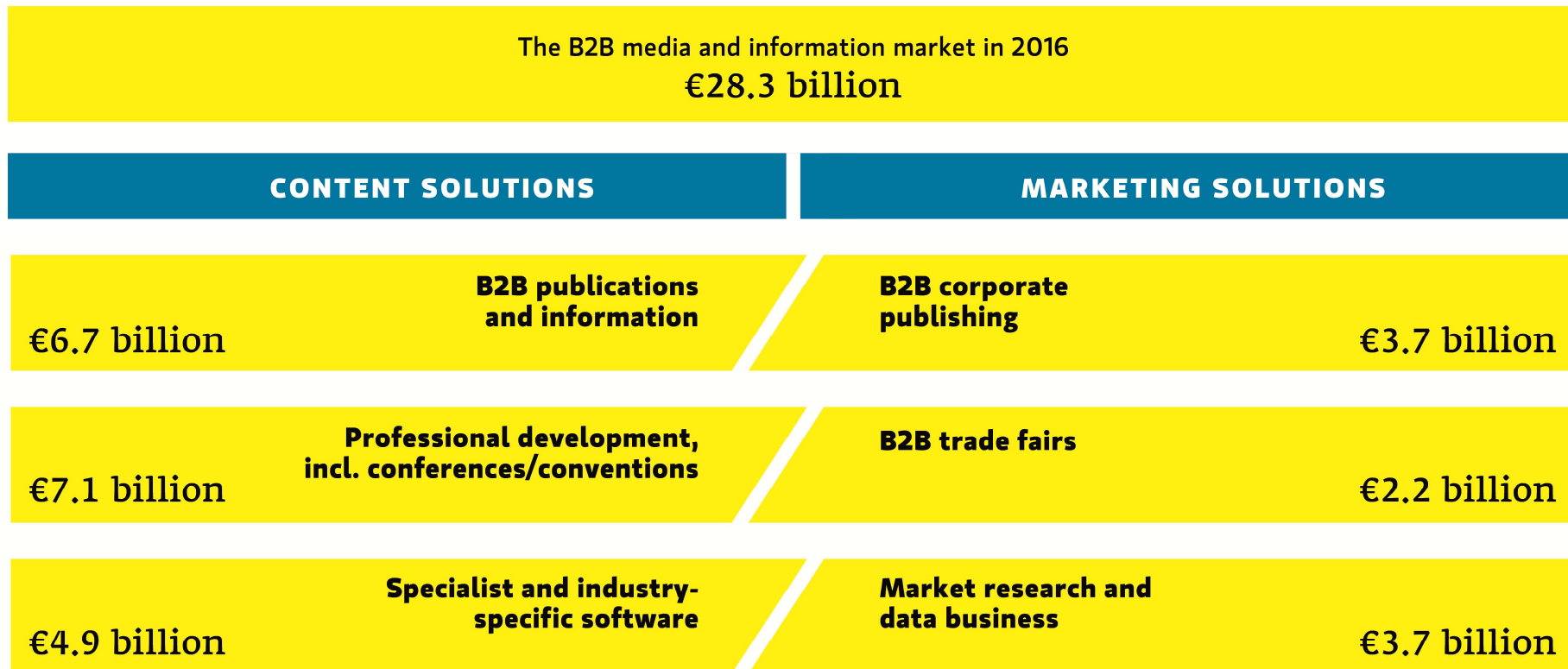


B2B Media and Information Market in Germany 2016

**Market study by Deutsche Fachpresse, conducted by Schickler
Unternehmensberatung**

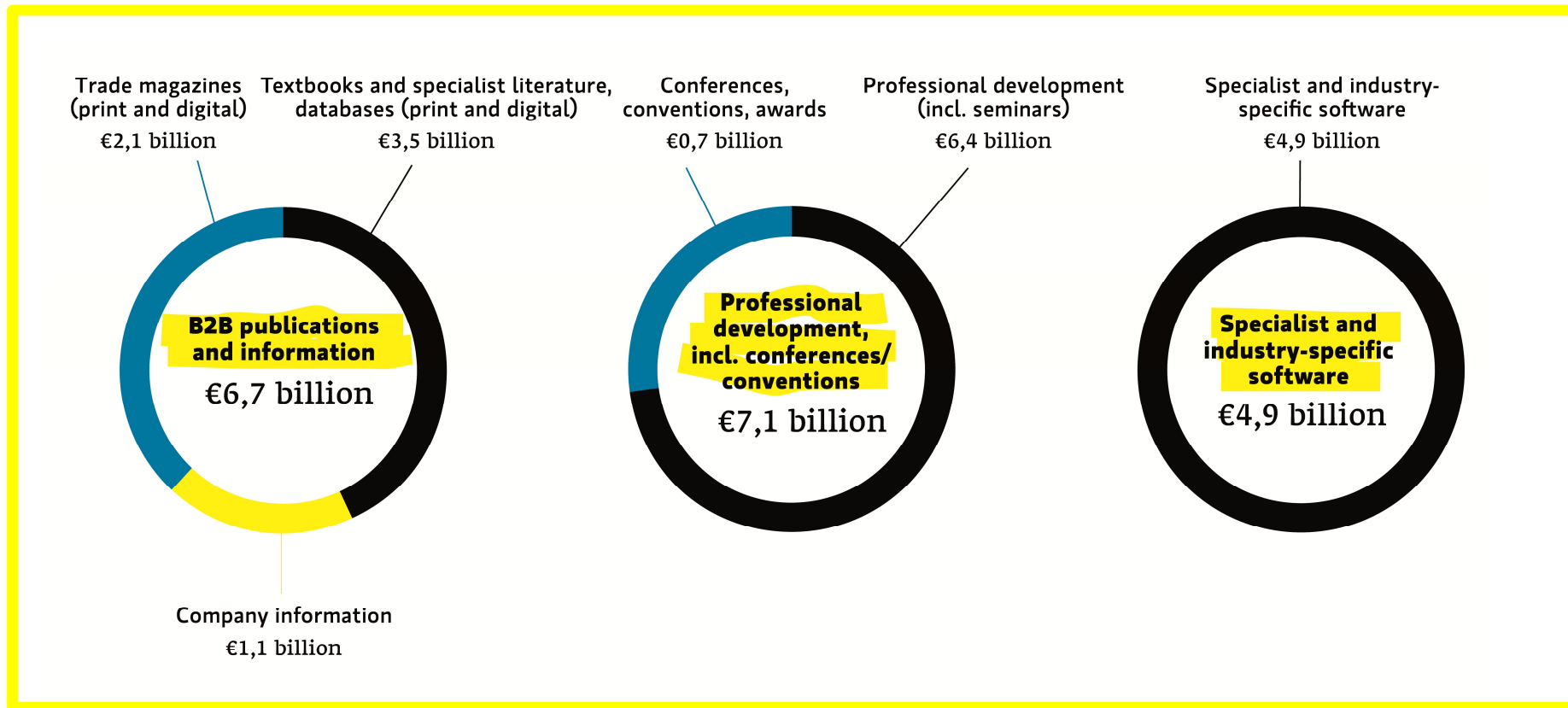
Overview of the B2B media and information market in Germany



Study: B2B Media and Information Market 2016 © Deutsche Fachpresse

The turnover volume of the entire market amounts to 28.3 billion euros for 2016. In order to make