

Media Growth Trends 2013



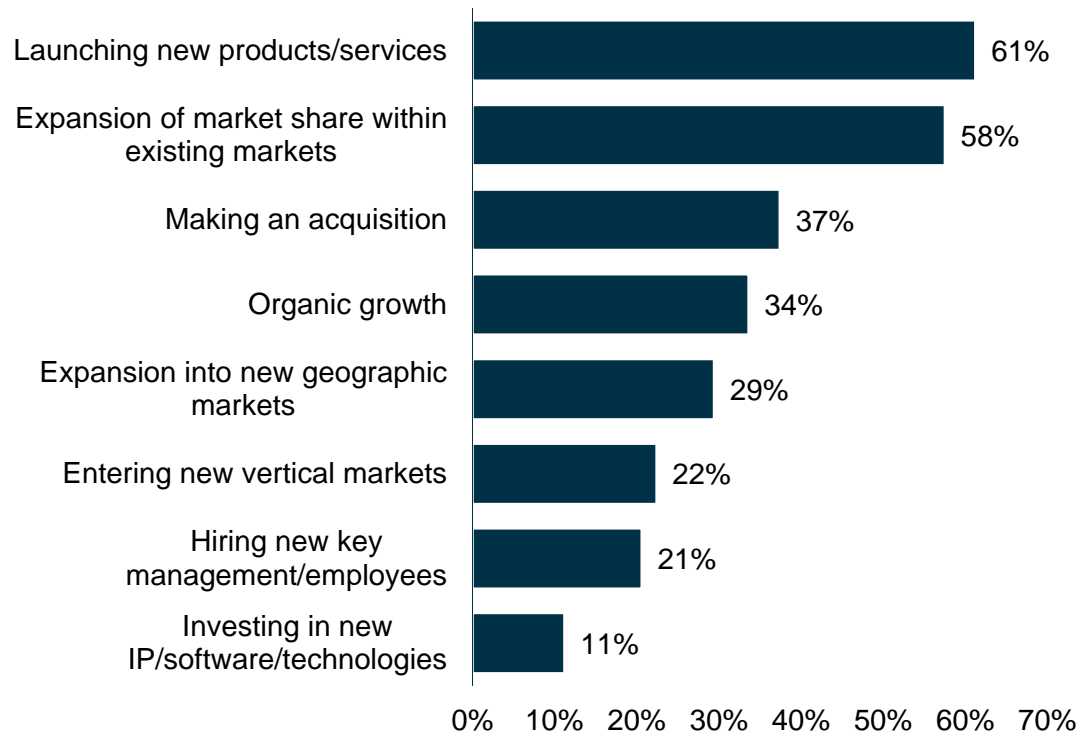
- ❑ **Founded in 1999**
- ❑ **Publisher of digital marketing research, market data and best practices**
- ❑ **185,000 subscribers / 500,000 uniques/month**
- ❑ **5,000+ trained live per year**
- ❑ **London, New York, Dubai, Singapore & Sydney**



