

## Entwicklungsprognose in Mio. Euro

# Bruttoumsätze 2007-2015

	2007	2008	2009	2010	2011	2012	2013	2014	2015
<b>Gesamt</b>	<b>29.468</b>	<b>31.062</b>	<b>32.273</b>	<b>33.507</b>	<b>34.511</b>	<b>35.225</b>	<b>35.960</b>	<b>36.715</b>	<b>37.364</b>
Direct-Marketing	5.697	6.119	6.163	6.190	6.211	6.233	6.261	6.300	6.359
<b>Klass. Werbung</b>	<b>23.771</b>	<b>24.943</b>	<b>26.110</b>	<b>27.317</b>	<b>28.300</b>	<b>28.992</b>	<b>29.699</b>	<b>30.415</b>	<b>31.005</b>
TV	8.734	8.950	9.116	9.234	9.312	9.383	9.447	9.512	9.577
Online	2.822	3.846	4.854	5.944	6.871	7.526	8.209	8.899	9.458
Print	10.050	9.997	9.971	9.943	9.911	9.870	9.821	9.774	9.731
davon PZ	4.143	4.070	4.063	4.061	4.061	4.060	4.059	4.059	4.058
davon TZ	5.473	5.503	5.497	5.484	5.467	5.440	5.406	5.372	5.342
davon FZ	434	424	411	398	383	369	356	343	331
Radio	1.302	1.275	1.256	1.255	1.252	1.249	1.246	1.244	1.243
Plakat	780	794	831	858	872	882	893	903	913
Kino	83	81	82	82	82	83	83	83	83



