





Welkom bij de cross-mediale voetbalmatch 2008

Laurens van den Oever

Divisie Manager Media & Entertainment

GfK Benelux Marketing Services

Hardware

drijft

Content

Wie is GfK Marketing Services?



Media & Entertainment

Do It Yourself

IT

Domestic appliances

Stationery

Photo

Telecom

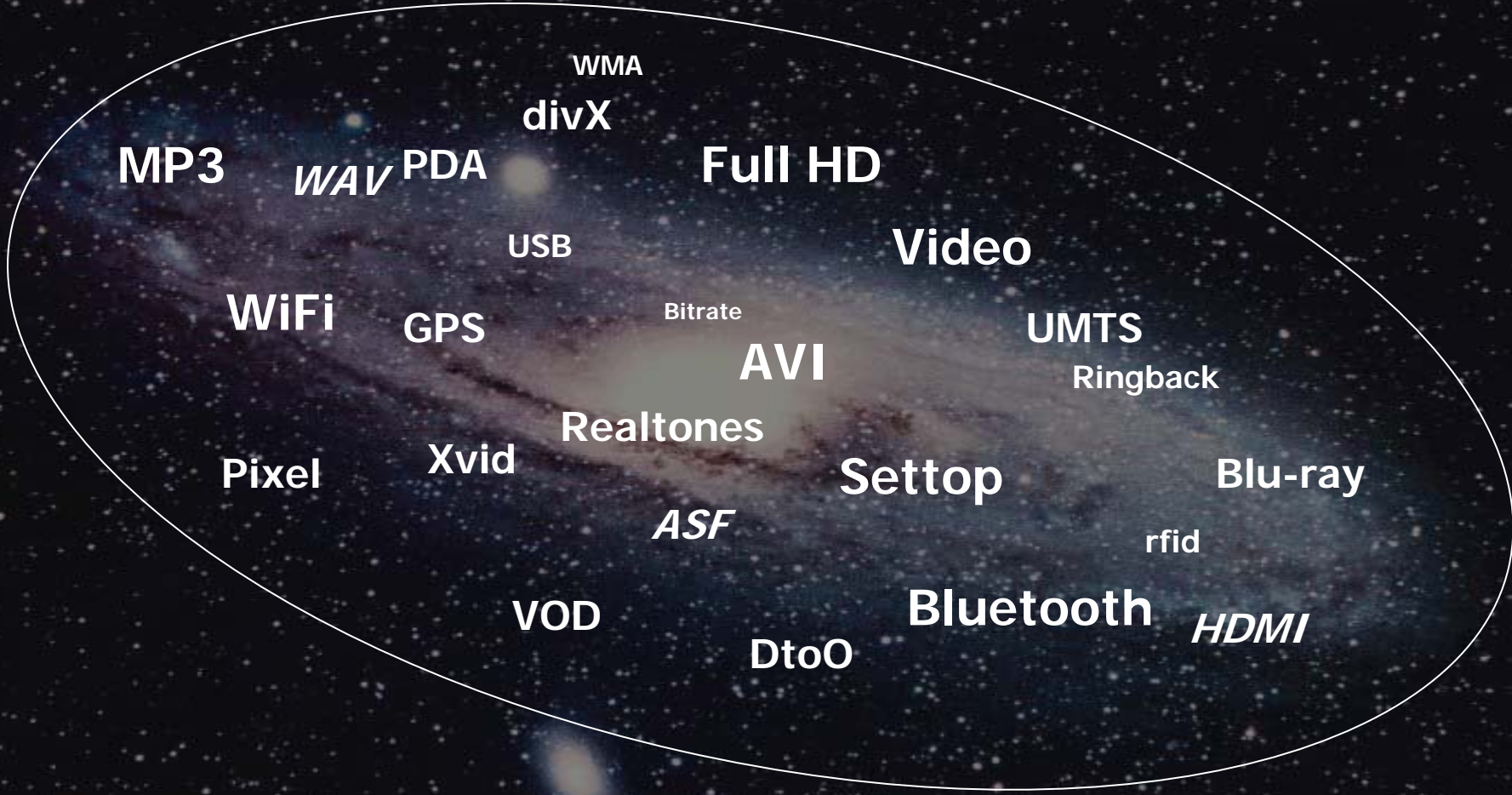
Consumer Electronics

Tourism

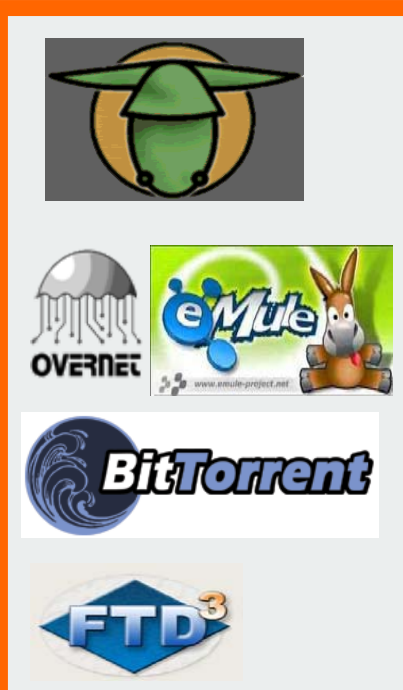
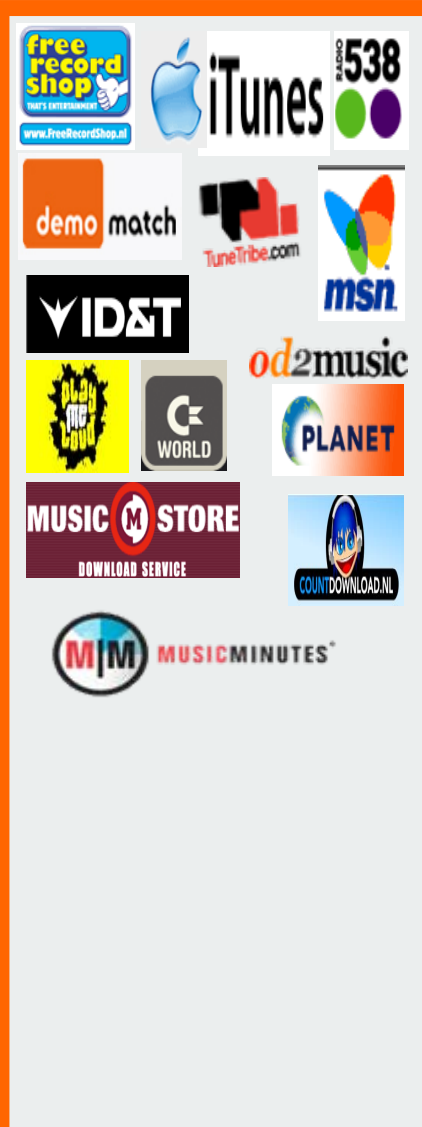
Bike



Weet u of de consument het nog?...



GfK Marketing Services: "fact based" in kaart brengen van consumententrends



LOGIN

Registreer

ZOEK

Singles

GfK

DUTCH CHARTS

In de landen

HOME

FORUM

CONTACT

DUTCH CHARTS

Single Top 100

Album Top 100

Compilation Top 30

3fm Mega Top 50

Dance Top 30

