
Press relations:

Nicole Karepin nicole.karepin@zenithoptimedia.de Tel. 0211/5 280 999-249 Mobil 0175/72 43189 Twitter @NixeKa

“Opportunities and Risks for Media and Marketing in Germany”

ZenithOptimedia publishes its forecast for 2010

Dusseldorf, Germany, February 18, 2010 – It appears that the worst of the global economic crisis is behind us. However, the economic trend in key markets continues to pose a risk. It is still uncertain whether state economic packages will be able to stabilize the situation, or if they have been bought at too high a price and harbour the risk of a new crisis. The overall economic situation in the coming twelve months will be decisive for the media and advertising business.

That is the result of the study by the media agency group ZenithOptimedia, “Opportunities and Risks for Media and Marketing in Germany – Forecast 2010”. For this unique forecast, a total of 75 high-ranking decision-makers from the worlds of media, marketing and (communication) science were asked what they believed would constitute the most important opportunities and risks in the coming twelve-month period. 66.2% believed the effects of the global financial and economic crisis were “very important” or “important”.

Rated second, with 62% “very important” or “important”, was the challenge for media professionals and advertisers resulting from the changed use of media. The chance to discover and develop new business segments in the coming months was in third place with 60.6%: indeed, 73.5% of media decision-makers even viewed this as the key topic.

“ZenithOptimedia, as a media network, advises advertisers on how to achieve a higher ROI from their investments in communication” explained Dr. Nicole Prüsse, chairwoman of ZenithOptimedia. “It is important that, first of all, a detailed analysis—what we refer to as ‘consumer insights’—is made of the target groups, their requirements, consumer behaviour and their use of the media. But successful communication does not depend on consumer insights alone. Overarching trends and moods also play a role in the ROI of individual campaigns.”

The idea of defining and assessing the most important opportunities and risks for the coming months arose from discussions held between communication consultants from the media agencies Optimedia and Zenithmedia, and media decision-makers and brand managers. This definition and assessment was to be done by the three main groups of decision-makers, i.e. those mainly responsible for shaping communication trends in both theory and practice: media managers, marketing managers and scientists.

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In ranking the ten most important opportunities and risks, the experts also assessed the shift of communication investments, changing consumer behaviour, the relevance of social media, sustainability and the transparency of monetary flow in the media business.

For 16 years now, ZenithOptimedia has presented its quarterly “Advertising Expenditure Forecast”; a benchmark quantitative study at international level. In it, media group experts predict the development of spending on the global advertising market over the coming three years. The quantitative forecast also includes a breakdown of the global development of all media forms for 80 countries.

With its report “Opportunities and Risks for Media and Marketing – Forecast 2010” ZenithOptimedia has presented the first ever qualitative forecast - currently just for Germany. The 40-page brochure is available in German and English and can be ordered from nicole.karepin@zenithoptimedia.de for a nominal fee of 15 Euros.

Images:

Cover page study: <http://www.zenithmedia.de/fileadmin/img/presse/ZOM-Studie-Titelbild.jpg>

Main chart: <http://www.zenithmedia.de/fileadmin/img/presse/ZOM-Studie-Schaubild.jpg>

Nicole Prüsse: http://www.zenithmedia.de/fileadmin/pressebilder/dr.nicole_pruesse.jpg

Logos:

ZenithOptimedia:

- Web version: http://typo3.zenithmedia.de/fileadmin/img/logos/ZO_2009.jpg

- Print quality EPS: <http://typo3.zenithmedia.de/fileadmin/img/logos/ZO-Logo.eps>

Press release for the ZenithOptimedia study:

- “Advertising Expenditure Forecast”, December 8, 2009: global advertising market has evened out: http://www.zenithmedia.de/fileadmin/pdf/2009/2009-12-8-PM_AEF_deutsch.pdf

About ZenithOptimedia

The network ZenithOptimedia is one of the 5 top media agency networks in the world and, with more than 218 offices in 72 countries, part of the Publicis Groupe S.A - Europe's largest communication agency. In Germany, the ZenithOptimedia group encompasses the full-service agencies Zenithmedia and Optimedia, with offices in Düsseldorf, Frankfurt, Munich and Hamburg. They have more than 150 national and international brands on the books, including L'Oréal, Nestlé, Puma und Toyota. The ZenithOptimedia agency has been the recurrent winner of several prestigious awards, such as “Media Agency of the Year“ at the M&M Awards, and the “German Media Prize”.

Website: <http://www.zenithoptimedia.de>

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About VivaKi

VivaKi is part of the Publicis Groupe (Euronext Paris: FR0000130577), which is the fourth largest communications provider in the world with 44,000 employees in 104 countries on all continents. VivaKi unites the strengths of the globally operating media networks ZenithOptimedia and Starcom MediaVest Group, with the two leading agencies for digital media, Digitas and Razorfish, and Denuo -the creative agency for innovative solutions. For the clients of these agencies, the VivaKi Nerve Center develops those services and technologies required for combining the target groups and disseminating the advertising messages that unite advertisers and their consumers in an increasingly digitalized world.

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