

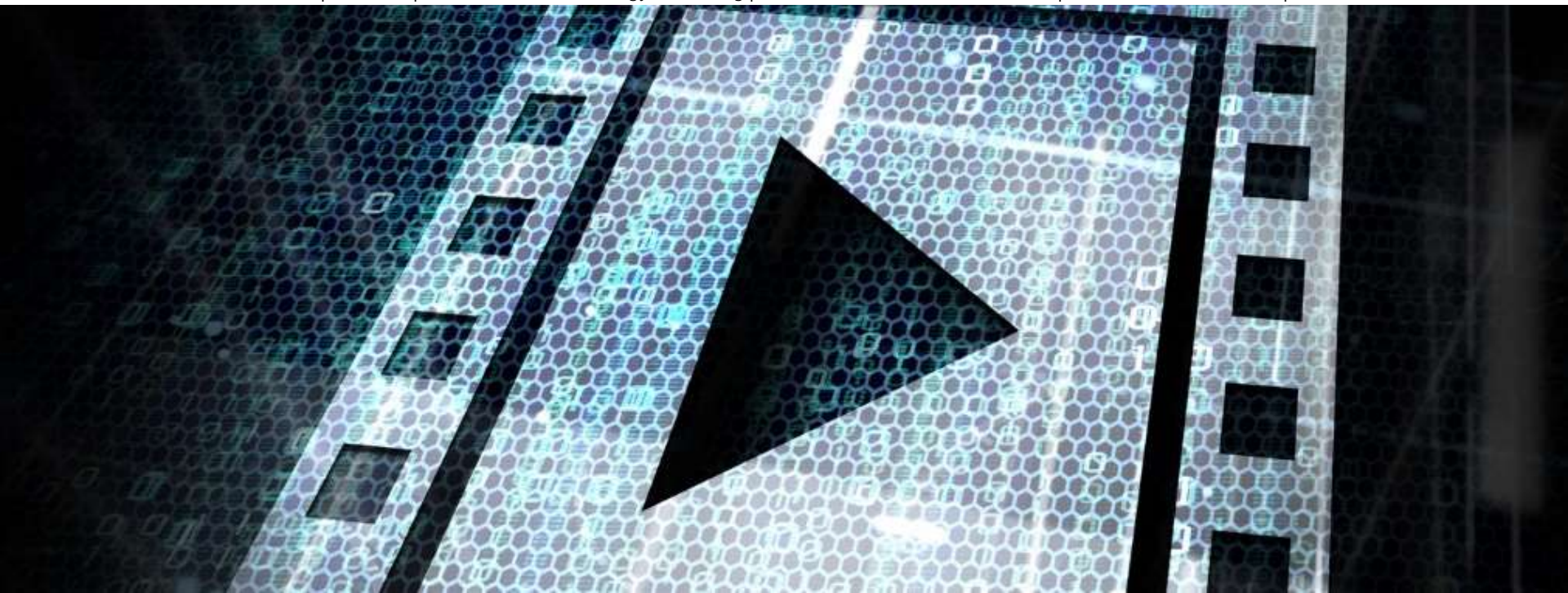
Video-on-demand Forecast 2014-2019

Teaser: Content, Samples, Pricing

German VOD Market Insights, Scenarios & Key Data

Berlin, 7/1/2014

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Goldmedia offers a broad service portfolio: Consulting, research, marketing, political advising, executive search

Functional Practices: Goldmedia Group

Strategy Consulting

Strategy Development | Implementation
 Digitization Strategies
 Business Development | M&A
 Market & Competitive Analyses
 Licenses | Rights | Sponsorship

Executive Search

Management Audits
 Board Consulting
 Organizational Development
 Collective Wage Negotiations

Custom Research

Media & Brand Research
 Laboratory/Impact Studies
 Usability/Eye-Tracking
 Online Research | Panel Surveys
 Conjoint Analyses
 Biometrics | Neuroscience