this diverse market transparent, the submarkets were aggregated to form market segments, which in turn were grouped into two major clusters – content solutions and marketing solutions. The market's depiction in the chart underscores the fact that the boundaries between the two clusters are fluid and that most of the offerings apply to both approaches.

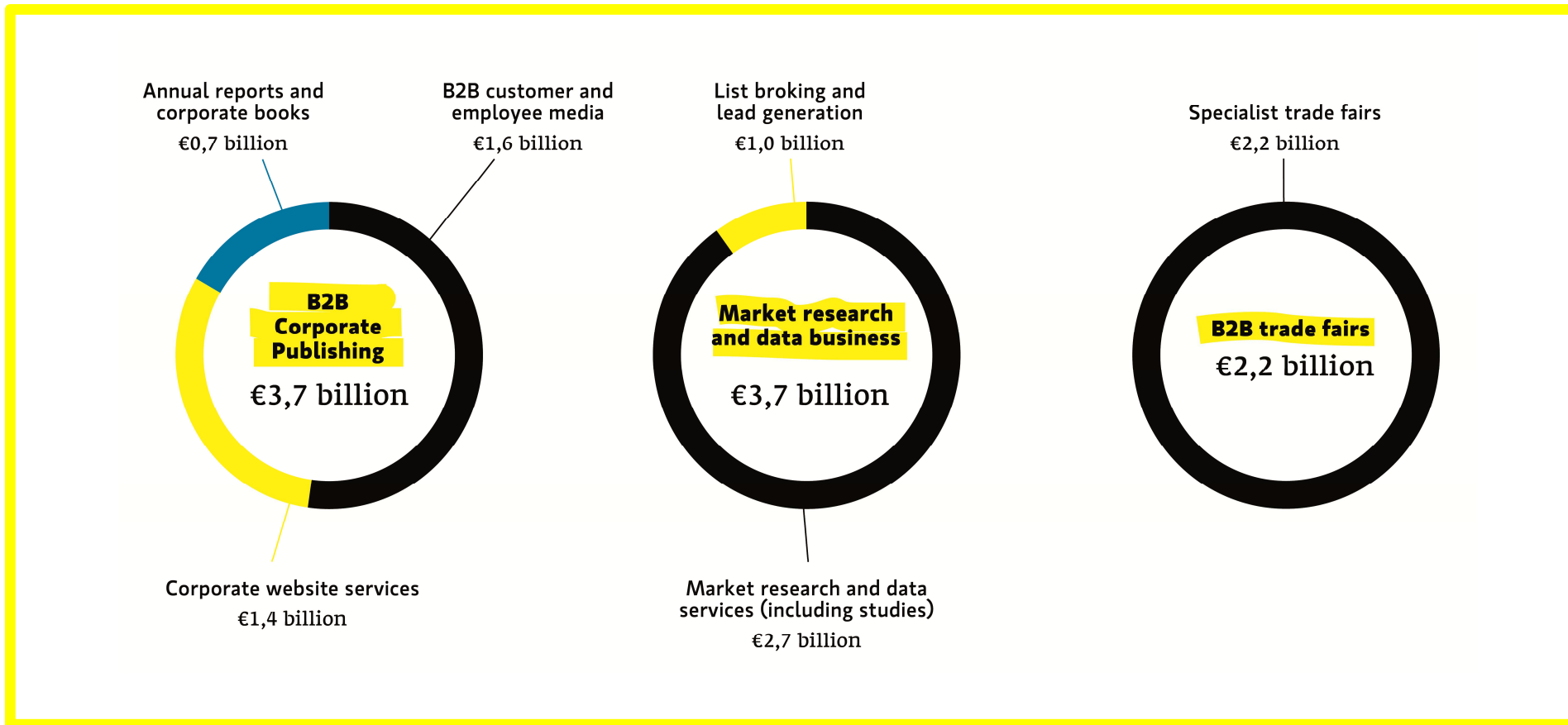
The content solutions cluster and its market segments



