

*Press Release***Number of online radios grows rapidly:
currently about 2,000 in Germany**

- *New online radio report published by Goldmedia*
- *Five-fold increase in online radio offerings since 2006*
- *4/5 broadcast exclusively online, 1/5 are live streams by FM radio stations*
- *Forecast for 2013: about 21m German online radio users per day*
- *Average daily use of online radio at the end of 2008: 73 minutes*
- *High marketing potential despite absence of uniform "currency" for advertising*

Berlin, Munich, 23. July 2009. The number of German online radio stations has sharply risen in the past years. By April 2009, there were 1,914 online radios. By the end of 2009, the number will increase to approx. 2,200 – a five-fold increase in stations since 2006 (when there were around 450). Nearly four fifths of German online radio stations are available only on the internet. The others are live streams of FM radio stations (so called simulcast streams). Online radio presents significant opportunities for FM stations. They can extend their scope and obtain completely new target groups through specialised web offerings. By now, over 120 online channels from FM radio stations exist in Germany.

With the publication of "Webradio Monitor 2009", the Bavarian regulatory authority for commercial broadcasting / BLM (<http://www.blm.de>) and Berlin strategy consultant Goldmedia (<http://www.Goldmedia.de>) present a comprehensive market overview of providers, use, scope, and ad revenue among German online radios. The study is based upon extensive primary data research, through surveys of all online radio providers in Germany, conducted from May to June of 2009.

Based upon a large, representative sample of German online radios, Goldmedia estimated that they had 7.5 million users per day at the end of 2008. Through massive growth of broadband internet and an increasing number of online radio offerings, the user level will climb to about 21 million by 2013. As this takes place, online radio will win increasing attractiveness for the ad industry. However, standardised performance data to confirm ad effectiveness and document the market situation is still missing.

The current scope of online radios varies significantly, demonstrating the growth potential of the online radio market. According to Goldmedia analyses, the streams of the local FM radio stations reach up to 8,000 users daily, and the state-wide broadcasters reach up to 125,000, depending on how well known they are. Highly successful online-only streams are accessed up to 500,000 times daily.

Based on provider responses, online radios are listened to for an average of 73 minutes per day. At 91 minutes, the simulcast streams of FM broadcasters have a distinctly longer use per day than online-only channels, which average 64 minutes. The online radio providers surveyed expect an average daily use of 147 minutes by 2012 and a stronger alignment of usage behaviour for online-only offers and for FM radio streams.

Quotes from the authors

Stefan Sutor, Director of the Radio Department in the Division Programme of the BLM

“Online Radio Monitor 2009’ documents the significance online radio listening has already gained. Radio and internet are excellent complements. This is demonstrated by the growing access figures and increasing online radio offerings as well as by the numerous internet radio activities of the traditional radio broadcasters.”

