

Survey launched for Web TV Monitor 2010

- *BLM and Goldmedia develop comprehensive market report on internet TV*
- *Data collection phase for Web TV Monitor 2010 just started*
- *Study will be presented at the 2010 Munich Media Fair on October 15, 2010*

Berlin, Munich, September 17, 2010. High growth in the number of broadband connections has significantly increased the use of internet TV. Currently, about two thirds (65 percent) of all internet users access video files at least occasionally, compared to just 28 percent in 2006.¹ Internet TV is a growing market, with the number of providers and variety in services strongly increasing. In addition to numerous online-only services, the world of internet TV is primarily made up of classic media outlets' video and online portals, diverse video-sharing platforms, multi-channel portals and media centers, as well as non-commercial information services and corporate TV.

To make the complex market structure more transparent, Berlin strategy consultant Goldmedia (<http://www.Goldmedia.com>) is developing the *Web TV Monitor 2010*, commissioned by BLM, the Bavarian Regulatory Authority for Commercial Broadcasting (<http://www.blm.de>). The *Web TV Monitor 2010* will provide a complex market overview of internet TV in Germany for the first time, with information on prevalence and use, forms of advertisement, scope, and performance indicators.

The study is based on comprehensive primary data research obtained via a survey of all internet TV providers in Germany. The survey for *Web TV Monitor 2010* was just launched. The research results will be presented at the 2010 *Munich Media Fair (Medientage München)* on October 15, 2010 and subsequently published on BLM and Goldmedia's websites as well as the new online portal for the study, <http://www.webtvmonitor.de>.

At present, all German internet TV providers are invited to participate in the survey, which runs until the end of September 2010. The survey can be accessed online at <http://www.webtvmonitor.de>.

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

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, Goldmedia Custom Research GmbH and Goldmedia Political & Staff Advising GmbH. The company's head office is in Berlin, Germany.

¹ ARD/ZDF Online Study 2006 and 2010: Basis: German speaking internet users older than 14