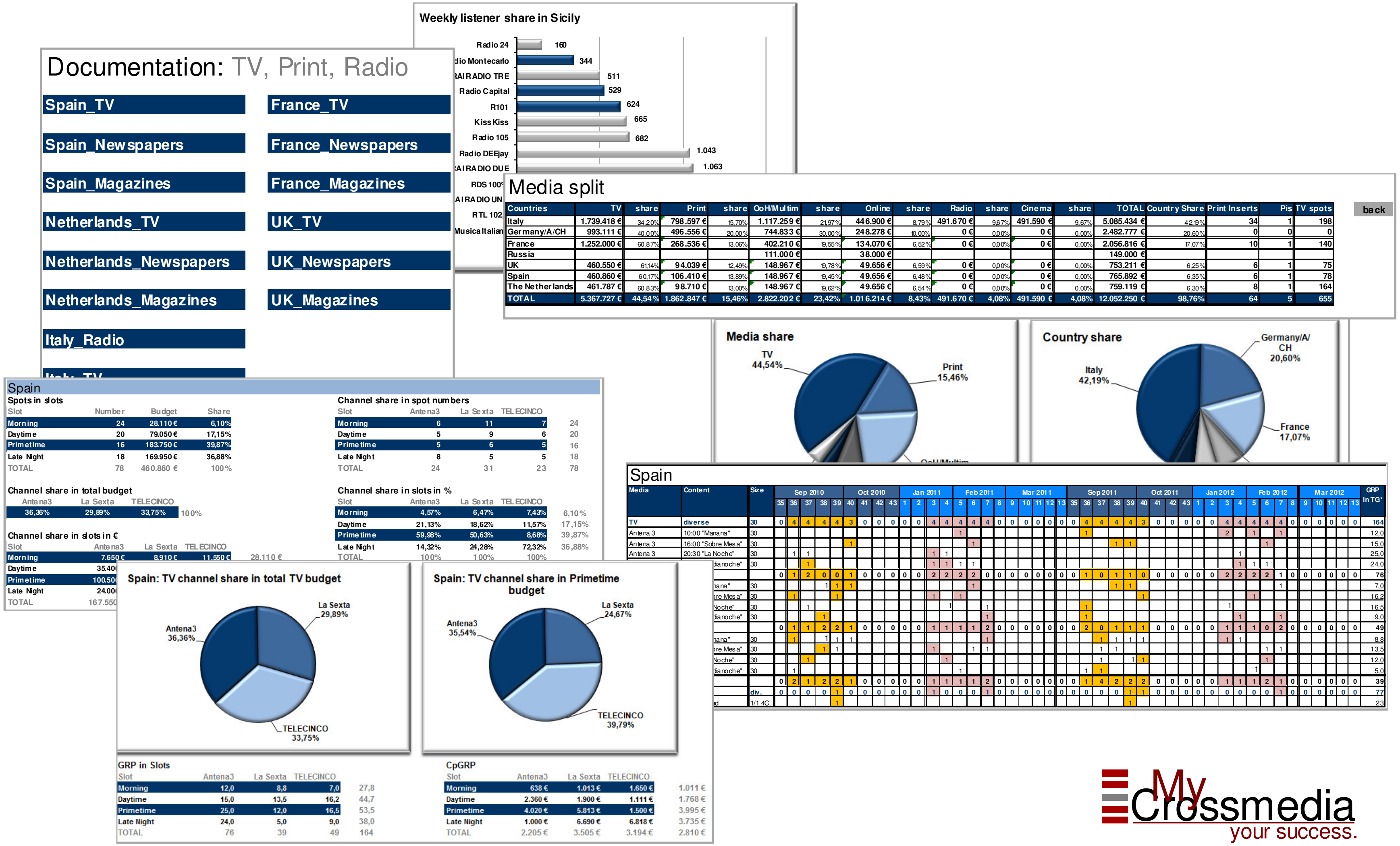
Crossmedia planning: Case study Tourism

Strategic planning and reporting of media campaigns with €double mn budgets



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Sales-support

Sales-support

Workflow/ Inventory Tools:
Tailor made Excel tools in Visual Basic or Apple script to solve workflow deficits and collect experience in the daily business before acquisitions of complex tools for analysis, reporting and management of sales activities.

