

## **Our Know-How is your road to success**

Goldmedia's experienced and highly qualified consultants help you develop the right strategies to position yourself within the market.

### **Classical Radio**

The German radio market is on the move. New stations are being established. Goldmedia represented from 1999 till 2002 the Dutch radio station SkyRadio in its activities on the German speaking Market. Since December 2001, Sky Radio Hessen broadcasts from Kassel.

### **Conventional Television**

The market-entry into the German TV-business is anything but simple. Complex as well as highly detailed media laws, a scarce supply of frequencies and strong, established competitors can easily obstruct the passage to success. Goldmedia can help to overcome these barriers. We offer broad consulting services for the acquisition of TV-broadcasting licences.

### **Digital and Interactive Television/T-Commerce**

Through the introduction of interactive transmission, enabled by broadband-technologies, a host of products and services will in the future be available directly over the TV-screen. Even today, interactive entertainment promises new revenue opportunities.

### **Film**

The audience can be the best or the worst thing that happens to a movie. It is the audience who decide whether a film will be successful or not. After all, they don't only determine the direct revenues from sales of the copies, but the film's attractiveness on all further stages of utilization. Goldmedia knows what's playing. To make sure that your movie goes down well with the audience, we will devise an analysis of the market and competition situation in which we determine your target group, define potential for further utilisation and conceptualise marketing strategies.

### **Mobile Broadcasting**

Goldmedia offers comprehensive consulting services so that you will draw additional revenue from sms- and future technologies. Furthermore we develop realistically perspectives and near-future strategies for mobile media services. In our study on "Mobile Broadcasting" we have already closely examined these market opportunities.

### **Internet/Streaming Media**

Text, pictures and audio as well as video-streams or personalised content can be marketed efficiently to many different-sized target groups. Goldmedia offers a comprehensive consulting-portfolio for the development and integration of your own streaming-service, comprising strategic consulting as well as concepts to increase the performance of existing platforms.

### **Music**

Goldmedia analyses and structures the complex processes of exploitation and sales development. We develop forecasts for your market, analyse strategical potentials in your artist and product policy basing on portfolio-management and product-lifecircles. In the area of music testing Goldmedia offers modern research instruments which complete the "decision according to instinct" of your A&R department and help to reduce the failure rate clearly.

### **Print**

The sales process and finally the sales success is of decisive importance in most of the media companies. Goldmedia Sales & Services supports you to recognize new content requirements and to develop practical solutions for the print market. Strategical consulting for management as well as marketing and distribution departments belongs to our special expertise we offer.

Goldmedia Sales & Services takes on temporarily management tasks, analyses and optimises sales structures and offers when required an outsourcing of sales processes into its own well-established structures. For the needs of special interest publishers Goldmedia developed the SIA-tool to ascertain information about the reader structure for special interest titles.