Marketing Consulting

Online Marketing
 Content Marketing
 SEO | Advertising
 Mobile Marketing
 Social Media

Analytics

Media Resonance Analyses
 Press Tracking and Evaluation
 Monitoring
 PR Conceptions

Political Advising

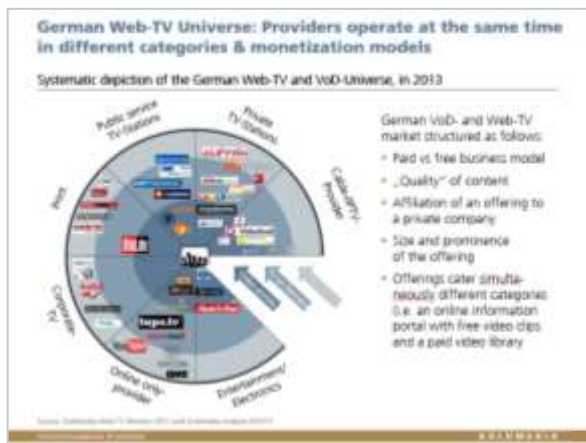
Public Affairs | Lobbying
 Strategy Conception

Goldmedia Memberships

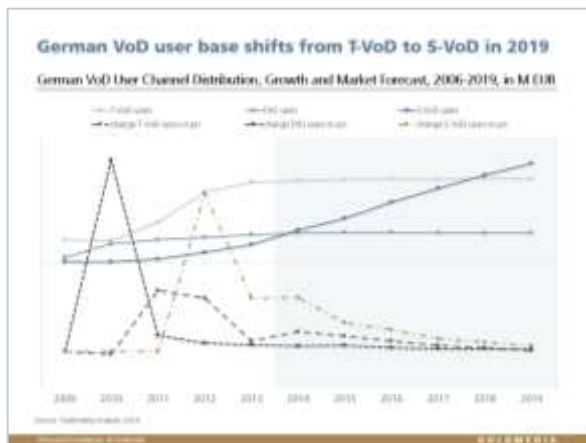


The Goldmedia VOD market report will feature +50 slides of market intelligence and 3 scenarios

Goldmedia Video-on-demand Forecast 2014-2019 insights I: Overview



Example #1: Depiction of the German online TV and VOD markets



Example #2: German VOD user base forecast & analysis 2009-2019

Source: Goldmedia 2014

The German video-on-demand market is finally moving out of its technological niche towards the mass market that will enhance the perception of digital video, video distribution, windowing, analytics and advertising revenue opportunities in the next years. With the study “Video-on-demand Forecast 2014-2019”, Goldmedia offers a comprehensive market sector intelligence report that covers industry practices and individual VOD markets, providing clear guidance on which business models will be adopted and the revenue opportunity they will create.

Using Goldmedia’s in-house database, the report mainly focuses on revenue forecasts and the customer uptake of each major business model – especially subscription-based VOD. Considering the underlying technological, legal and financial requirements, customer preferences as well as the installed device base, the VOD report offers analyses of main **distribution channels**, **customer types**, **licensing processes** and **yield opportunities** for new and established market players.

Finally, the database provides market share, revenue, growth, and customer data sets across eight video market sectors along with information on connected German households.

In-depth analyses and detailed overviews explain key market developments, major players and customers

Goldmedia Video-on-demand Forecast 2014-2019 insights II: Analysis and methodology

Analysis:

Market experience, specialization and industry databases allow Goldmedia to create unique market scenarios split into multi-variate statistical and qualitative forecasts. All quantitative analyses are based on autoregressive methods (ARMA, ARIMA, AEKTM) and neural networks analysis. For estimation purposes Goldmedia utilizes systematical top-down market approaches. Customer-related estimations are based on bottom-up models.

Methodology:

Intelligence results are based on primary and secondary market and database research as well as analyses of available industry data and fiscal year reports of the respective market participants. The research was conducted between 12/2013 and 04/2014.

