



GfK Media

GfK Media

Excellence, Innovation and Commitment



GfK. Growth from Knowledge

Corporate Mission Statement

→ Companies need to make decisions. Knowledge is the basis for decision-making.

Our business information services provide the essential knowledge that industry, retail, the healthcare and service sectors and the media need in order to make their decisions.

As a knowledge provider, we aim to be at the top in all the global markets in which we operate – in the interests of our clients, our employees, our company, our shareholders and the general public.

Corporate Values

→ Client-driven

Our clients' needs drive our business. We continuously seek to better understand our clients' needs, improve all aspects of existing research products, offer innovative products and to be an integral part of our clients' information systems. Accuracy, sound methodology, excellent client service, flexibility, timely delivery and cost effectiveness all ensure that we meet and even exceed our clients' expectations. We build long-term partnerships with our clients, contributing to their success.

→ Our people

People are our main asset. Development through training, sharing ideas and sound experience is essential to our business. Our people have the freedom to explore and develop their talents and are empowered to achieve our common goals. We encourage and reward initiative, dedication and hard work. Fairness, good communication and working relationships at all levels and locations are key to our success.

→ Innovation

We recognize that investing in continuous innovation in both the process and the end product is a prerequisite to meeting clients' requirements. Our aim is to be at the cutting edge with our key business activities. Clients' needs, evolving markets, new technology and the expertise and ideas of our people throughout the world are what drive innovation.

→ Global expertise – local knowledge

We respect and learn from local business practices and cultures and provide knowledge tailored to local needs. Our global network comprises international teams, tools and products to provide multinational clients with consistent services. As proud members of the GfK Group, we share local and international expertise to continually improve all aspects of our business.

→ Growth

Profitable growth results in greater opportunities. As individuals, teams and business units, we are aware of the impact of our decisions and actions at all levels. We use financial and non-financial measurements to review and improve performance on an ongoing basis. Our growth provides investors with a fair return on the financial resources they have entrusted to us.



Commitment

→ **Tomas Bicik, Director Mediaedge:cia MEC MediaLab, Czech Republic**

“Mediaedge:cia is the leader in channel and communication planning in the Czech Republic. In order to provide to our clients the best service, we need the best partners. We have been cooperating with GfK Praha for a long time. GfK’s Outdoor Media Project is one example among others. Due to close cooperation with GfK we are now able to plan more efficiently our outdoor campaigns and incorporate them into our communication strategies with the exact data which represent the impact of this channel.”

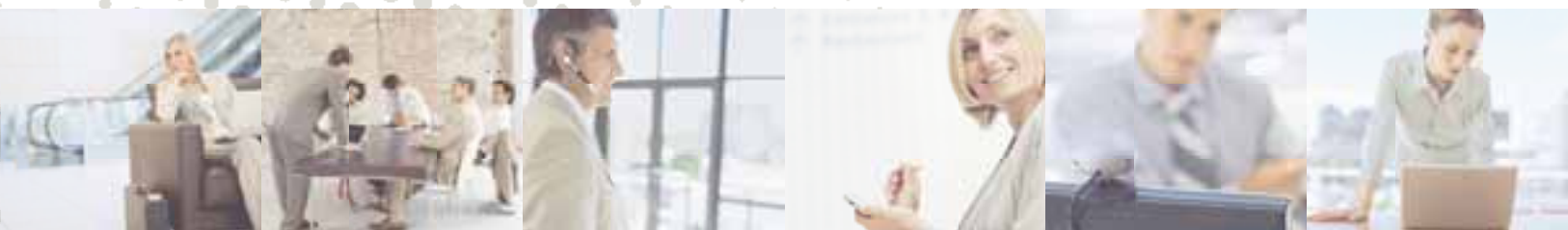
→ **Karen Swan, Head of Marketing Insight Trinity Mirror Regionals, United Kingdom**

“In 2005 GfK NOP Media conducted the largest ever face to face project commissioned by a media owner for Trinity Mirror. Their approach to all parts of this study was excellent. GfK NOP Media delivers exceptional customer service and really integrate themselves into the strategies and objectives of your business.”

In brief: GfK Media – Excellence, Innovation and Commitment

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Knowledge

Knowledge





GfK has a long tradition of innovation and excellence in market research. These qualities sustain our clients and our own business growth. Since its establishment over 70 years ago, GfK Group has grown into one of the world's largest market research organizations, operating in more than 80 countries on 5 continents.

GfK. Growth from Knowledge

Our clients' needs drive our business. Our people bring their skills, their experience and their creativity to meet our clients' needs with a wealth of market information and insight. More than 7,600 employees in more than 130 subsidiaries work to deliver this commitment to our clients, within all of the world's major markets.

