



Econsultancy & JEGI Present: Media Growth Trends 2012

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Media Growth Study Methodology

Part One: Survey of 324 Senior Executives from
Publishing and related industries

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73% Chairmen, CEO & President

Media Growth Study Methodology

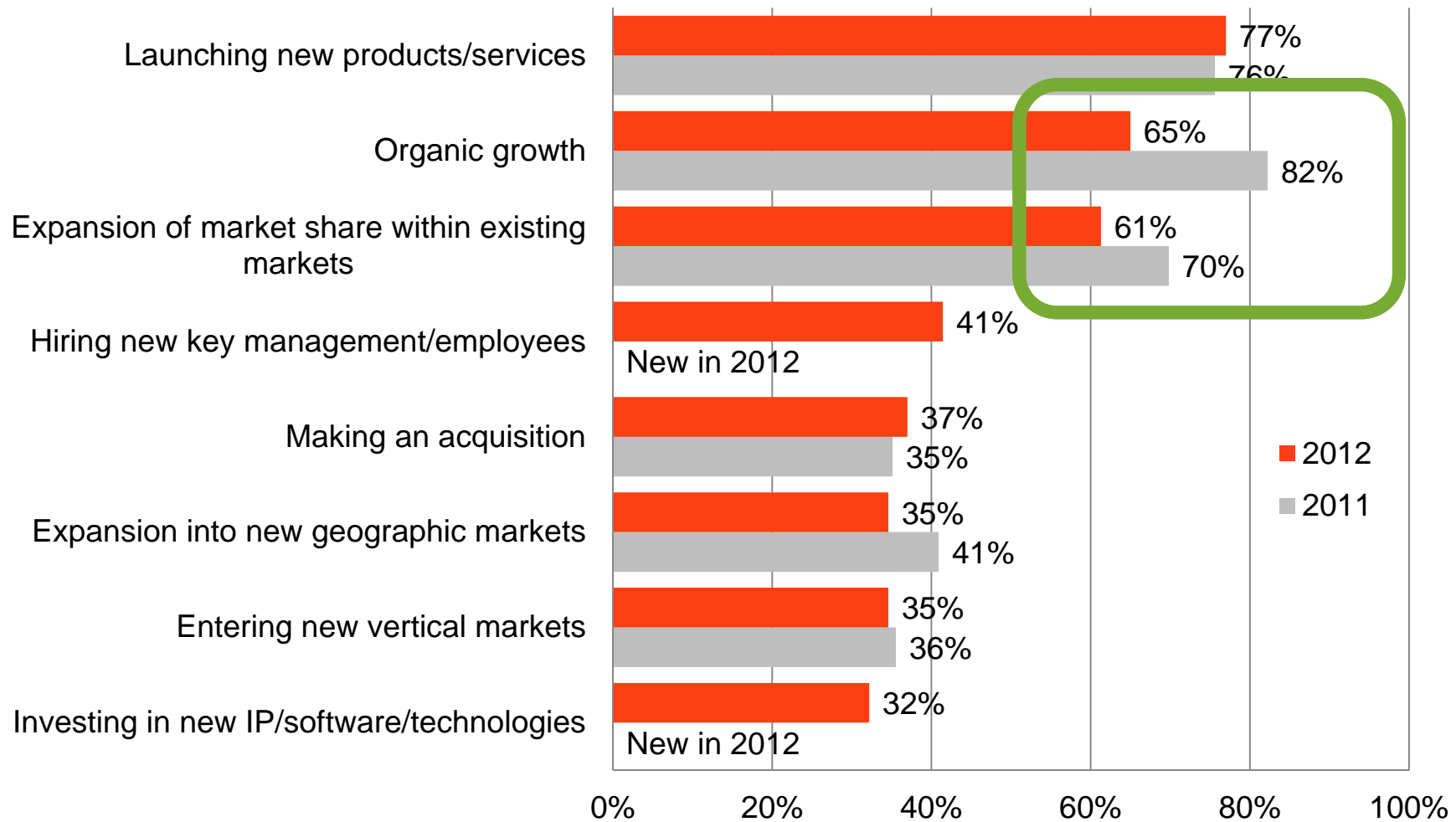
Part One: Survey of 324 Senior Executives from Publishing and related industries

