

Press Release

BLM and Goldmedia launch survey for Internet TV: Web TV Monitor 2011

Results will be presented at the Munich Media Fair on October 19, 2011

Berlin, Munich, September 08, 2011. Interest in online videos and Internet TV is growing. Two thirds of all Internet users in Germany are already watching videos online at least occasionally. Although short, three-to-five-minute clips remain most popular, the popularity of longer formats, such as full TV broadcasts, TV show episodes, and full-length films, is growing.

At the end of 2010, there were about 1,300 online TV stations (Web TV Monitor 2010). Devices capable of accessing online videos are expanding beyond PCs and smart phones to include tablets, game consoles, and Internet-capable hybrid TV devices. More diverse access options have increased both users and variety in services. The world of Internet TV already encompasses not only Internet-only TV stations, but also the traditional media's video and online services, diverse video-sharing platforms, multi-channel portals, media stores, non-commercial services, and corporate TV.

Web TV Monitor 2011 is designed to bring transparency to the complex online video market. Conducted by Berlin strategy consultant Goldmedia (<http://www.Goldmedia.com>), *Web TV Monitor 2011* is commissioned by BLM, the Bavarian Regulatory Authority for Commercial Broadcasting (<http://www.blm.de>). *Web TV Monitor 2011* will provide a detailed market overview of Internet TV in Germany for the second time, with information on use, scope, advertisement formats, 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 2011* was just launched. The research results will be presented at the 2011 *Munich Media Fair (Medientage München)* on October 19, 2011 and subsequently published on BLM and Goldmedia's websites as well as the 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 2011. The survey can be accessed online at <http://www.webtvmonitor.de>.

Research contact for Web TV Monitor 2011

Christine Link, Tel.: +49-30-246 266-0, Christine.Link@Goldmedia.de, www.webtvmonitor.de

Press Contact for Goldmedia GmbH

Dr. Katrin Penzel, Tel.: +49-30-246 266-0, Katrin.Penzel@Goldmedia.de

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.