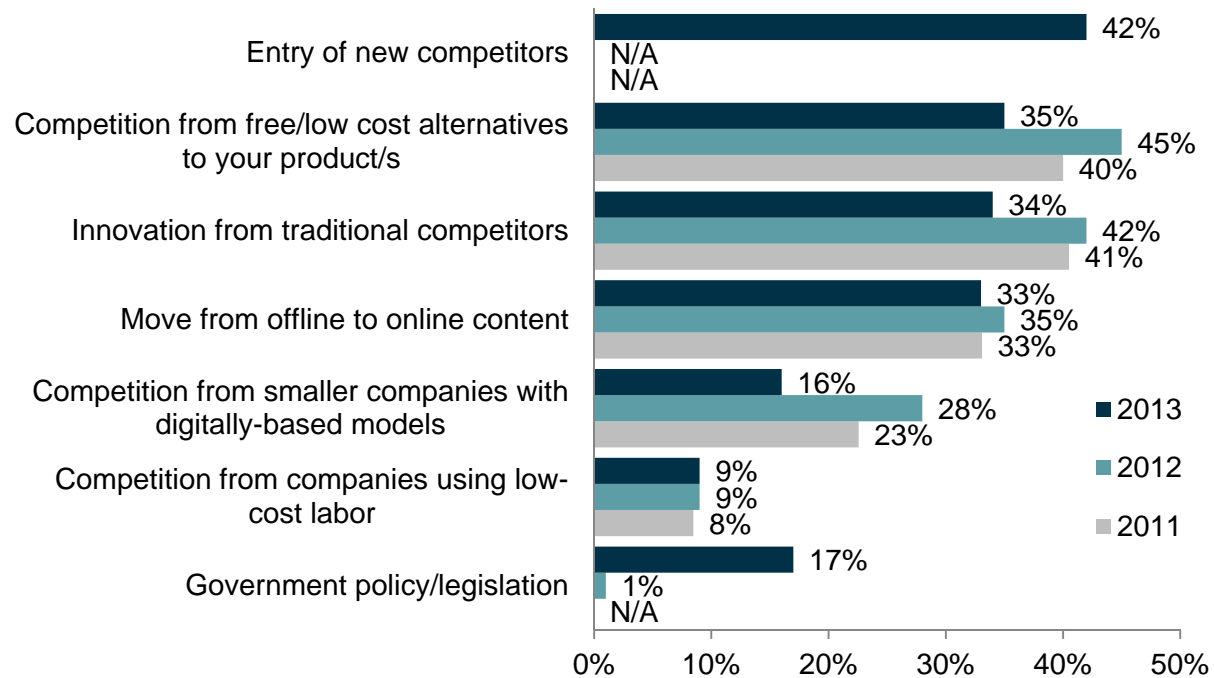
Media Growth Study – Year 3

- 225 Media & Technology Executives
- 83% C-level
- Media & Technology Companies
- 21% Revenues of \$250MM+