Download Top 50

TMF Superchart Top 33

RADIONL TV Oranje
Top 30

Alternative Top 30

Backcatalogue Top 50

DVD Music Top 30

DVD Movie Top 30

Games Charts

Book Charts

Jaaroverzichten

ZOEK

CONCERTS / EVENTS

SCHIJVEN

LINKS

TOP ALLER TIJDEN

VOETBALPOULE EK 2008

EUROVISIE
SONGFESTIVAL

1 wolter kroes

viva hollandia (ek-versie)

2 rene froger

bloed, zweet en tranen (ek versie)

3 de welpies

alle welpies helpen!

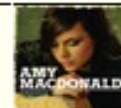
GfK DUTCH SingleTop 100

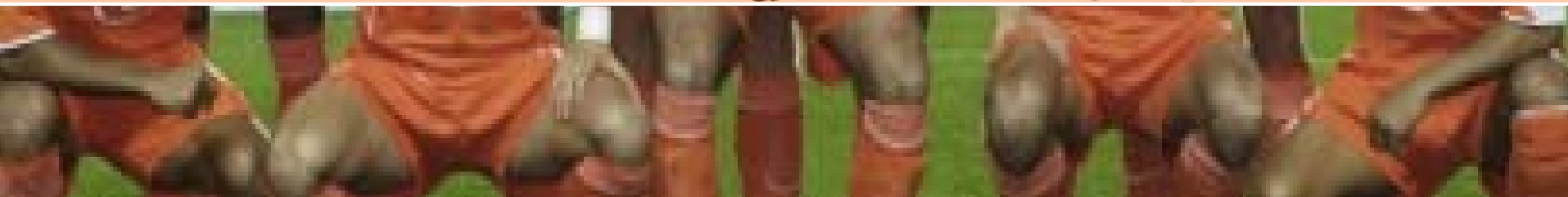
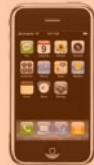
07/06/2008

1 **Amy MacDonald**
(1) This Is The Life
10e week notering2 **Madonna & Justin**
(3) 4 Minutes
10e week notering3 **Nick & Simon**
(6) Rosanne
13e week notering4 **Marco Borsato**
(2) Wit licht