## Entwicklungsprognose in Mio. Euro

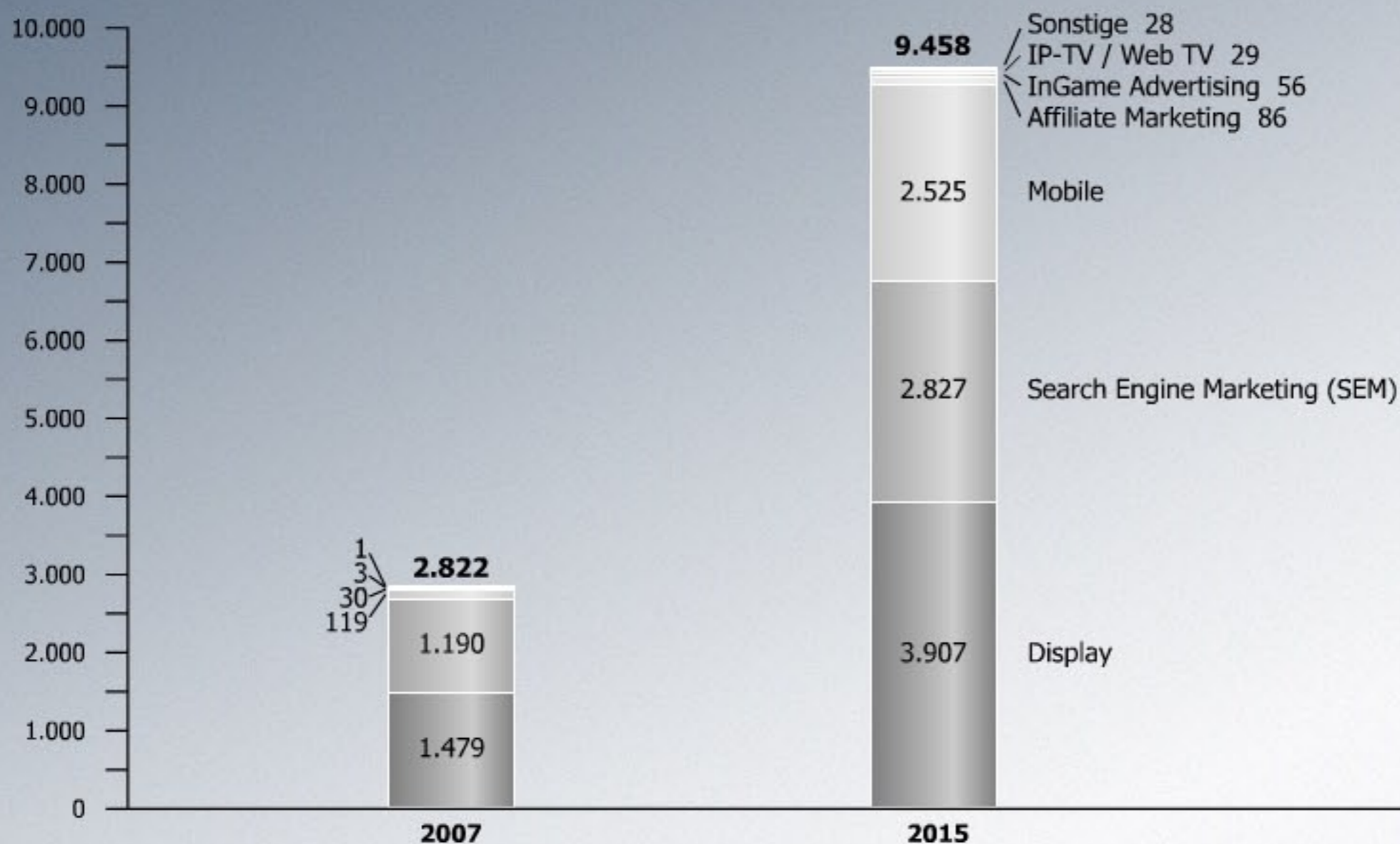
# Bruttoumsätze Online 2007-2015

	2007	2008	2009	2010	2011	2012	2013	2014	2015
Display	1.479	2.033	2.541	2.922	3.215	3.375	3.544	3.721	3.907
SEM	1.190	1.532	1.838	2.114	2.326	2.442	2.564	2.692	2.827
Mobile	119	233	405	808	1.206	1.562	1.934	2.303	2.525
Affiliate	30	41	53	64	70	74	78	81	86
IPTV / Web TV	1	1	3	8	14	20	25	28	29
InGame	3	5	14	27	35	42	48	53	56
Sonstiges	0	0	0	1	6	10	15	20	28
<b>Gesamt Online</b>	<b>2.822</b>	<b>3.846</b>	<b>4.854</b>	<b>5.944</b>	<b>6.871</b>	<b>7.526</b>	<b>8.209</b>	<b>8.899</b>	<b>9.458</b>



