



VOD ON THE RISE
VoD in Germany close to a breakthrough

GOLDMEDIA TREND MONITOR 2014



TV RATINGS DIGITAL
The television ratings will become slightly digital



CYBER SECURITY
More trust for IT
"Made in Germany"



LTE BROADCAST
Restart of mobile TV

**TRENDS AND OUTLOOK 2014
MEDIA, INTERNET &
TELECOMMUNICATIONS**



PREMIUM PUBLISHING
The breakthrough of digital payment models will come



MOBILE
Digital becomes "mobile".
New diversity & privacy



EMBEDDED PR AND VGC
Venture Generated Content. New relationship between PR & journalism



GOODBYE SET-TOP BOX
Classical boxes knocked out by Smart TV & Co.



SMART MONITORING
Replacing for traditional clipping services



TV PEAK
First changes measurable in television watching