73% Chairmen, CEO & President

Part Two: 17 interviews with selected respondents

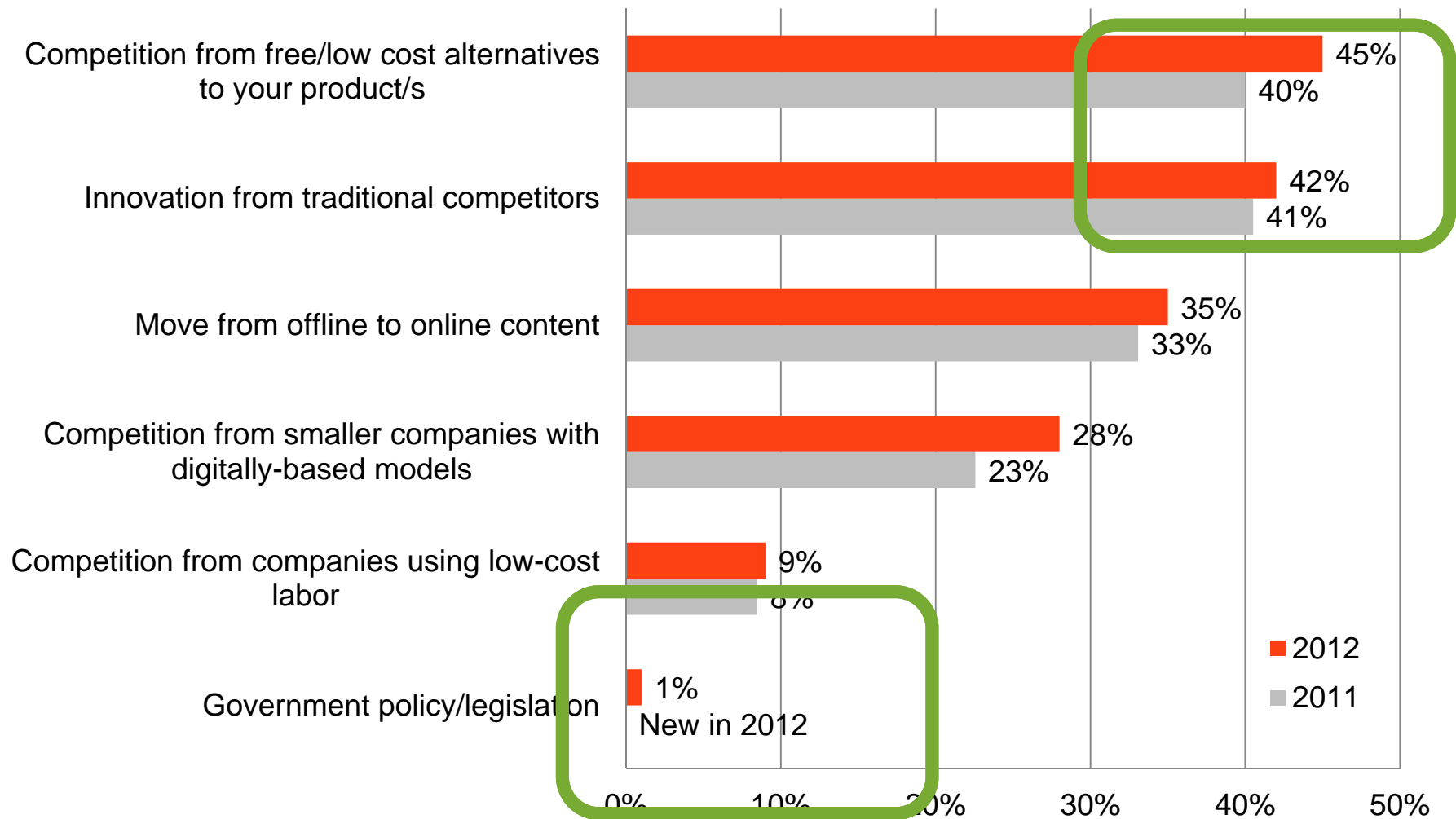
Growth Drivers 2011 v 2012

All Respondents