GfK DUTCH AlbumTop 100

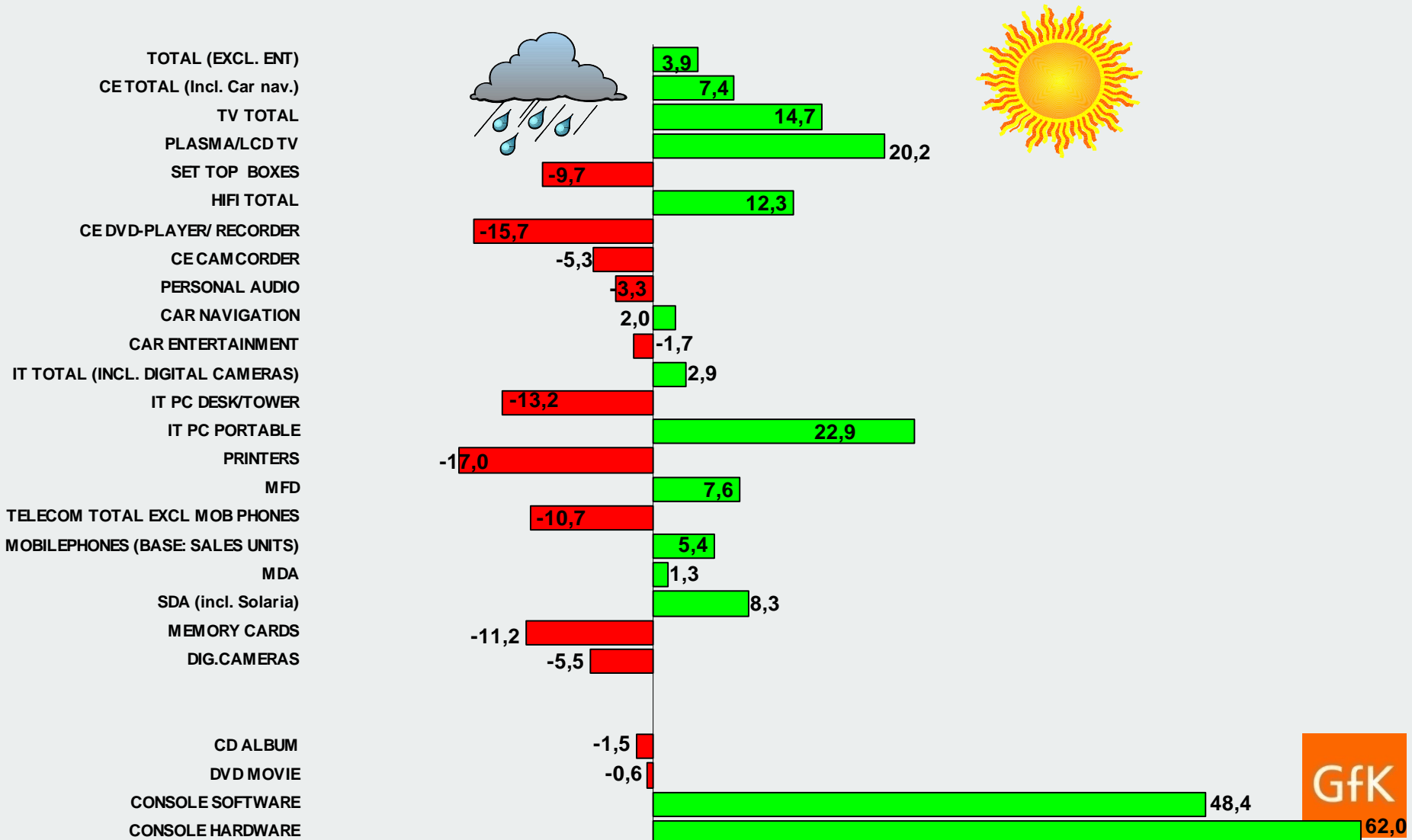
07/06/2008

1 **Amy MacDonald**
(1) This Is The Life
20e week notering2 **Nick & Simon**
(3) Vandaag
37e week notering3 **Amy Winehouse**
(6) Back To Black
75e week notering4 **Kane**
(4) Everything You Want





