

Press Report

Goldmedia Trend Monitor 2013

Which developments influence the media, entertainment and telecommunications industries in Germany 2013

Berlin, December 13, 2012. The consulting firm Goldmedia (www.goldmedia.com) publishes annual analyst commentary and trend hypotheses for the coming year in Germany. The *Trend Monitor 2013* provides a view of select developments in the areas of media, telecommunication, entertainment, Internet and social media.



An overview of themes

Media and entertainment

- Access instead of ownership: Media must face up to the challenges of the access economy
- Hybrid media use as a game changer. Searching for new business models for multiple channels and devices
- Gamification meets everyday life: Game mechanisms are increasingly populating game unfamiliar applications
- Social TV on the way to mainstream. New and innovative communication platforms of TV and Internet are emerging
- Content goes marketing. Content providers must further diversify types of proceeds and pull new marketing levers

Consumer electronics

- Mobile life all over. In the aftermath of smartphones, tablets are getting started and increasingly bringing mobile Internet into the real world
- Intelligent recommendation systems in demand. Connecting personalization strategy between TV, e-commerce and target advertisement
- Smart TV emerges out of experimental stage. For online video portals, smart TV advances to a serious channel of distribution

Internet and social media

- Keep your eyes on location-based services. Location-specific services conquer public and private spheres
- Real Time Bidding (RTB) arrives in Europe. Real time auctions create a sensation in the online advertising market
- Facebook meets the search engine market. From backlink to interaction – search engine concepts in flux
- Government 2.0 on the ascent. Politics and administration put heightened pressure on the Web

Telecommunication and infrastructure

- Public WIFI and data offloading are coming. The massively growing lack of data calls for solutions for the release of the mobile communication networks
- Smart metering on the go. Intelligent electricity meters make new added value models for home networking possible

Infographic Goldmedia Trend Monitor 2013



Please find more information and the complete Trend Monitor 2013 (available only in German) on Goldmedia's website: <http://www.Goldmedia.com>

Press contact

Dr. Katrin Penzel | Katrin.Penzel@Goldmedia.de

Goldmedia GmbH | Oranienburger Str. 27 | 10117 Berlin-Mitte | Germany
Tel. +4930-246 266-0 | Fax: +4930-246 266-66 | www.Goldmedia.com

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 strategic and media political consulting services, the implementation of new business models, innovation management and product development, market and media research, and extensive marketing services including social media marketing.

Goldmedia is a foundation member of the European Media Consulting Association – EMCA. In addition to Goldmedia's head office in Berlin, the company is represented in Hamburg, Frankfurt, Munich, Dusseldorf and London.

More info is available at www.Goldmedia.com