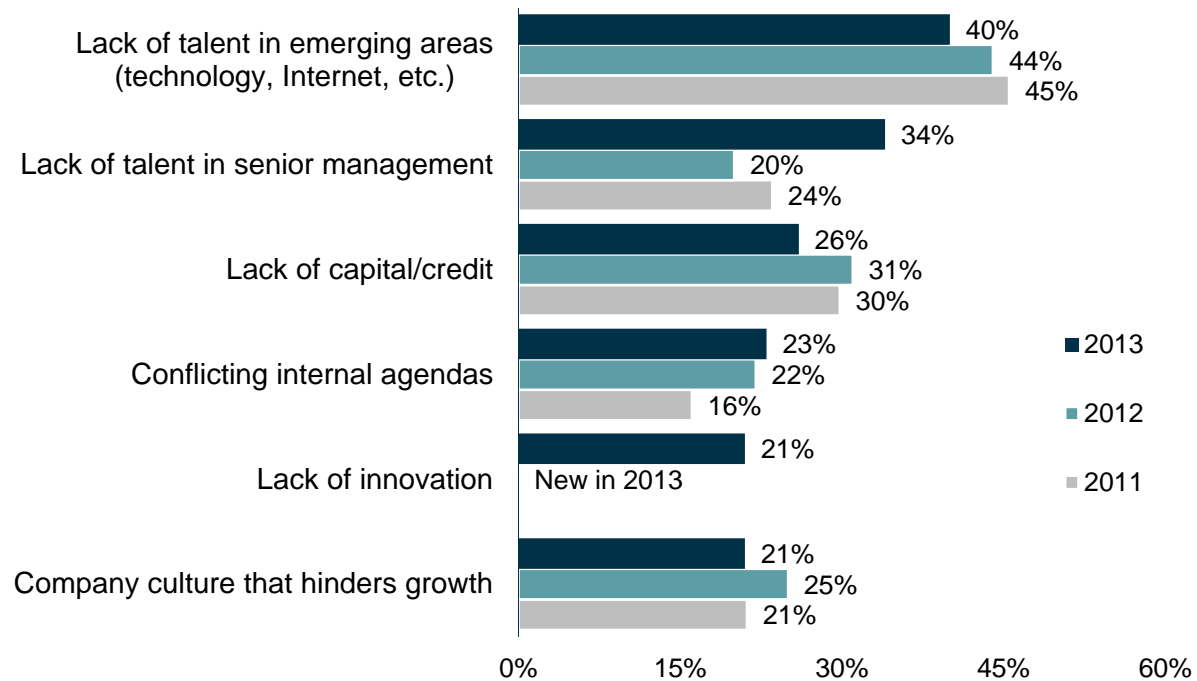
Growth Drivers



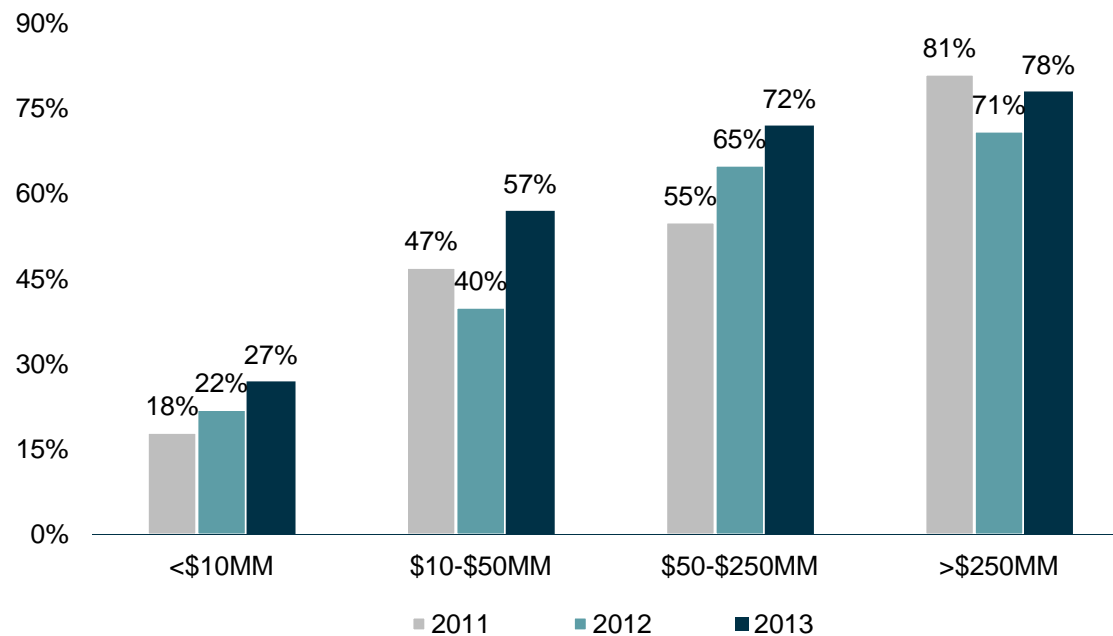
External Barriers to Growth