As a global research organization, GfK is structured into five business divisions: Media, Custom Research, Retail and Technology, Consumer Tracking and HealthCare.

Across each of its five business divisions, GfK brings the industry-specific tools and techniques of a global research authority together with the talent, the knowledge and the expertise that comes from local market leadership to best meet our clients' needs.

GfK Business Units

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GfK Business Units

Custom Research >>> Our Custom Research business helps branded goods manufacturers, service providers and the advertising industry to test the efficiency of their product, pricing and communication policies. The business information services we provide are designed to support all aspects of the marketing decision-making process for industry, service providers and retailers.

Retail and Technology >>> Our Retail and Technology business specializes in monitoring consumer technology, particularly IT, telecommunications, office communications, electronic entertainment, household electrical appliances, photographic equipment and do-it-yourself products. It mainly provides information about sales, purchases, stocks and distribution of a large number of individual items, broken down by the different types of outlet. This data allows decision-makers to analyze their product structure, pricing and distribution policy, and their position in relation to the competition.

Consumer Tracking >>> Through the Consumer Tracking division, we provide our clients with regular information services based on continuous surveys and analyses of consumer purchase decisions and behavior. These cover consumer goods and services of all kinds. Information on consumers' product preferences, attitudes and behavior patterns are so important, since these are most obviously reflected in purchasing decisions. Our Consumer Tracking business specializes in monitoring these preferences and providing leading branded goods manufacturers and retailers with information on the subject.

Media >>> We offer information services on consumer behavior and attitudes to all emerging and established media. Our services include qualitative and quantitative research on the usage of television, radio, print, outdoor and all digital interactive media. GfK's audience measurement data serve as the currency for TV, radio and online advertising trading, for the outdoor industry, and for newspapers and magazines.

HealthCare >>> Our HealthCare division provides clients with information services relating to product development, communication, image and price control of medicines. We give support and assistance to companies and institutions involved in healthcare in making their strategic and operative marketing decisions. We analyse market positioning and customer satisfaction in the healthcare sector as well as the volume of materials and products used in the dental and veterinary sectors.

Media

Media





The media

The media are the engines of the 21st Century information society, shaping the world we live in and how we interact with one another. We choose to spend more of our free time consuming media than any other activity. The media – television, radio, newspapers and magazines, billboards, mail and interactive digital media – are our constant companions, offering us a never-ending flow of information and entertainment.

And the media are proliferating and evolving: no medium is untouched by the impact of digital technologies. The digitization of information is uprooting content from its previous forms of distribution, producing a multiplicity of new and convergent ways to access media, creating new patterns of consumption. This process causes shifts in control between content producer, distributor and consumer, challenging existing business models and driving the transformation of the media markets.

New technologies change our behavior: more of our media consumption is on demand; more is on the move; and more is concurrent, as more services compete for our time. These changes create threats and opportunities beyond each service's established competitive set, increasing the pressure on each of the media to prove itself accountable and to maximize its audience.

Media

The role of media research

Good research informs our clients' business decision-making to improve their market position. In a changing media landscape, key to this process are:

- audience measurement, from national trading currencies to niche market studies
- measurement of advertising efficiency
- content research on behalf of the media owner to develop and optimize its output
- audience insight to inform the media owner of the changing patterns of behavior of its consumers within and across media, and the drivers behind these shifts in consumption

GfK is well suited to this task: our experience is second to none in the development and implementation of electronic audience measurement technologies; our research methods set the standards in audience measurement of all media.

GfK's specialized knowledge of the media is informed by market trends tracked by our business units Retail and Technology, Consumer Tracking and Custom Research. We bring this knowledge, together with a toolbox of proven research methods and our specialists' deep understanding of our clients' businesses, to deliver meaningful audience insight.

Excellence

Excellence





Media research within GfK Group:

GfK's Media business unit is a high profile and award-winning division within our international network. We seek to meet the needs of a fast-evolving market with technical innovation, excellence of execution and research authority.

We provide the expertise, the vision, the specialized research techniques and analysis tools to help our clients advance their market position and meet the challenges facing 21st Century media owners and advertisers.

Excellence

Audience measurement

GfK is a global authority in audience measurement, providing the research and technology behind the media trading currencies in markets around the world.

GfK offers a complete solution of measurement technologies, research expertise and analysis systems to deliver an integrated system of the highest standard, which has established us as the leading supplier of quantitative media research information in Europe.

Our experience in electronic audience measurement spans more than twenty years, a period of extraordinary transformation of the media, throughout which our systems have been continuously developed to meet the changing market needs. This process has established GfK as one of the world's leading suppliers of set-top and personal audience measurement technologies. By these means we can measure TV viewing, radio listening, online and outdoor media exposure. We also continue to develop our more traditional research methods to the highest standards, in print readership and a range of different media research applications.