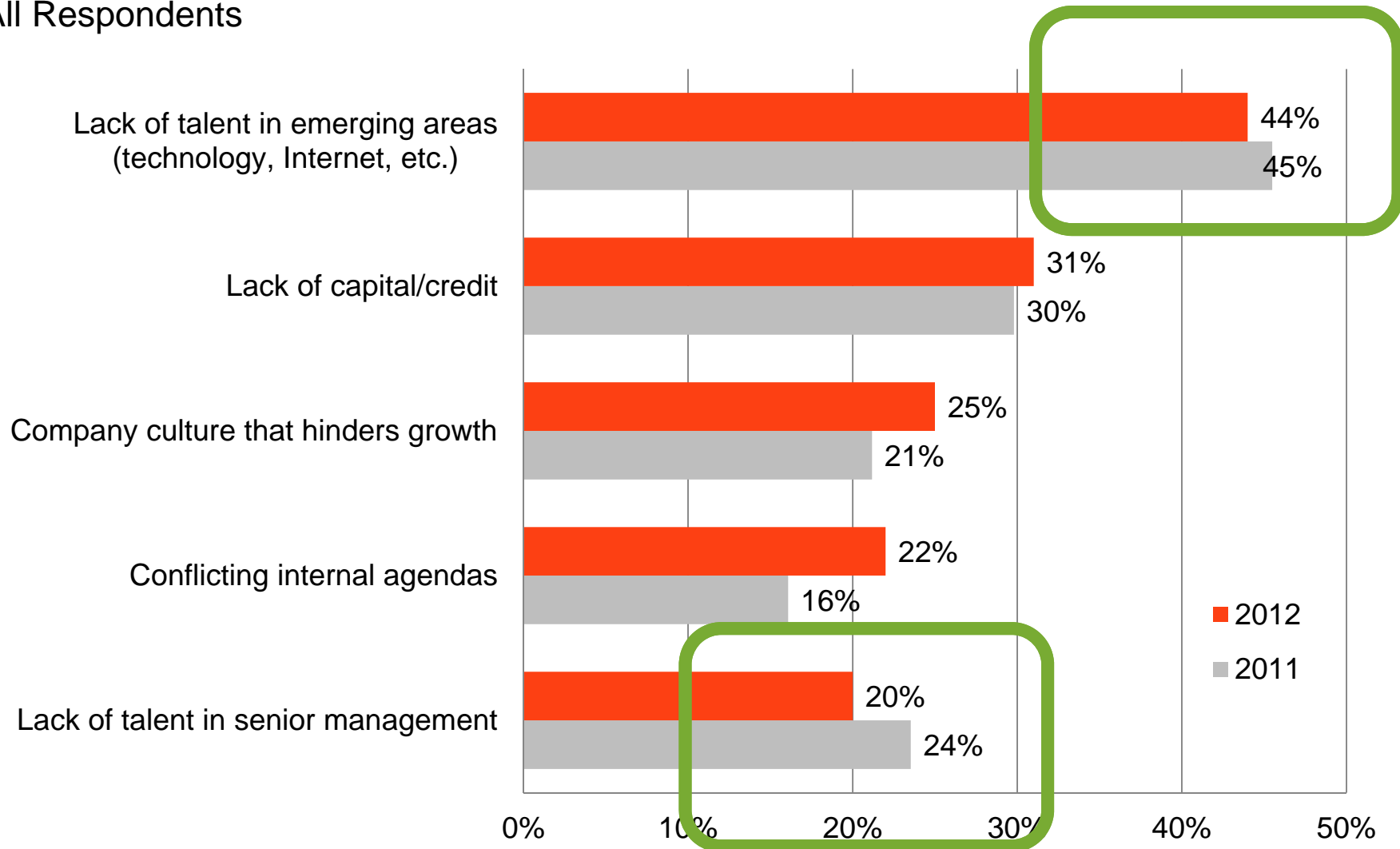
Systemic Barriers to Growth

All Respondents



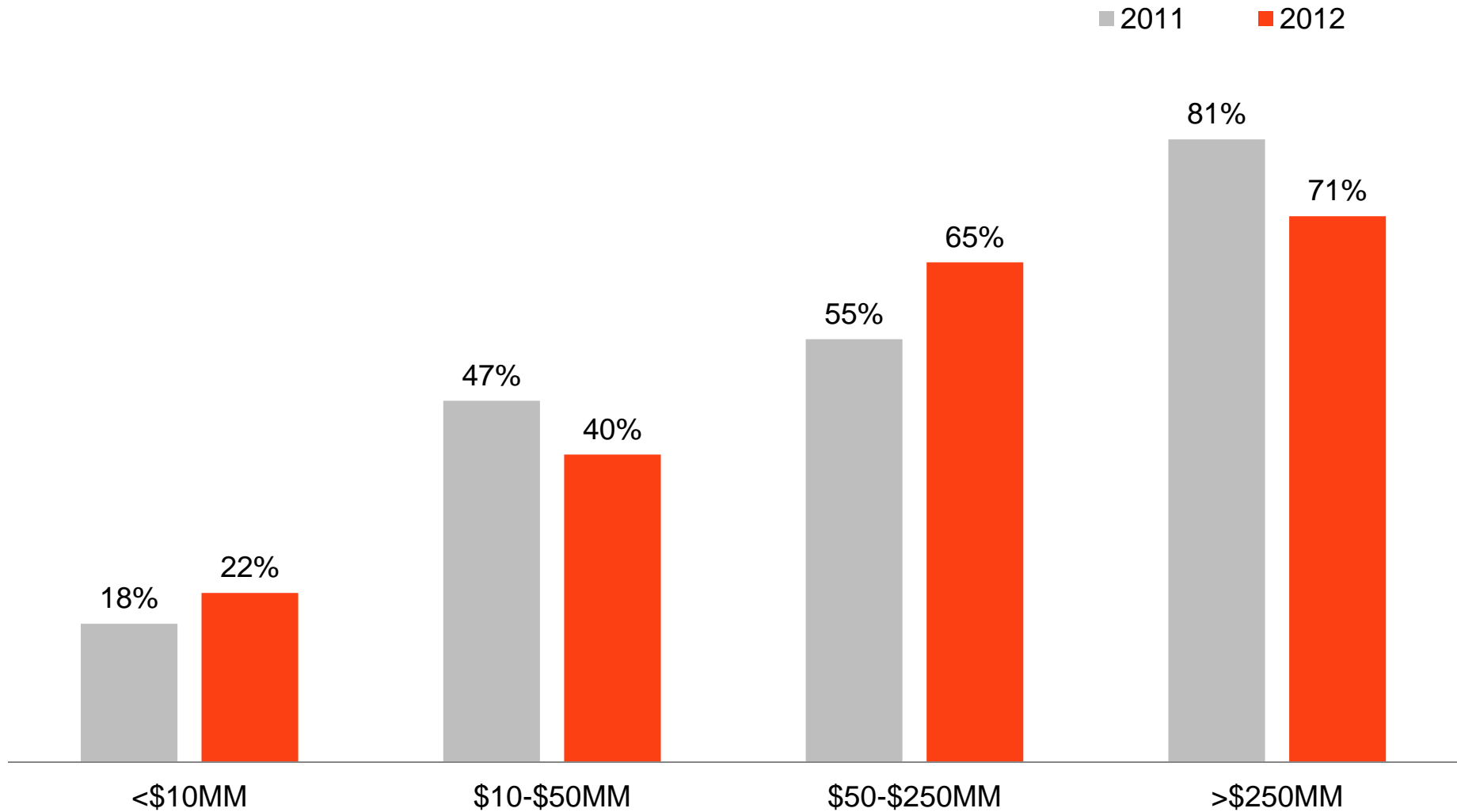
Internal Barriers to Growth

All Respondents