Primary research consisting of a customer survey was conducted by Goldmedia Research in 04/2014 (online survey: sample size N = 1,000; target group: 18-69 y/o German m/f).

Additionally, Goldmedia conducted 10 in-depth interviews with industry experts between 12/2013 and 4/2014.



Example #3: Feature comparison of Smart TV devices

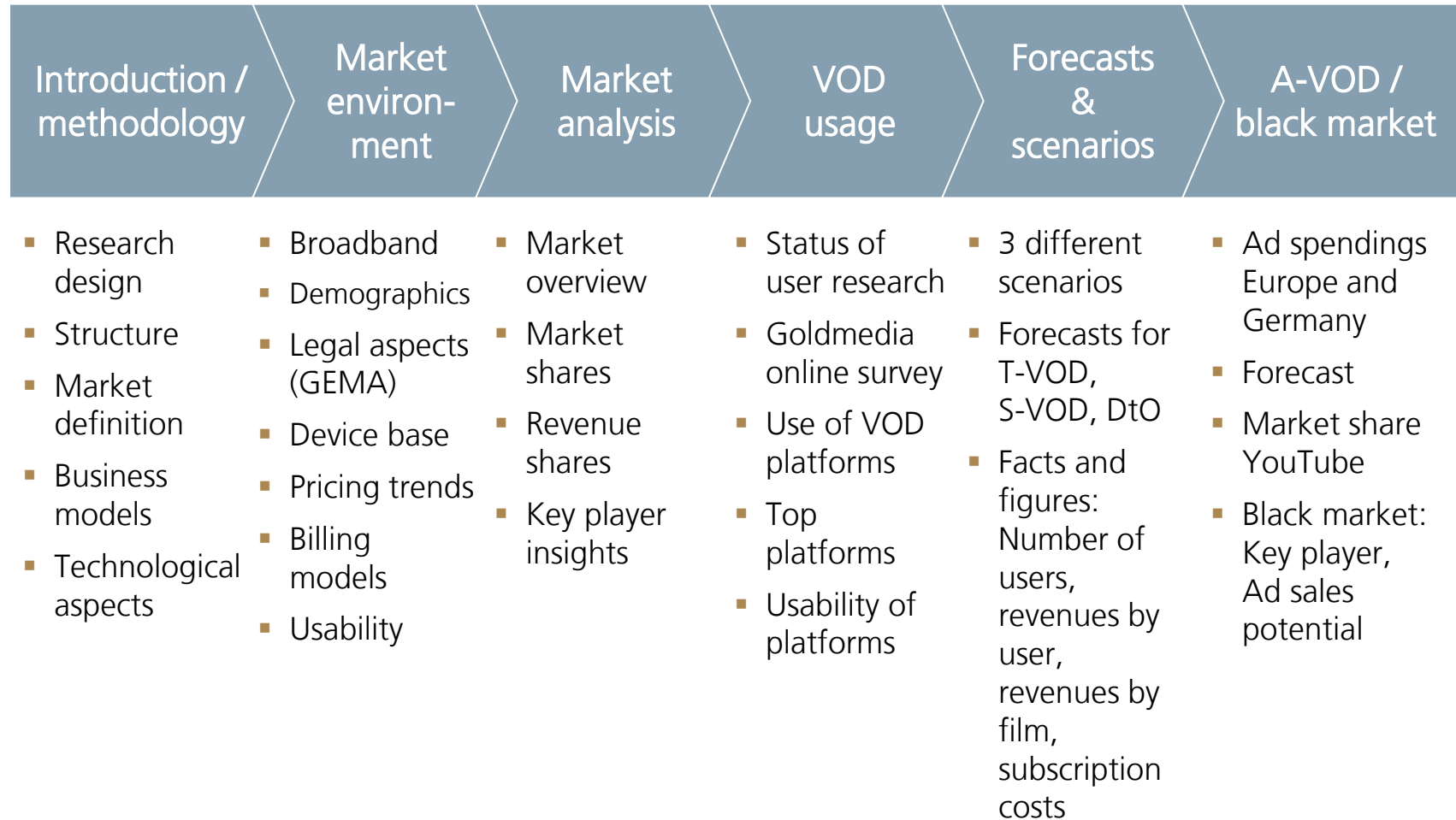


Example #4: German VOD market forecast 2007-2018 (will be extended until 2019)