Sustainable audience measurement of each medium requires industry consensus. Whether working with joint industry committees, syndicates of clients or single media owners, the successful research supplier must demonstrate the technical expertise, authority and integrity to deliver accurate measures of the highest standard, under close scrutiny. GfK's media research business is built on these qualities, proven by our successes in securing industry contracts in all media in many of the world's largest media markets.



Innovation

Innovation



Innovation

Audience insight

Drawing on our leading position in audience measurement, we aim to provide our clients with a diversified portfolio of services.

Quantitative and qualitative research approaches enable us to get detailed information on the consumers' preferences and selection criteria for their individual media consumption, and the impact of these choices on their behavior. Latest cross media research solutions offer overlapping information on different types of media for the same user. By combining electronic and traditional research methods it is possible to gain valid single source results, e.g. of indoor and outdoor media usage.

- How much do people value and enjoy the programs they watch, the newspapers they read, the websites they visit or the radio stations they listen to?
- What is the impact of a new technology on established patterns of media consumption?
- How successful will a new magazine be in attracting sufficient numbers of its target market, and what could be done to improve this forecast?
- What is the level of exposure to a communication strategy across all media, and what is the effect of this on consumer behavior, attitudes and purchase intentions?

See www.gfk.com/media for the latest information and examples of our current work.

Analysis

Audience research plays a central role in a media owner's business. As such, the processing of this information must be of the highest technical standards, and the results delivered within hours of data capture, within high-performance evaluation software systems. GfK's various polling, cleaning, processing and analysis systems are an integral part of its technological solution.

Building on this technical excellence, analysis is a key component of the value that GfK brings to all its media research clients, by means of our highly specialized media research software, statistical methods and data integration techniques. Using these and other methods, and bringing their depth of experience to bear, our analysts are able to deliver well-founded insight and recommendations to our clients.

Commitment

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Commitment

Global expertise, local knowledge

In each of our markets, we bring our local knowledge to our clients and share our global expertise. Each local media market is different, but global best practice in the application of research techniques to address each of the local challenges is a common thread to our work.

Our people

Working at GfK presents an opportunity to work with some of the world's largest media owners as an integral part of their business decision-making process. To fulfill this role, we must hold ourselves to the highest standards of quality both in terms of our research and client service.

We are fortunate that media research attracts some of the brightest and best researchers in the business, whose commitment to the sector often spans their whole professional career.

Development of our people, through training, knowledge exchange and experience is essential. By means of internal seminars, international conferences, multinational projects and a strong corporate network, we share our knowledge and expertise across our international teams. This ensures we bring our clients in each market the greatest benefit from our global resources.

Knowledge network

GfK's well-trained and experienced media specialists bring their competence and their creativity to our international knowledge network. It is set up to provide our clients with insight and key information from our vast reservoir of knowledge in all areas of today's media research practice.

The organizational structure of the media research division is vital to the success of this mission. It is based on a highly experienced international management board which is supported by teams of experts and competence centers tasked with developing the latest state-of-the-art solutions for each type of media. Regular meetings, summits, and internal communication platforms guarantee information exchange, innovation and the implementation of best practice into our research instruments. Through this comprehensive cooperation, our professionals are able to deliver to our clients the knowledge of a global player and specific expertise in local markets and businesses at the same time.

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→ Anke Weber, Head of AGF-office, Germany

“For nearly two decades, GfK has run the German people-meter system by order of AGF. AGF is a partnership of the major German public and private TV stations ARD, ProSiebenSat.1, RTL and ZDF. Together with advertisers and agencies, AGF works in a joint industry committee. Following our precise requirements, a highly sophisticated TV research system has been developed in a trustful cooperation between us and GfK. The German TV panel is one of the biggest in the world. Our large investments in the system and continuous active involvement – together with GfK’s highly qualified work – guarantee an ongoing improvement of TV research in Germany. TV audience research data deriving from the partnership of AGF and GfK are the currency in the German TV market.”

→ Camille Signorelli, Research Director The New Yorker, USA

“For the past few years, Mediamark Research’s interactive division has managed The New Yorker magazine’s reader panel. MRI has successfully managed the high volume of custom research The New Yorker generates and has offered valuable insight during survey creation, execution and final analysis. Thank you MRI!”

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Thank you for your attention to our activities.

If you require any more information, please do not hesitate to contact us directly!

GfK Group
Business Unit Media
Nordwestring 101
D-90319 Nürnberg

Phone +49 (0)911 395-2440
Fax +49 (0)911 395-2686
media@gfk.com
www.gfk.com/media

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