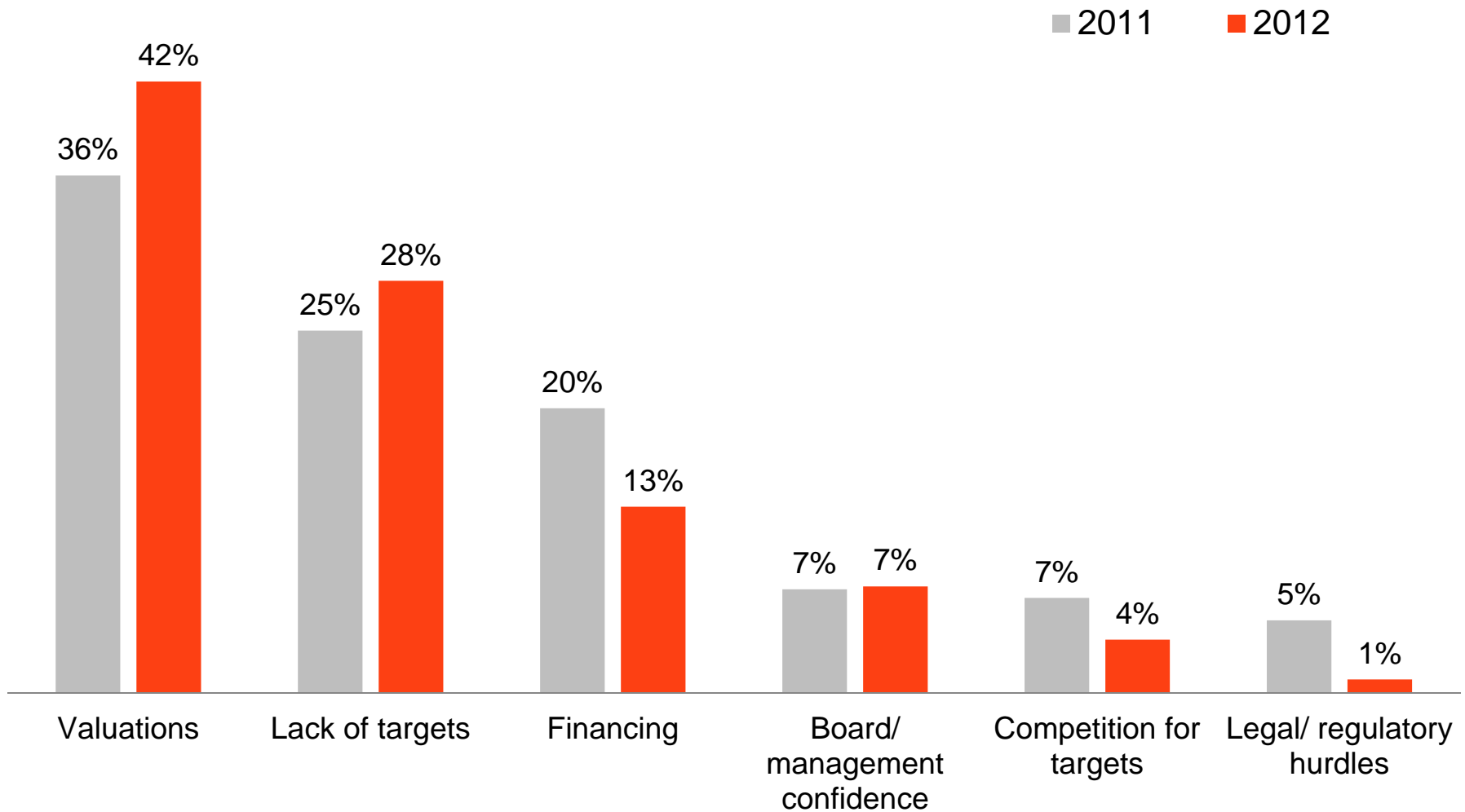
Planning an Acquisition

Respondents by Revenue



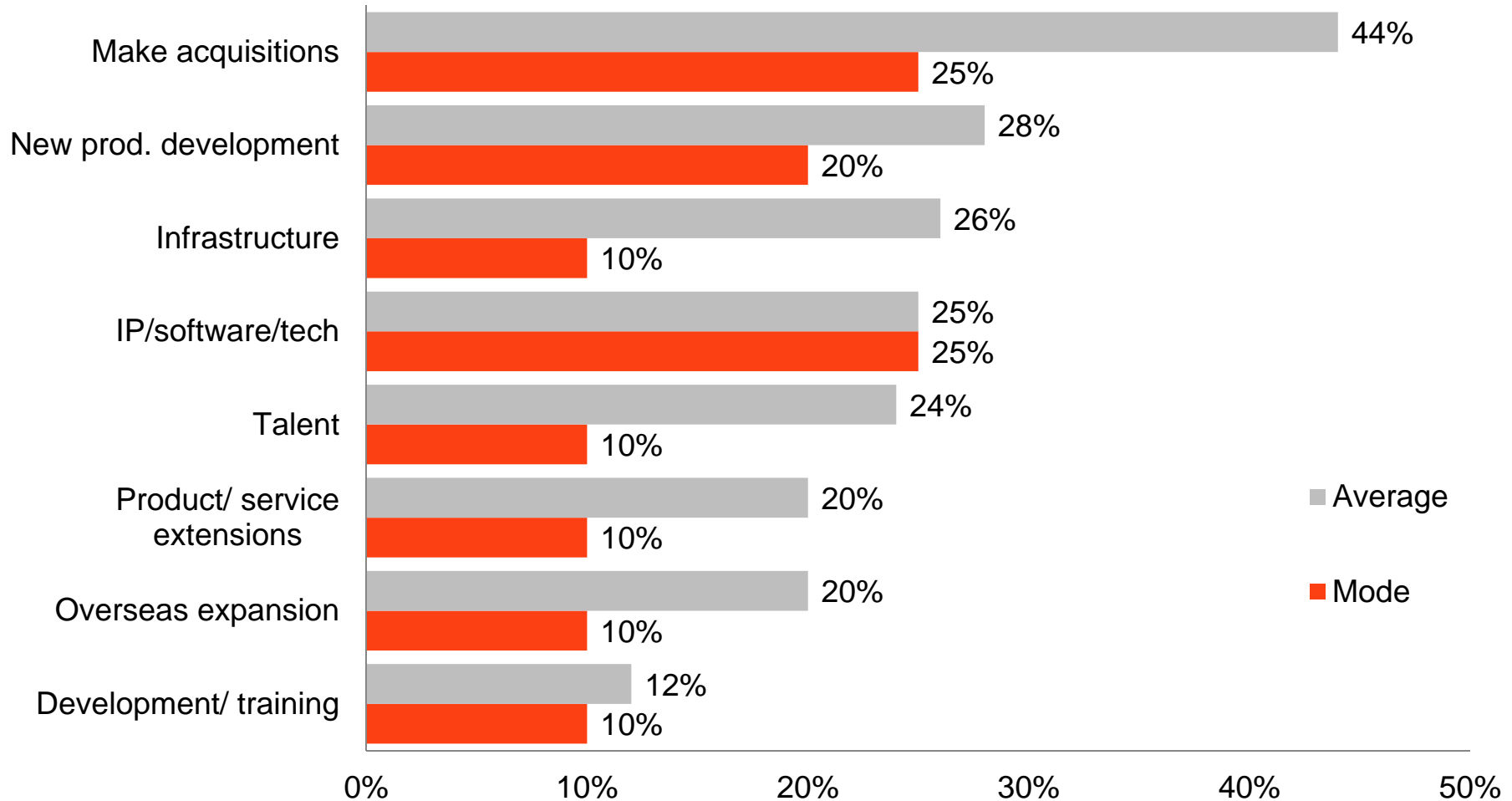
Barriers to Acquisition

Respondents Planning on Acquisition



Capital Budget Breakdown

Respondents with Budgetary Powers







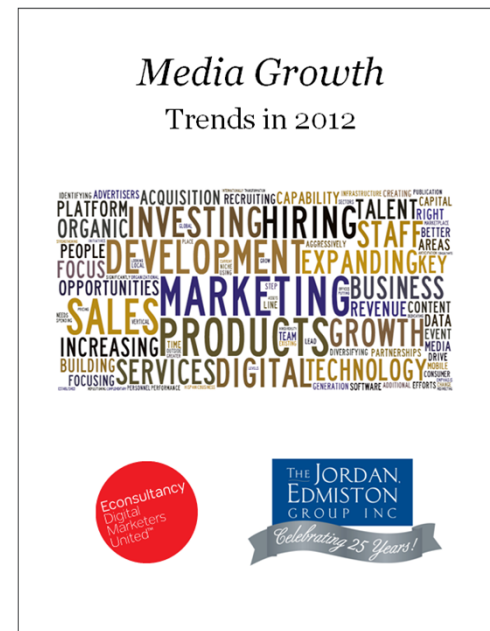
Takeaways

- Optimism for new products, higher value relationships and technology
- Barriers in talent, training and tech
- Key investments planned in acquisitions, people and people via acquisition



Thank You

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