## Entwicklungsprognose in Mio. Euro

# Werbemarkt Online 2007-2015

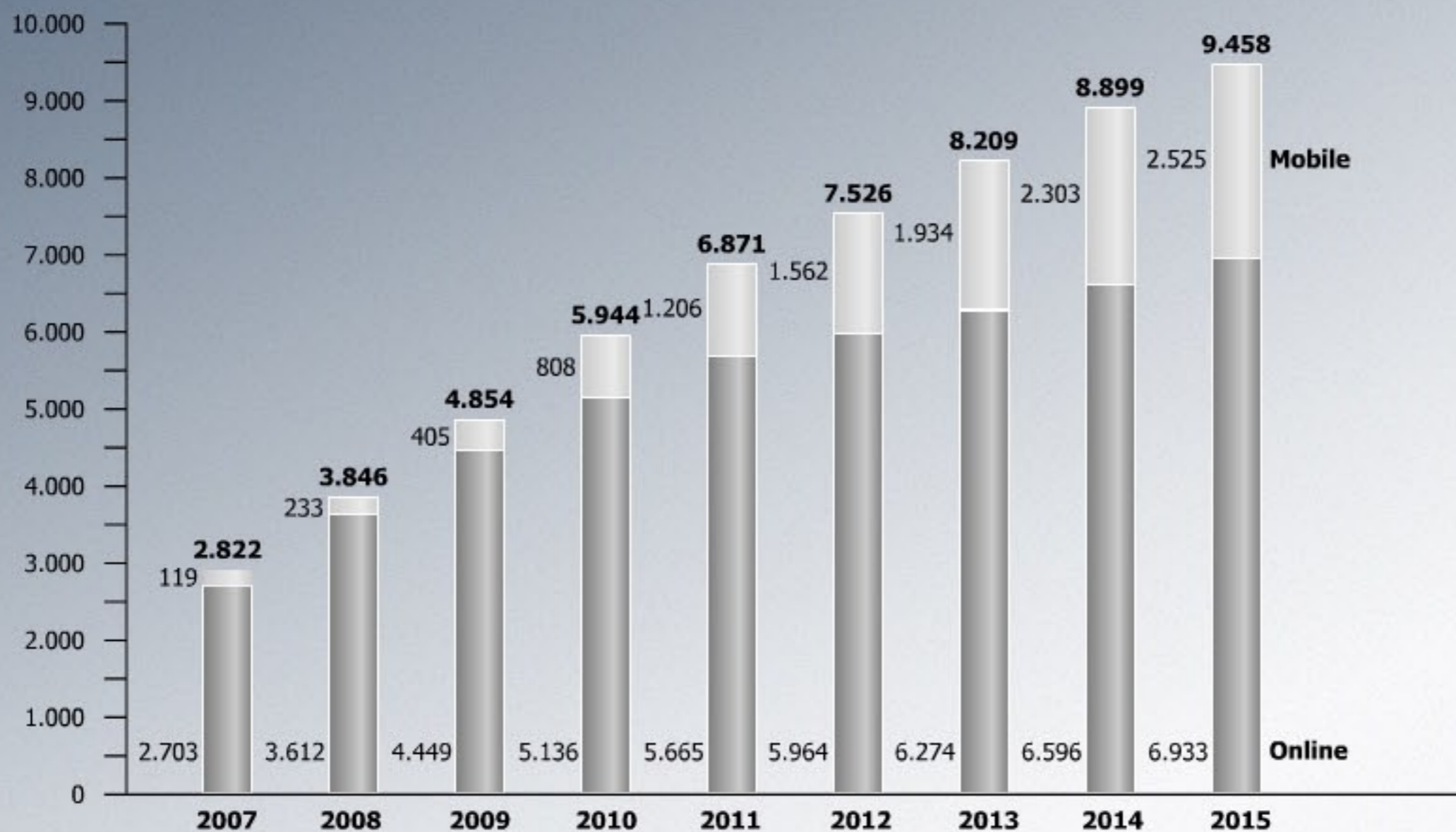


Quelle: GWP media-marketing GmbH; Deutsche Post; Nielsen Media Research; OVK; Jupiter Resarch; ESOMAR; ADM; e-consultancy; Bitkom; Skillnet MI; Tomorrow Focus; Veronis Suhler Stevenson; OMD; PWC; ZAW; BDZV; AWA