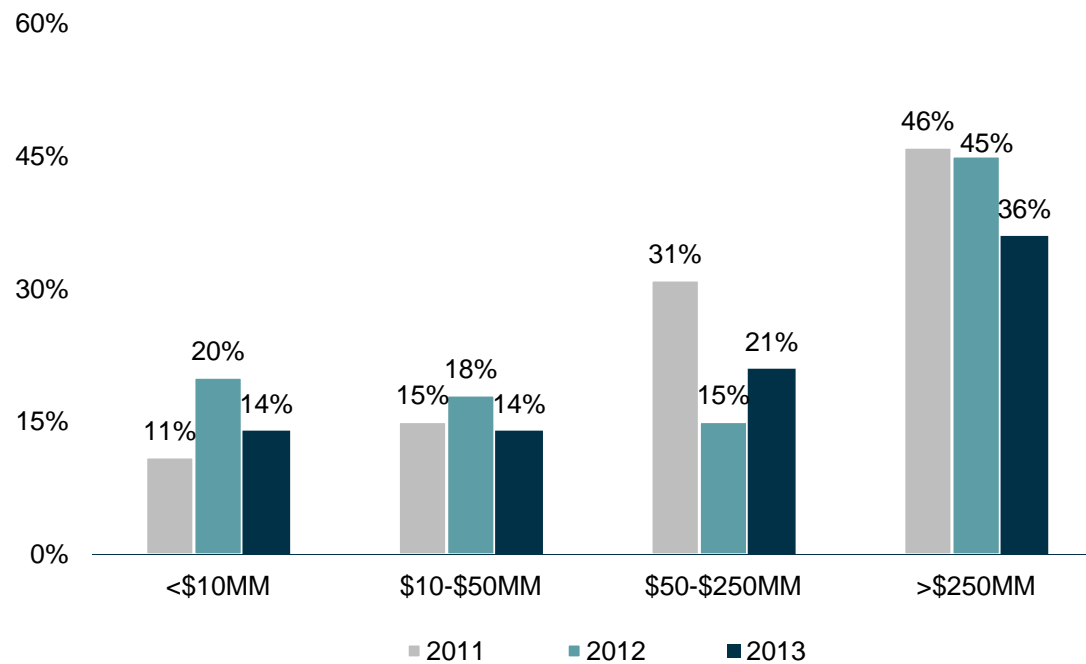
Internal Barriers to Growth



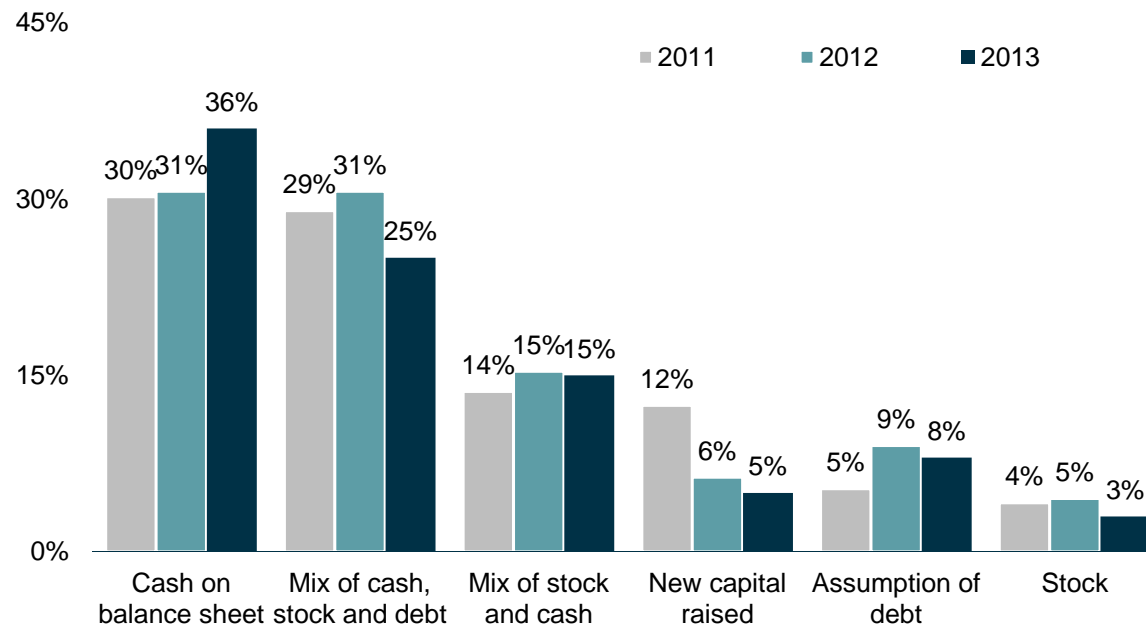
Planning on Acquisition(s)