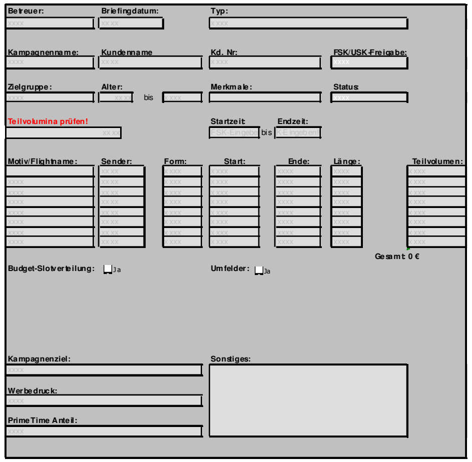
Media planning tools:
Consulting before acquisition of media planning software, initial training in software (print, TV, online, OOH).

Sales contact:
Complete company presentations in Powerpoint; optimization of existing presentations.

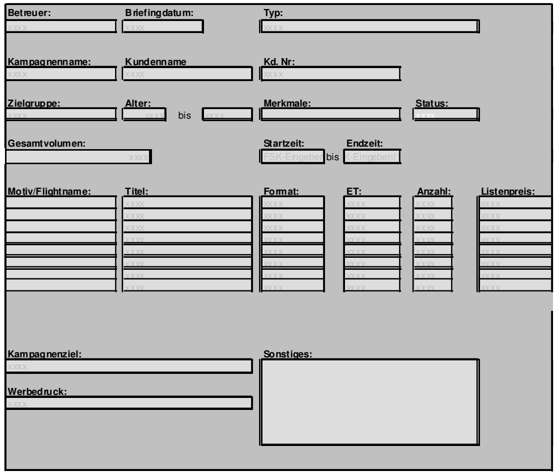
Sales-support: Workflow /Inventory tools

Tools for the complete workflow – planning to reporting.
Integrated workflow with Excel briefings and hyperlinks: Planning-> Booking ->Production

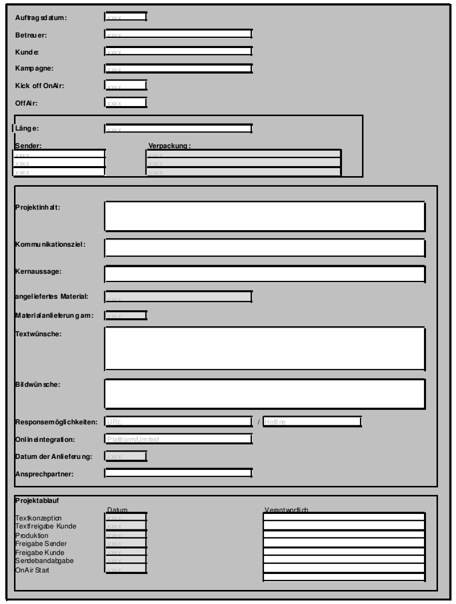
TV Media-Briefing



Print Media-Briefing



TV Produktion



Sales-support: Workflow/ Inventorytools

Editing of TV-broadcast schedules by format changes from EDI-files into 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 €