## Entwicklungsprognose in Mio. Euro

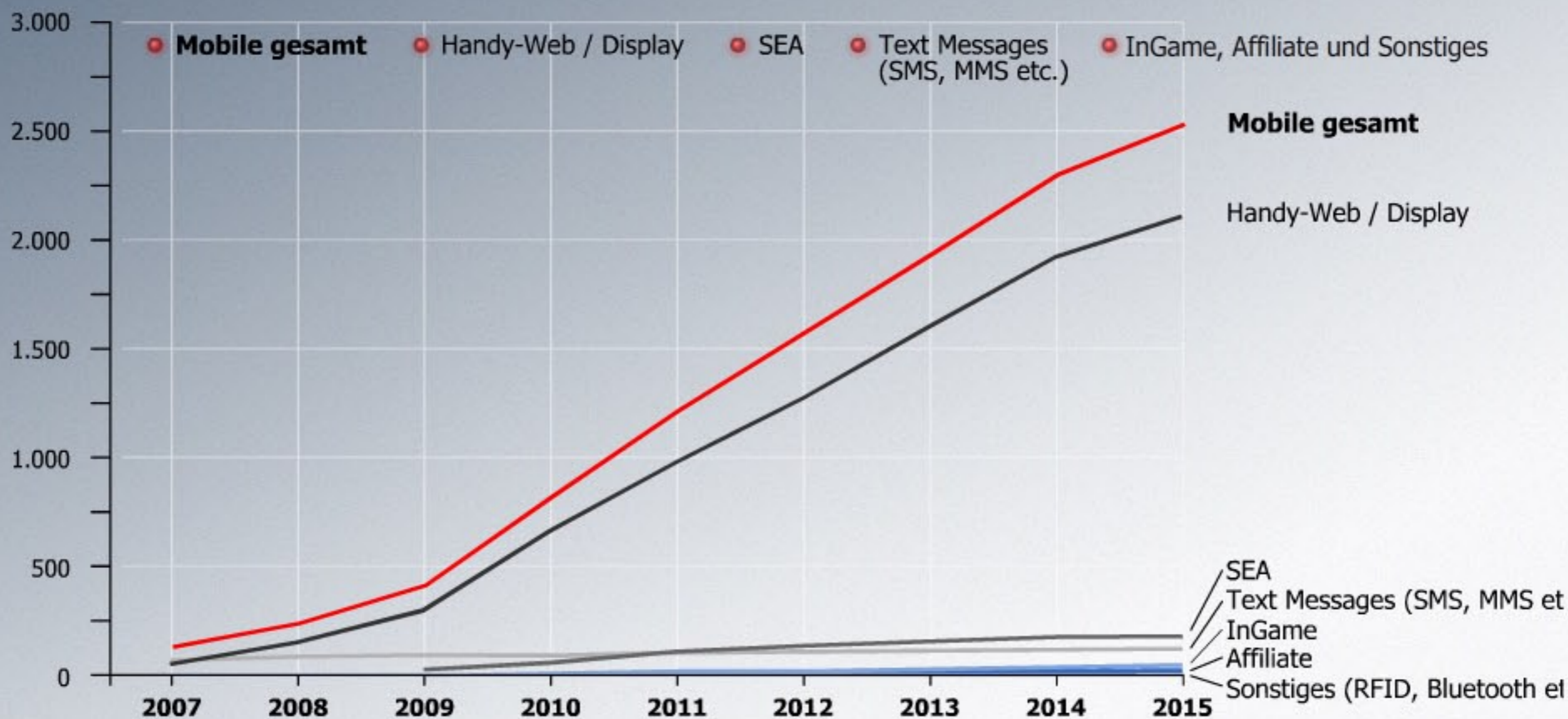
# Aufsplittung Mobile/Online 2007-2015



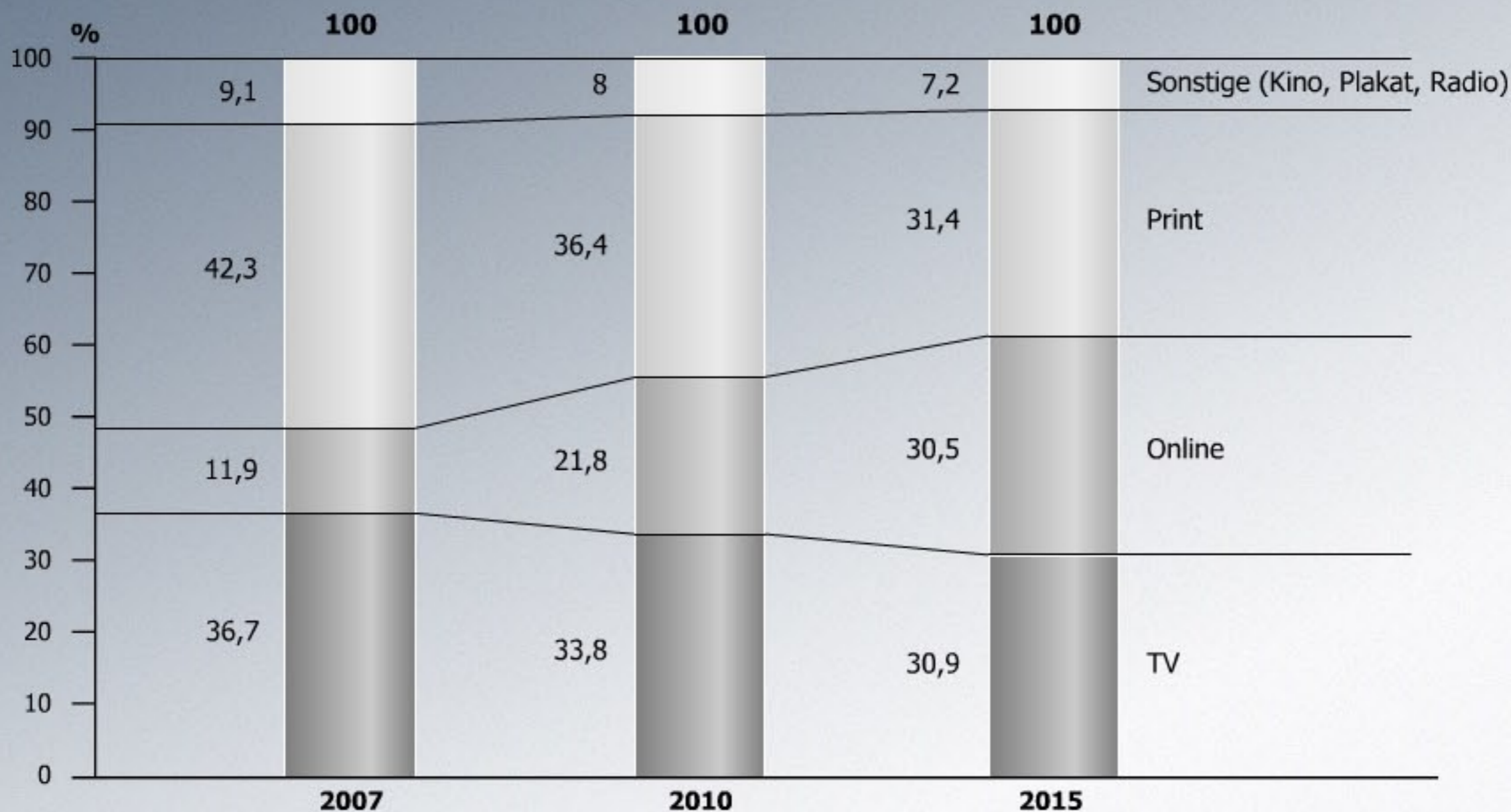
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## Entwicklungsprognose in Mio. Euro

# Bruttoumsätze Mobile 2007-2015



## Entwicklungsprognose in % Marktanteile 2007-2015



## Entwicklungsprognose in % Marktanteile Online 2007-2015