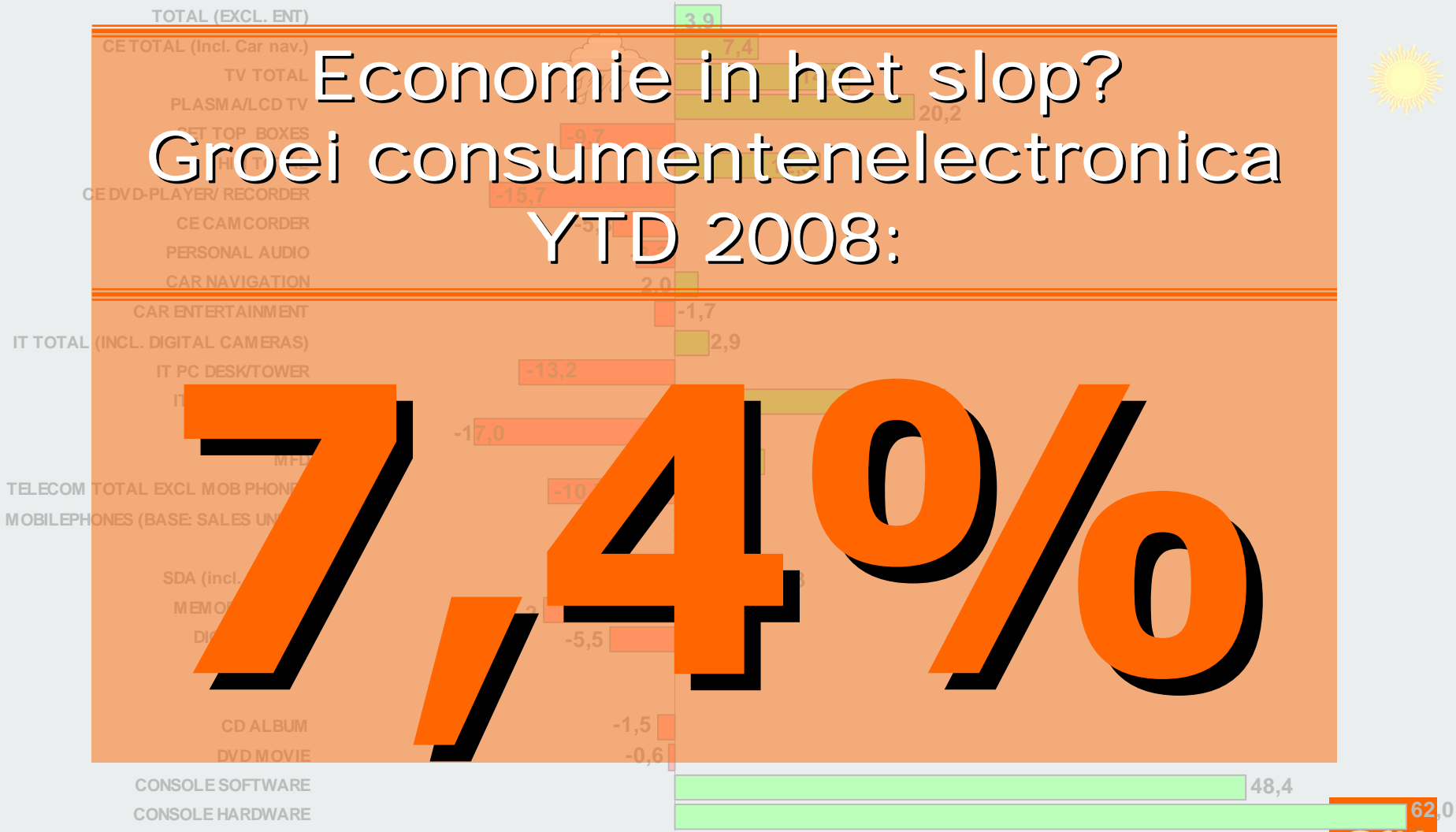
Groei consumenten electronica YTD 2008





Economie in het slop? Groei consumentenelectronica YTD 2008:

7,4%

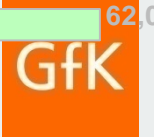




Besteding consumenten electronica 2008:



> 7 miljard







Introducties consumenten electronica 2003-2008



2.702 naar

10.754



Top-20 consumenten electronica omzet YTD 2008

BRAND	TYPE	PRODUCTGROUP
1 PHILIPS	32PFL9632D	PTV/FLAT
2 PANASONIC	TX-32LX70	PTV/FLAT
3 PHILIPS	32PFL5322	PTV/FLAT
4 PHILIPS	37PFL9632D	PTV/FLAT
5 SONY	KDL-32D3000	PTV/FLAT
6 TOMTOM	ONE V3 EUROPE	CAR NAVIGATION
7 CANON	EOS 400D / DIGITAL REBEL XTI / EOS KISS DIGITAL X	DIGITAL CAMERAS
8 SAMSUNG	LE 32 S 81 B	PTV/FLAT
9 PHILIPS	42PFL9632D	PTV/FLAT
10 NOKIA	N95	MOBILE PHONES
11 BOSE	3.2.1 GS SERIES II	AUDIO HOME SYS.
12 JVC	LT-26A85	PTV/FLAT
13 NOKIA	6300	MOBILE PHONES
14 JVC	LT-32P80	PTV/FLAT
15 PHILIPS	37PFL9732D	PTV/FLAT
16 SONY	RDR-HX 750	DVD-PLAYER/REC.
17 APPLE	IPOD NANO (3.GEN.)	DIG. PORT VIDEO
18 PHILIPS	32PFL7762D	PTV/FLAT
19 JVC	LT-32A85	PTV/FLAT
20 SONY	KDL-40V3000	PTV/FLAT

