

G O L D M E D I A

The Future of TV Shopping



Electronic Retailing Association

Key trends and market forecasts to 2017
in France, Germany, Italy and the UK



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GOLDMEDIA

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Key trends and market forecasts to 2017
in France, Germany, Italy and the UK

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Produced by

Goldmedia GmbH Strategy Consulting

Prof. Dr. Klaus Goldhammer | Mathias Birkel
Oranienburger Str. 27 | 10117 Berlin-Mitte | Germany
Tel. +49 30-246266-0 | Fax +49 30-246266-66
info@Goldmedia.de | www.Goldmedia.com

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The Future of TV Shopping



ERA EUROPE, the Electronic Retailing Association, Europe is pleased to present the 2012 TV Shopping European Study , produced by GOLDMEDIA gmbh, the reputed market research partner, author of the first TV Shopping European Study, in 2008.

This study is a collective investment made by all members of the Association, reputable leaders of this industry in their respective markets, to deliver a base of knowledge, facts and economic elements, to the many stakeholders and interested parties in institutional and economic circles, in Brussels, but also in all European capitals.

It is also, for the growing segment of interested international corporations, in North America, Asia, Latin America & Middle-East, a unique window of exciting opportunities of cooperative ventures with the European TV Shopping industry.

2012 delivered another signal of maturity of this segment of the rapidly evolving E-Electronic Retailing sector: The relation with satisfied and empowered consumers around the European Continent and Middle East is the centre piece of this industry success and development. The launching in June 2012, of the ERA EUROPE "Shop-With-Confidence" Seal, supported by a solid charter of compromises and best-practices, materializes a true commitment by members of ERA EUROPE, to fulfil the expectations of a growing number of E-Consumers in the European and Middle East markets.

The TV Shopping industry Self Regulation model, has already been endorsed by key institutional stakeholders, in the most mature and consumer-centric European states, and in Brussels. This should encourage more and more E-retailers, active players in Europe, to embrace this approach, a founding dimension of ERA EUROPE.

Very best regards

Marcel Avargues
Executive Director

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The European success story of teleshopping continues. As we look upon the European core markets in the middle of the biggest economic crisis after WWII, we continue to observe dynamic growth year after year in each market. Especially with regards to traditional catalogue business, we notice, that teleshopping is in the pole position to fulfill both the demand of digitized media consumption and customer demand. Just in the four core markets, 68 channels employ 14.000 people and will turnover 4 Billion € in 2012. Within a few years our industry has grown and will continue to grow to consolidate its position as an important and respected player in the media and distance selling industry.

Teleshopping started 35 years ago as a radio show in the US. It turned into a TV-driven business in the US in the early 80's where it started its worldwide conquest. The first shows were to be seen a few years later on the old continent. The 1st 24/7 channel was started by QVC in the UK in 1993, followed by H.O.T. (HSE24) in 1995 in Germany and Canal Club in 1996 in France.

At the dawn of a digitized world, Teleshopping seemed to be made for an analogue surrounding, where success seemed to be guaranteed due to a limited market space. Now in an (almost) fully digitized distribution world, teleshopping has not lost its growth dynamics. In some markets however it is prevented from realizing its potential due to regulatory market entry barriers. Overall, teleshopping has found the answers to a broader digital media offer.

In contrary, as we learn by this study, *what most of us knew before* is that teleshopping does have the answers to interactive, multichannel media consumption in the future. Whilst media companies see the new possibilities and devices they look for ways to monetize it through the process of trial and error. However, teleshopping is already earning money with all the new "trendy" points of contact with consumers, such as mobile devices, second screen on tablets or interactive media convergence on the TV-Set.

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While traditional catalogue and online-business would be happy to have digitized text, picture and video content to be present on any relevant digital sales platform, the digital revolution 3.0 brings teleshopping into a pole position, being able to reshape and recycle this content to the daily need on every relevant platform. Most importantly, our customer, whilst not being in the classical target group of early technical adaptors, loves and uses the new possibilities of social media and additional interactive information as well as order possibilities.

Having said this, the digitized future seems to be more a chance than a challenge. As teleshopping is set up for the future digitized media surroundings we can focus on our roots: excite our customers with fascinating products and excellent service.

Dr. Julian Oberndörfer
Vice President Media Law
Media Politics & Network Development
Home Shopping Europe gmbh
Chairman of the Board of Directors
Electronic Retailing Association, Europe

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