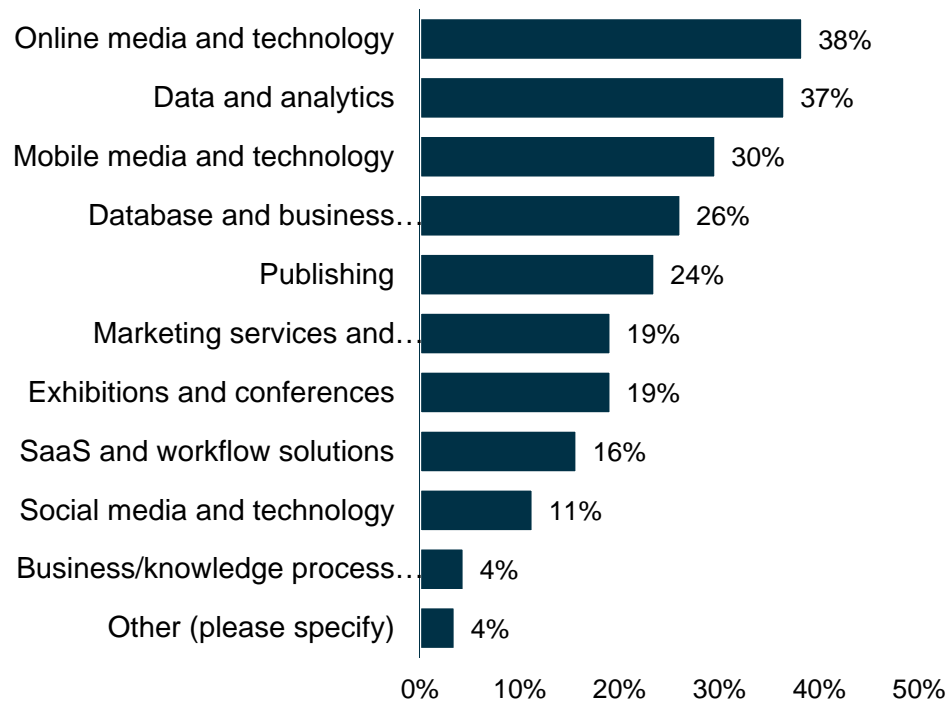
Planning on Divestiture(s)



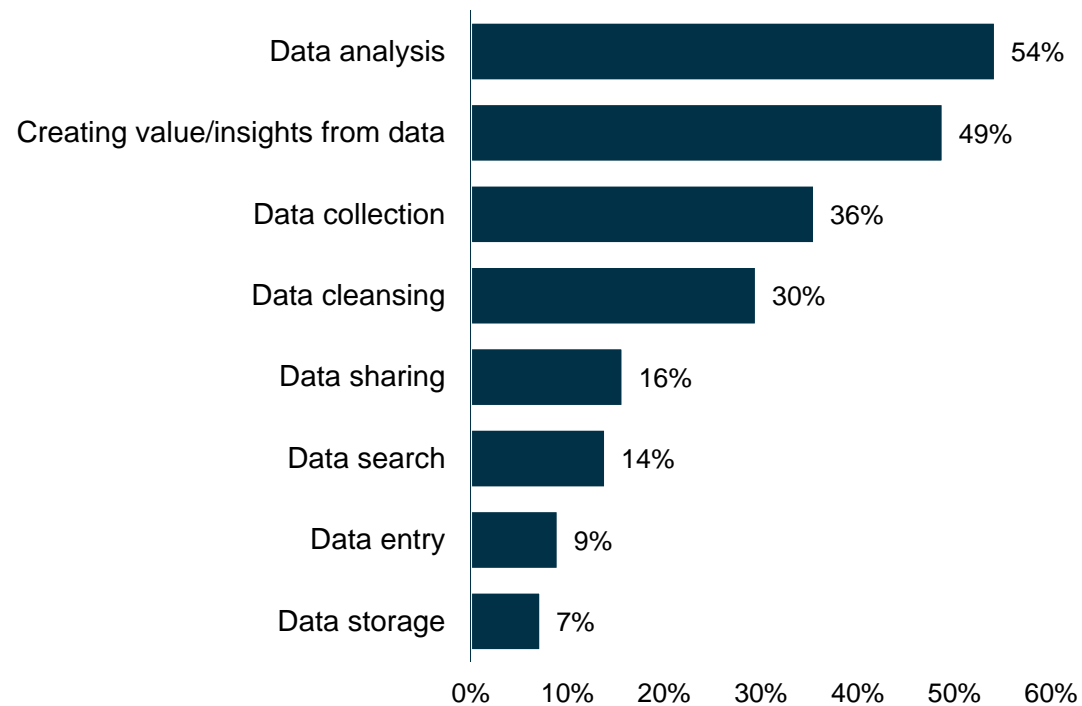
How Acquisitions Will Get Funded



Types of Company Targeted for Acquisition



The Challenges of Data



The Value in Social?



Thank You

Stefan.Tornquist@Econsultancy.com

@MarketingStefan

Econsultancy.com