TOTAL

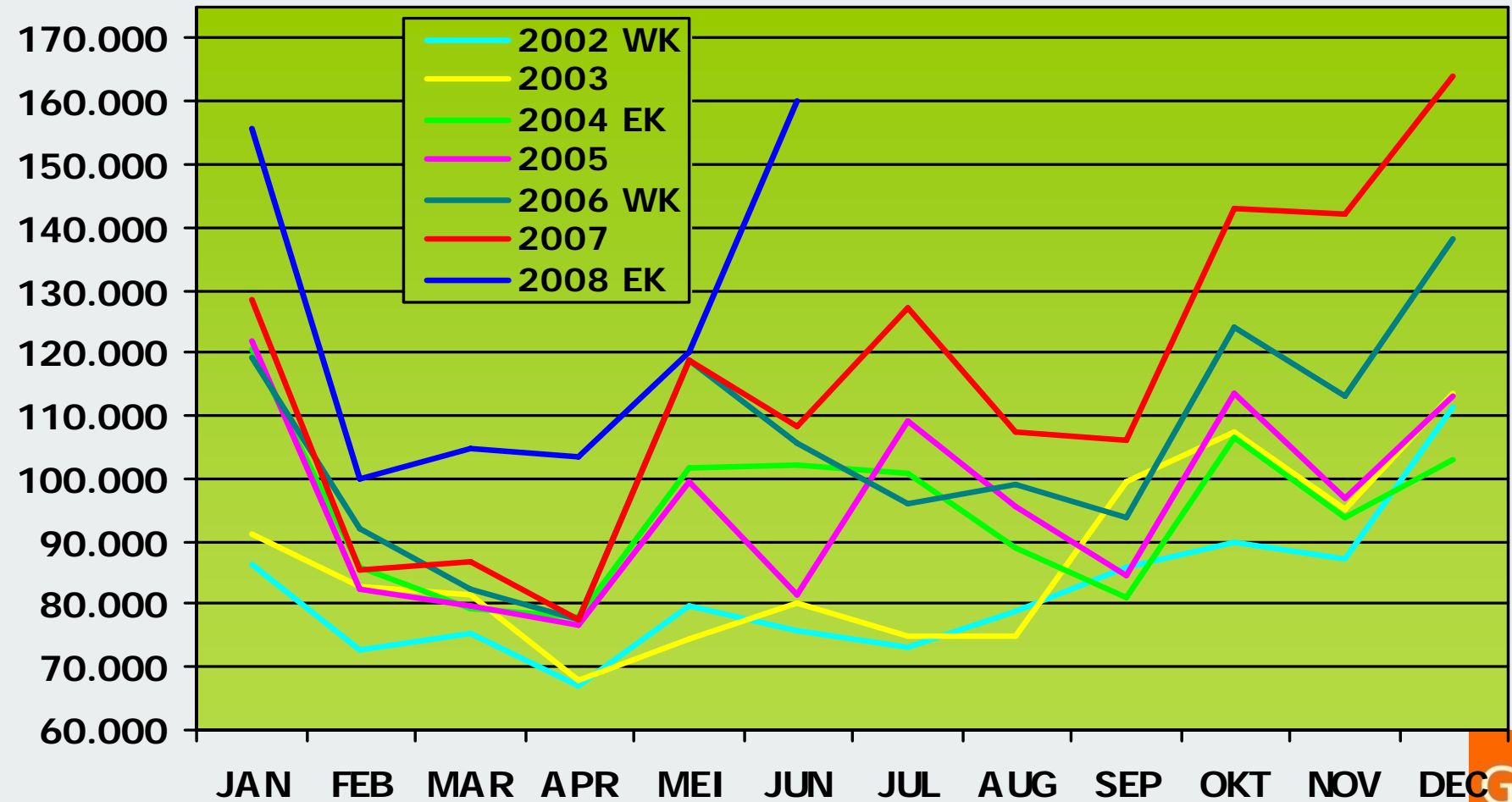
BRAND	TYPE	PRODUCTGROUP
1 PHILIPS	32PFL9632D	PTV/FLAT
2 PANASONIC	TX-32LX70	PTV/FLAT
3 PHILIPS	32PFL5322	PTV/FLAT
4 PHILIPS	37PFL9632D	PTV/FLAT
5 SONY	KDL-32D3000	PTV/FLAT
6 TOMTOM	ONE V3 EUROPE	CAR NAVIGATION
7 CANON	PO4400D / DIGITAL TEXT EDITOR	DIGITAL CAMERAS
8 SAMSUNG	LE 32 S 81 B	PTV/FLAT
9 PHILIPS	42PFL9632D	PTV/FLAT
10 NOKIA	N95	MOBILE PHONES
11 BOSE	3.2.1 GS SERIES II	AUDIO HOME SYS.
12 JVC	LT-26A85	PTV/FLAT
13 NOKIA	6300	MOBILE PHONES
14 JVC	LT-32P80	PTV/FLAT
15 PHILIPS	37PFL7762D	PTV/FLAT
16 SONY	DR-K550	DVD-PLAYER REC.
17 APPLE	QUADRA (3.GE)	PERSONAL VIDEO
18 PHILIPS	32PFL7762D	PTV/FLAT
19 JVC	LT-32A85	PTV/FLAT
20 SONY	KDL-40V3000	PTV/FLAT