Source: Goldmedia 2014

The study examines the German video-on-demand market in detail and provides important industry information

Goldmedia Video-on-demand Forecast 2014-2019 insights III: Focus and contents



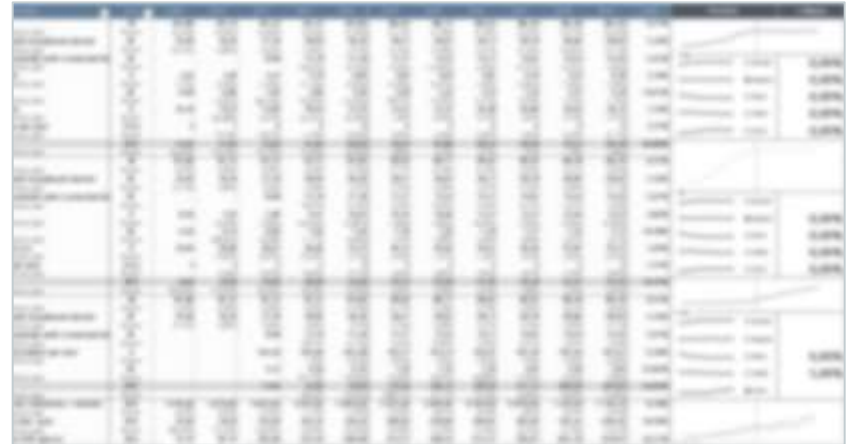
Source: Goldmedia 2014

Excel module containing all necessary analytics to develop and model your approach to the VoD market

Example #1: Front-end interaction



Example #2: Database module



Key features

- Three pre-defined dynamic video-on-demand market scenario models based on the internal database that comes with the intelligence module (reaching until 2019)
- Active modeling options for sensitive market variables, custom-analytic functions and forecast mapping
- Additional custom scenario creation with a step-by-step guide – tailored to the demands of your enterprise
- Dynamic graphs, plots, dashboards and data timelines
- Compile, create and export detailed market reports in XML, CSV, PASW/SPSS, PDF and Pivot formats

Source: Goldmedia 2014

Your benefits

- User-friendly navigation through rich market data and market modulation
- Put together merger and acquisition as well as strategic market forecasts for a rapidly growing market
- Evaluate and allocate budgets according to market fluctuations and forecast projections
- Identify existing market demand to quantify market potential for new VOD segments and products
- Be prepared for new market entries, technological disruptions and swift changes in a highly volatile market

Pricing and ordering information:

You can choose between different versions

Goldmedia report: Video-on-demand Forecast 2014-2019, release: 07/2014



Please contact us for any questions and orderings:

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<http://www.goldmedia.com/video-on-demand-forecast-2019.html>

The report is only available in English.

STANDARD VERSION

1,500 Euro excl. VAT

120 slides as PDF: The standard version of the Goldmedia report contains more than 120 slides providing market intelligence and key insights. The document is available in PDF format and will be send via email.

CORPORATE VERSION

4,500 excl. VAT

Standard version + market intelligence database: The corporate version of the Goldmedia report contains the standard version and additional supplements such as a VOD market intelligence database application including dynamic scenario models and interactive analysis features.

REPORT + WORKSHOP

Price on application

Standard version + workshop: In addition to the report, Goldmedia also offers workshops. Are you interested? Please contact us. The price varies due to company size and number of participants.

Source: Goldmedia 2014