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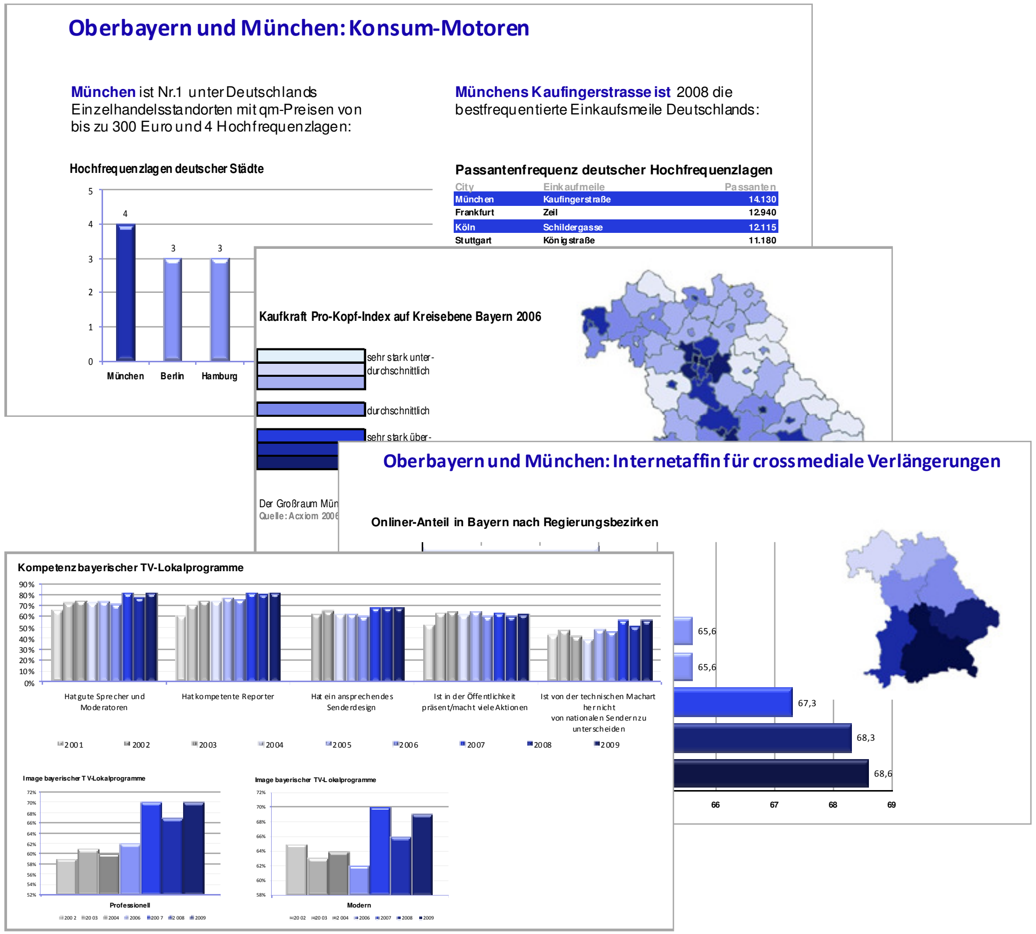
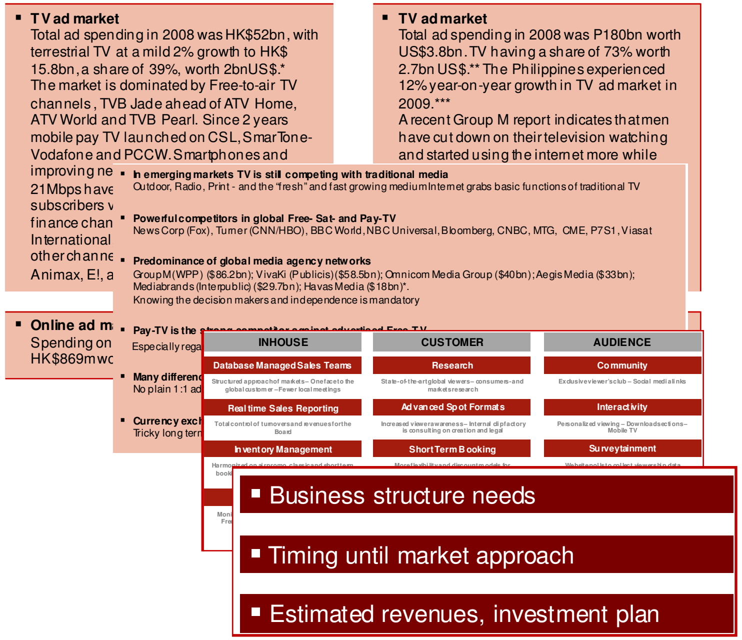
Sales-support: Company presentations

Transforming complex data and arguments from media research into tailor made Powerpoint-presentations



Example: Hong Kong

Example: The Philippines



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Exclusivity

MyCrossmedia does not operate media-buying due to:

a) the dominating position of global networks
b) high capital risks
c) neutrality as a media-analyst.

MyCrossmedia devotes itself to the Code of Conduct of the German media agencies organized in the OWM.

Neutrality and absolute discretion are fundamental principles.

Biography

Director Media Consulting, ARBOmedia

→International media marketing

Senior Mediamanager, Crossmarketing arvato

→Crossmedia marketing strategies for key accounts

Senior Kampagnenmanager, 71 Interactive

→Tools for convergence strategies in TV channel conglomerates

Manager Marketing, BB Promotion

→Event management, integration of major sponsors

Werbeberater, IP Deutschland

→TV marketing at the leader in the German TV market

Marketing-Assistent, IngresASK Deutschland

→Marketing of relational data bases

Studium der Kommunikationswissenschaften

→The scientific methods of modern media research

Almost 2 decades career in the media business

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VIELEN DANK!

Спасибо!

Muito obrigado!

Dziękuję!

Thanks a lot!

谢谢您！

Teşekkürler!

Köszönöm!

Děkuji vám!

شكرا لك!

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your success.

MyCrossmedia
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Media Consultant

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