Top 20 omzetmakers YTD

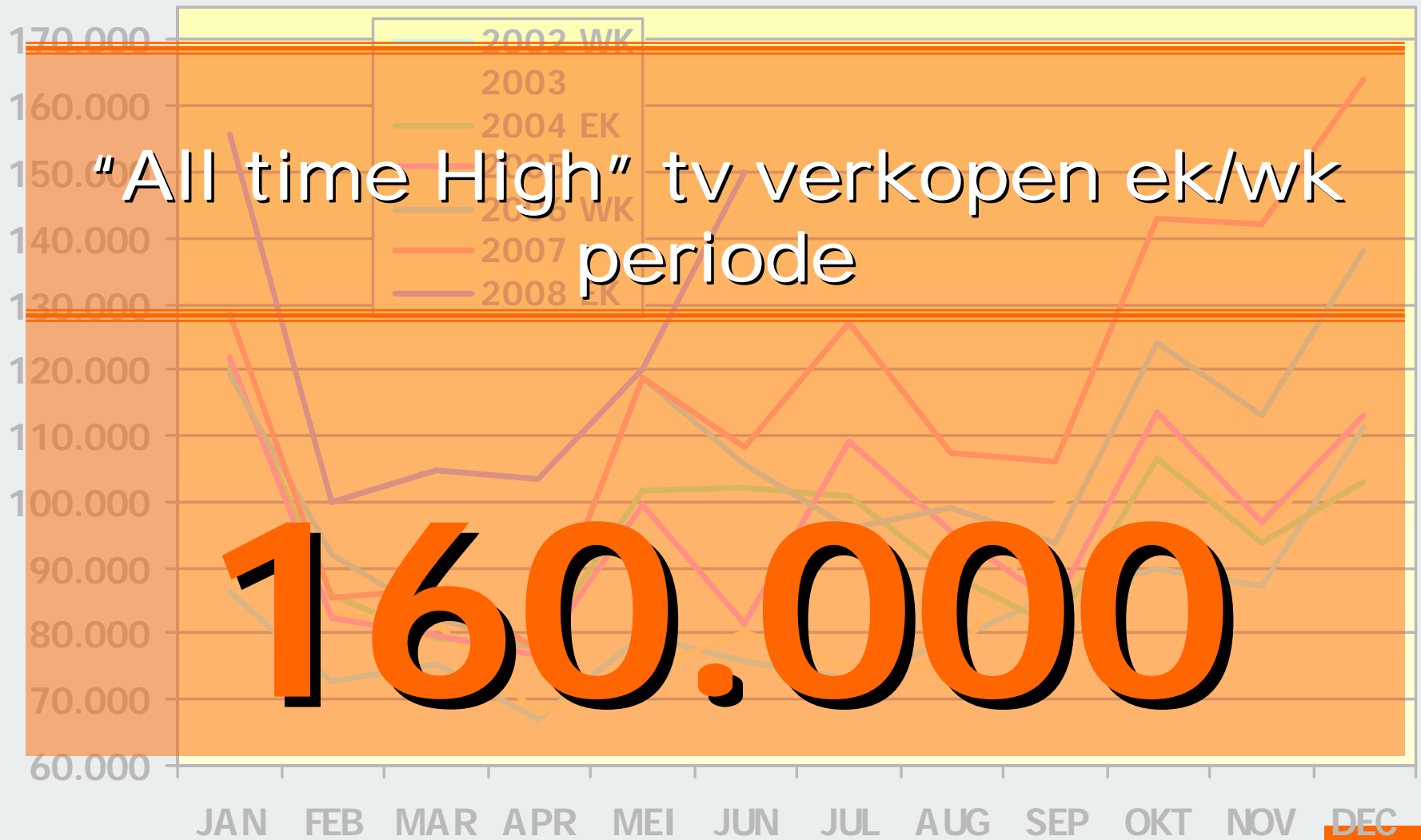
13x ptv/lcd

TOTAL

Verkoop tv toestellen per maand 2002 – 2008



* Verkopen televisies is optelling van de traditionele TV en "platte" TV's (LCD/Plasma TV's)



