

## Press release

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### **“B2B Media and Information Market in Germany 2016”: New study by Deutsche Fachpresse captures the entire market for specialist information**

*New study presented today at the Deutsche Fachpresse congress / First time all information and communication offerings collected for professional users / Turnover volume in 2016: 28.3 billion euros / Comprehensive view reveals new potential for development and cooperation*

The German B2B market is in a state of flux, opening up new possibilities for market players to take action. In recent years, trade publishers have expanded their scope of activity to include many new areas and now operate in all existing market segments, according to a new market study by Deutsche Fachpresse. One of the main findings is that the turnover volume for the B2B media and information market amounts to 28.3 billion euros. The study was conducted by Schickler Unternehmensberatung on behalf of Deutsche Fachpresse. The detailed results are now available at: [www.deutsche-fachpresse.de/markt-studien/b2b-medien-und-informationsmarkt-in-deutschland/](http://www.deutsche-fachpresse.de/markt-studien/b2b-medien-und-informationsmarkt-in-deutschland/)

“The results of our new market study clearly prove that we need a new understanding of the market. Trade publishers today are operating in a world of converging business areas and find themselves confronted with new market players. What’s encouraging is that trade publishers are already enjoying success in all defined segments. Not only do we want to continue to play a decisive role in shaping this market in all of its forms in the future, but we will be able to do so as well. Thanks to our content, communication and customer expertise, we have an excellent starting position to achieve this aim,” says Stefan Rühling, spokesperson for Deutsche Fachpresse. “Furthermore, we aim to completely tap into this market’s potential for development and cooperation and strengthen the dialog with future partners.”

For the first time, the study captures the entire market of all information and communication offerings for professional users with a turnover volume in 2016 of 28.3 billion euros. The market consists of six segments, which in turn are grouped into two major clusters – content solutions and marketing

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solutions – with fluid boundaries. The content solutions cluster features market segments with a primary focus on conveying specialist information, which includes B2B publications and information, professional development (extending to conferences and conventions) and specialist and industry-specific software. The marketing solutions cluster contains those segments that focus primarily on rendering communication, marketing and data services: B2B corporate publishing, market research, data business and B2B trade fairs.

### **Study design**

A wide variety of sources were analyzed for the study, including publications from Deutsche Fachpresse, Bitkom, Gartner, PWC, the German Publishers and Booksellers Association and the German Federal Statistical Office. In some cases, market models were created when there was no data or when the data was insufficient. All market volumes for the segments and subsegments contain only external expenditures of the companies or professional users. They do not include internal expenses (HR costs, administrative costs, opportunity costs) or ancillary costs (e.g., travel expenses). As a result, the study captures only the market addressed by providers of B2B media and information. All segment sizes have been validated, whenever possible, by alternative analytical approaches.

### **Detailed results of the study and infographic**

Detailed findings from the “B2B Media and Information Market in Germany 2016,” along with an infographic, are now available for free download on the website of Deutsche Fachpresse: [www.deutsche-fachpresse.de/markt-studien/b2b-medien-und-informationsmarkt-in-deutschland/](http://www.deutsche-fachpresse.de/markt-studien/b2b-medien-und-informationsmarkt-in-deutschland/)

### **About Deutsche Fachpresse:**

Deutsche Fachpresse is the modern marketing and service platform for all providers of specialist information in the business and professional environment. It is supported by Fachverband Fachpresse (German Trade Association of Business Media) within the Verband Deutscher Zeitschriftenverleger (Association of German Magazine Publishers) in Berlin, as well as the Arbeitsgemeinschaft Zeitschriftenverlage im Börsenverein des Deutschen Buchhandels (Working Group of Magazine Publishers of the German Publishers and Booksellers Association) in Frankfurt am Main. Deutsche Fachpresse represents the interests of 350 affiliated publishers in a sector with some 3,900 titles and a turnover of 3.35 billion euros. Deutsche Fachpresse boosts its members' market success by means of a wide range of services. It promotes the common economic and political interests of member companies and provides the latest



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information on the sector. Deutsche Fachpresse uses genre-specific contact platforms to create networks and to position trade publications as reliable sources of information and efficient advertising media. For further information, please visit our website at: [www.deutsche-fachpresse.de](http://www.deutsche-fachpresse.de)

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