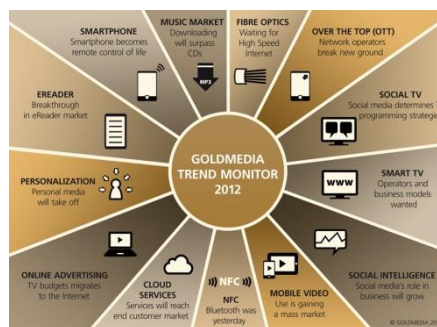


Press Release

Trends and outlook 2012: Goldmedia Trend Monitor 2012

What does 2012 hold in store for Germany's media, telecom, and entertainment industries?

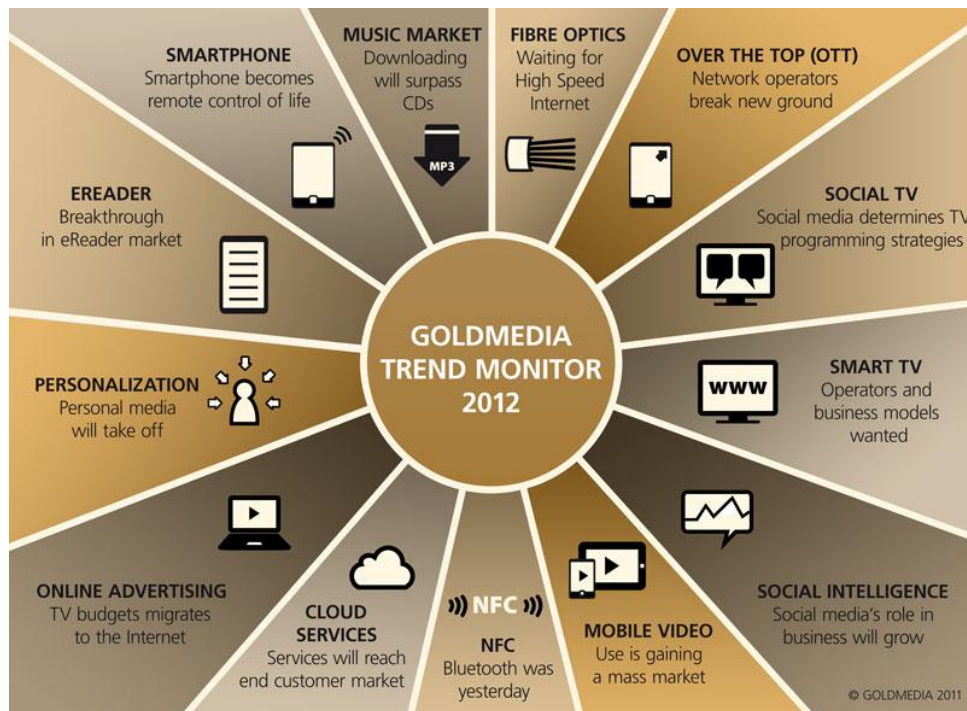
Berlin, December 14, 2011. Every year, strategy consultant Goldmedia (<http://www.goldmedia.com>) publishes its analysts' commentary on and assessments of important trends for the coming year in Germany. *Trend Monitor 2012* provides the outlook for select developments in the areas of media, telecom, entertainment, Internet, and social media.



Trends 2012

- Smartphones are increasingly used to remotely manage everyday life; LTE technology will give phones' use as central controllers an extra boost
- E-readers will gain critical traction; well-founded hope for the book and magazine industries
- Downloading will surpass CDs as a sound storage method; 2012 will herald the end of the CD
- Smart TV is in the starting blocks; operators and business models wanted
- Mobile video use is gaining a mass market; multiscreen will find its way into the TV market
- Ad budgets will shift further toward online expenditures; the "holy" TV budgets will get smaller
- The influence of social TV will increase; social media will become important determinants for TV programming strategies
- Social media's role in business will grow; companies will increasingly use "social intelligence" to their advantage
- Personal media will take off; mobile apps with personalized services are becoming a competitive advantage
- Expansion of fiber-optic infrastructure is stagnating; high speed connections are taking their time
- Cloud services will reach the end customer market; demand for network access will rise
- Bluetooth was yesterday; NFC is taking near-field communication to a new level
- More than just bit pipes: network operators' new OTT strategies

Chart: Goldmedia Trend Monitor 2012



Please find more information and the complete Trend Monitor 2012 (available only in German) on Goldmedia's website: <http://www.Goldmedia.com>

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Goldmedia Group:

Since 1998, Goldmedia has provided national and international clients with high-quality consulting and research services in the fields of media, entertainment and telecommunications. Goldmedia offers: in-depth analyses of markets and competitors; forecasts and strategic consulting services; the implementation of new business models; and consulting for restructuring whole companies, including M&A processes in the field of corporate finance. Goldmedia Group: Goldmedia GmbH Media Strategy Consulting, Goldmedia Sales & Services GmbH, Goldmedia Custom Research GmbH and Goldmedia Political & Staff Advising GmbH, Goldmedia Innovation GmbH and blätterwald GmbH (<http://www.blaetterwald.org>)

The company's head office is in Berlin, Germany. More info is available at www.Goldmedia.com