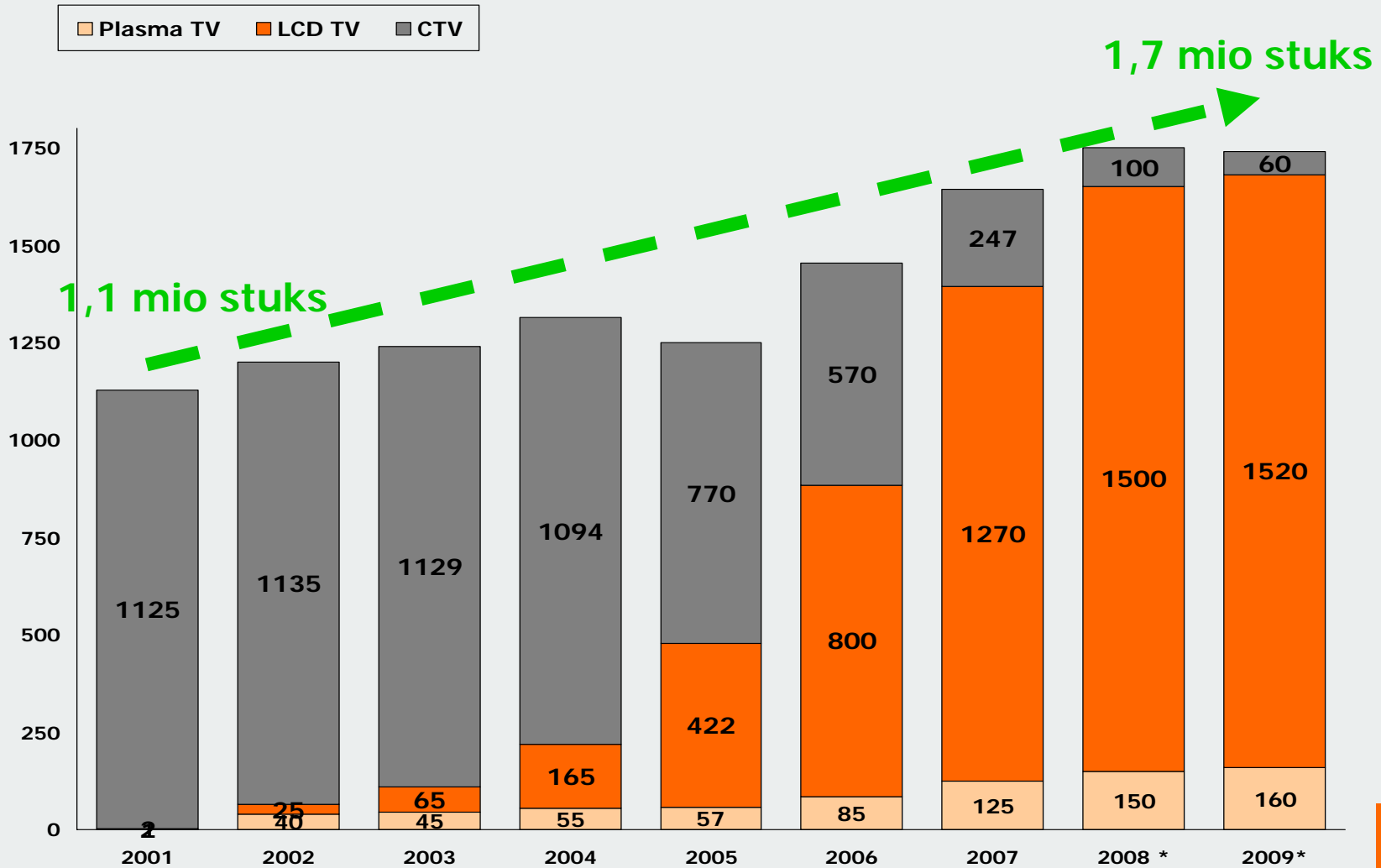
160.000

Nederland - Italie/Frankrijk additioneel effect op verkoop tv schermen



+25.000

Forecast verkoop tv's Nederland