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The content solutions cluster features market segments with a primary focus on conveying specialist information. Such information is prepared for the target groups through a wide range of formats and channels. This cluster represents the function of the entire market as a provider of knowledge for the areas of business and science. “Professional development” and “B2B publications and information” are the market segments with the highest levels of turnover within the cluster.

The marketing solutions cluster and its market segments

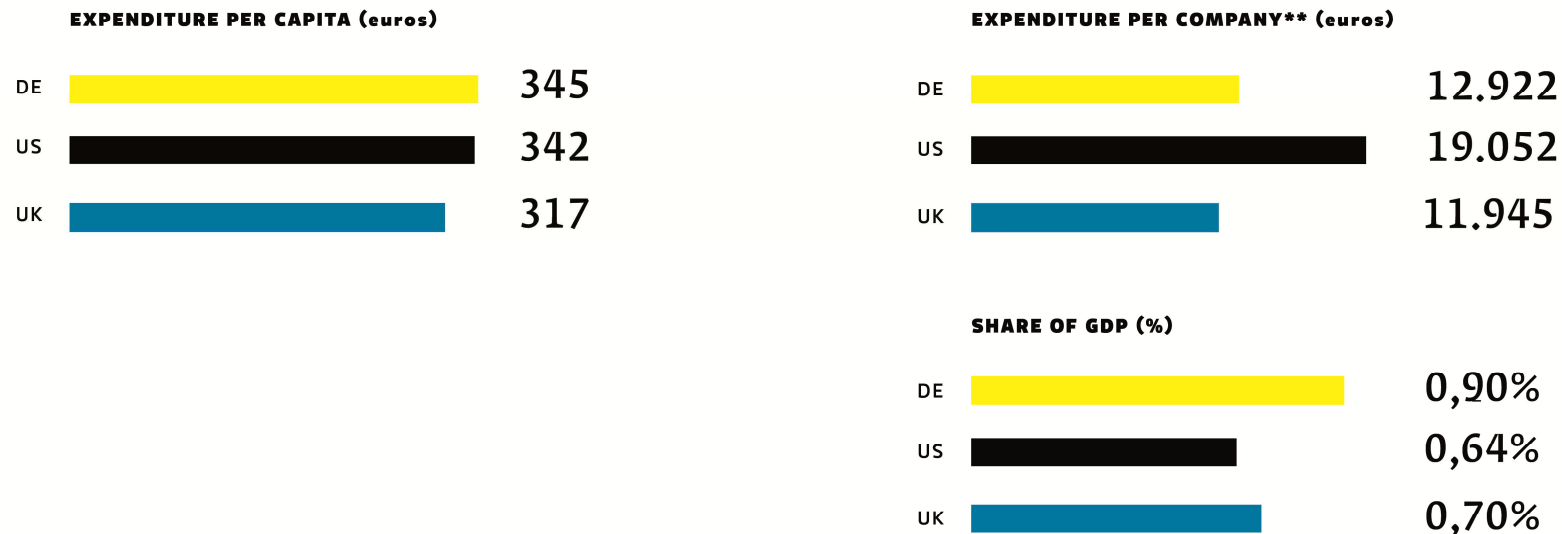


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The marketing solutions cluster features market segments that focus on rendering communication, marketing and data services. The offerings are largely marketing-driven. The individual market segments are diverse and range from corporate publishing and trade fairs to market research.

Ranking within an international context

B2B media and information market: International comparison of key figures (2016)*



*SCHICKLER market analyses, ABM BIN data for United States extrapolated from 2015, PWC data for United Kingdom; after adjusting for different market definitions

**With regard to all companies within the country with more than one employee

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A comparison of the B2B media and information market in Germany, the United States and England reveals that per capita expenditure for specialist information is about the same in all three countries. The higher levels of expenditure per company in the United States are due to company size. There are fewer but larger companies in the United States, while small and medium-sized enterprises are very pronounced in Germany and England. In Germany, the specialist information market contributes most to added value in terms of GDP.