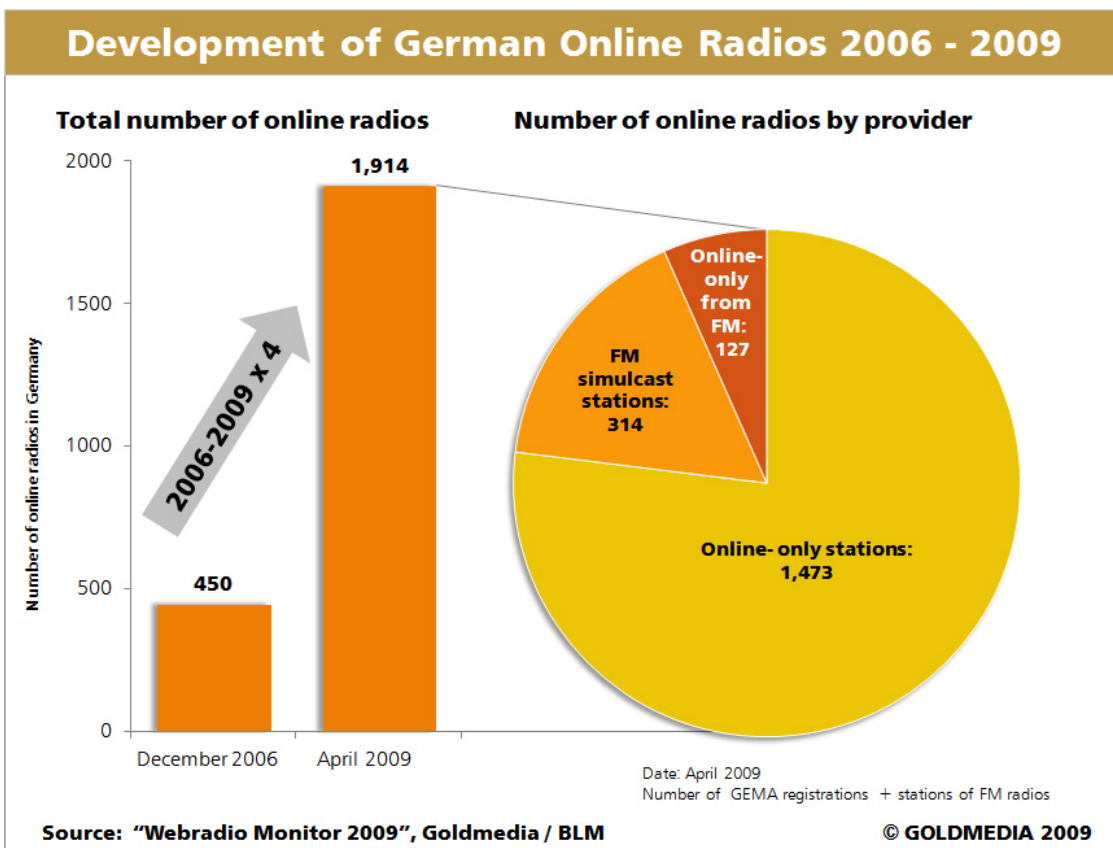
Dr. Klaus Goldhammer, Managing Director of Goldmedia GmbH

“By now, online radio can be accessed anywhere with an internet connection: at home, at work, on one’s mobile phone, and in the car. Among the most striking trends in the internet radio market are better visualisation and personalisation. Channels like Last.fm or Putpat show the direction the online radio market is headed for the future.”

Marcel Piopiunik, study author and consultant of Goldmedia GmbH

“As an ad medium, online radio must be measured with hard numbers. The internet provides the possibility of measuring its exact scope. But up to now, there hasn’t been a uniform currency for internet radio scope that’s accepted in the market. As our research shows, the providers themselves are unsure about the appropriate performance data for online radio.”

Chart : Development of German Online Radios 2006 - 2009



Source: All information used in this press release comes from "Webradio Monitor 2009". The study was undertaken on behalf of the Bavarian regulatory authority for commercial broadcasting (BLM). "Webradio Monitor 2009" provides an overview of the German online radio market and quantifies use through primary data research, drawing from a survey of all online radio providers (1,319). The study includes market and potential analyses as well as a categorisation of internet radios according to genre and type of offerings.

Methodology of Study: In the period from May to June 2009, Goldmedia surveyed 1,319 German providers (with a total of 1,914 online radio stations) on the number of times their streaming content was accessed. The survey participants reported that their online radio channels reach an average of 3,933 users per day. This sums to a total daily scope of 7.5 million German online radio users. This value includes all access from within and outside of Germany and also users who accessed the station multiple times. For this reason, it is not possible to make a direct comparison with user surveys on internet radio use, like the ARD/ZDF online study or the Bavarian radio analysis (*Funkanalyse Bayern*).

The study can be accessed at no charge at:

<http://www.Goldmedia.com>

<http://www.blm.de>

Please contact us if you are interested in an English version.

Press Contact for Goldmedia GmbH

Dr. Katrin Penzel, Tel: +49-30-246 266-0, Katrin.Penzel@Goldmedia.de

Further information and graphics can be downloaded here: www.Goldmedia.de

About Goldmedia:

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 Consulting & Research, Goldmedia Sales & Services GmbH and Goldmedia Custom Research GmbH. The company's head office is in Berlin, Germany.