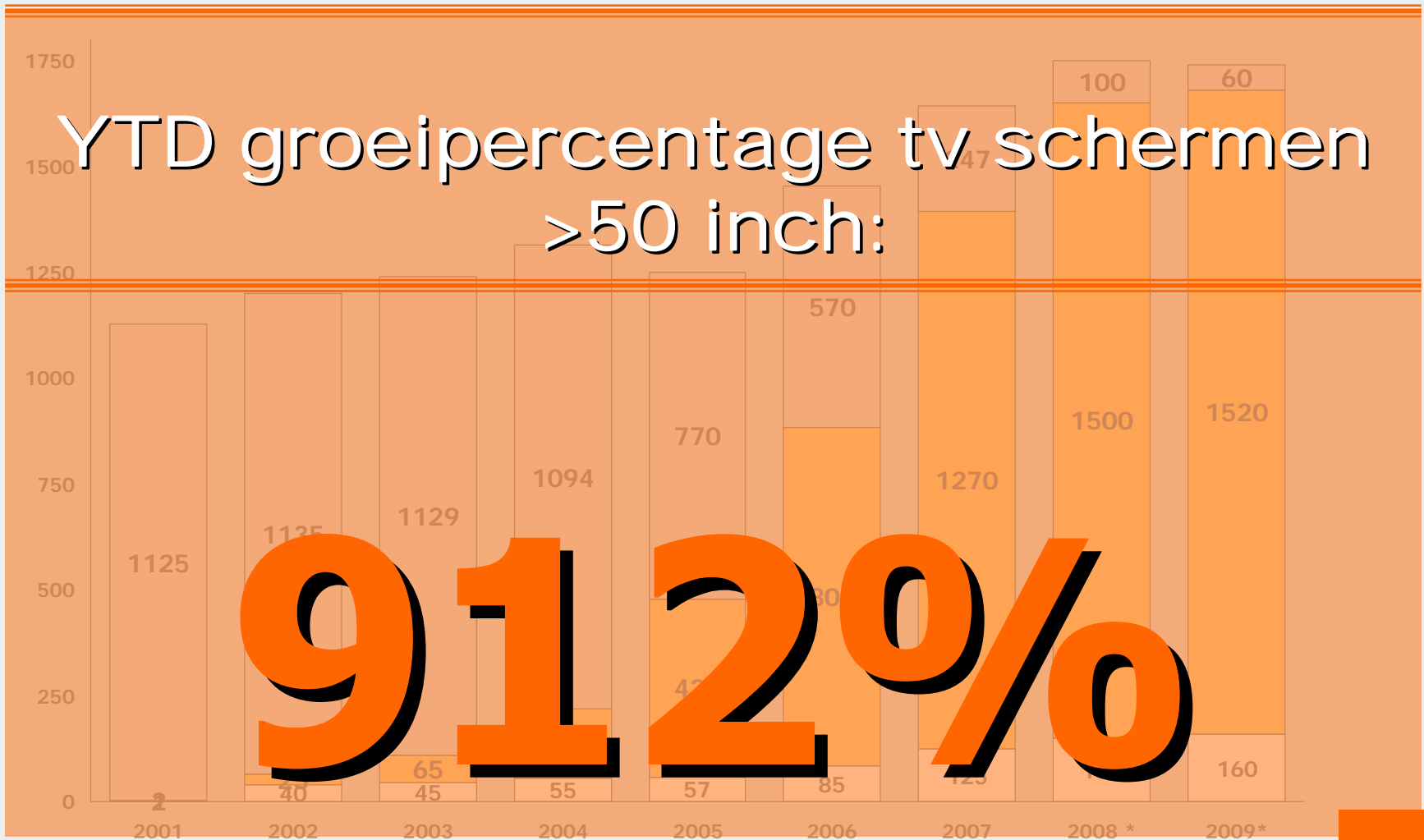


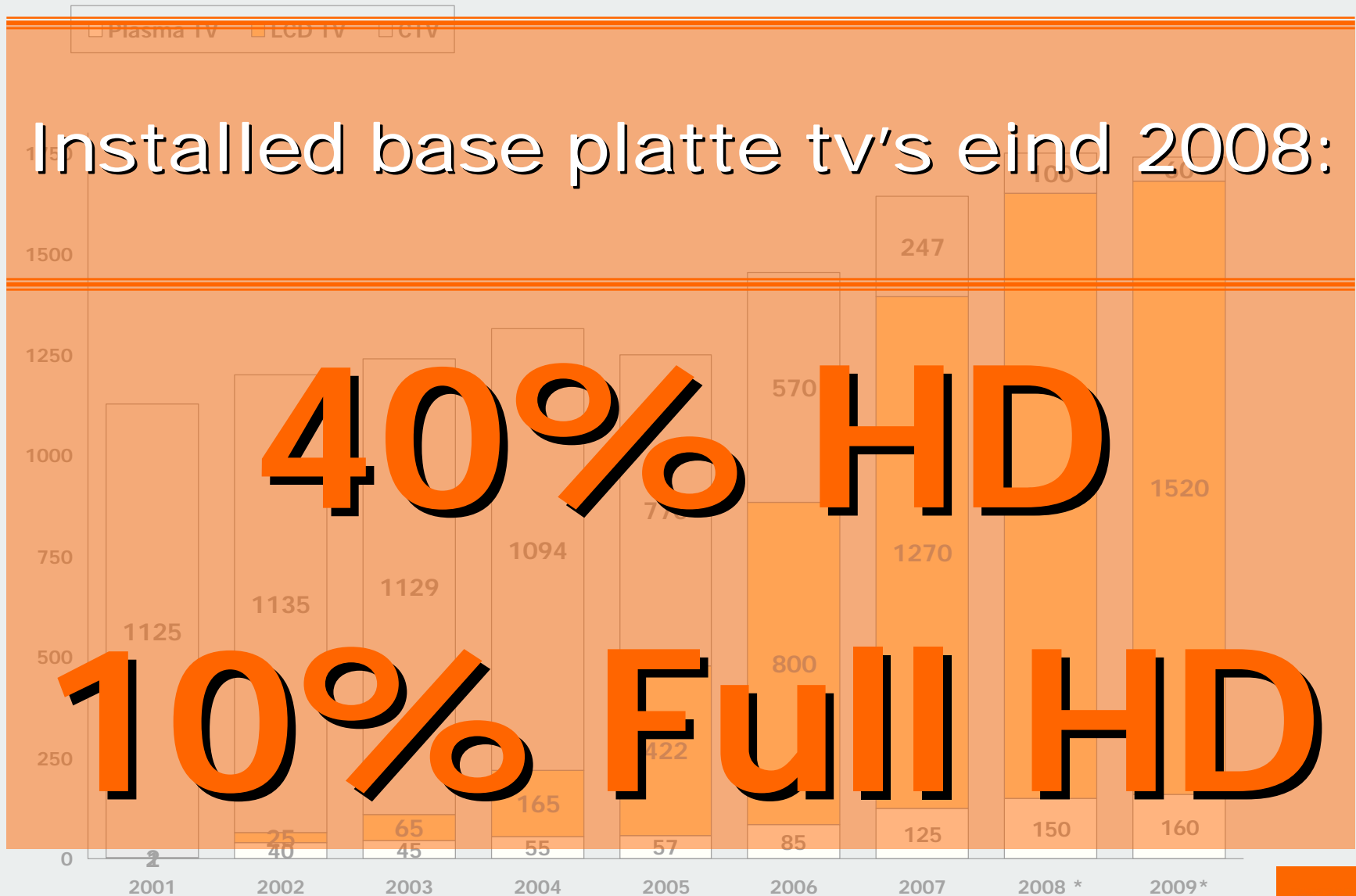
Plasma TV LCD TV CTV

En waar kijken we dan naar?



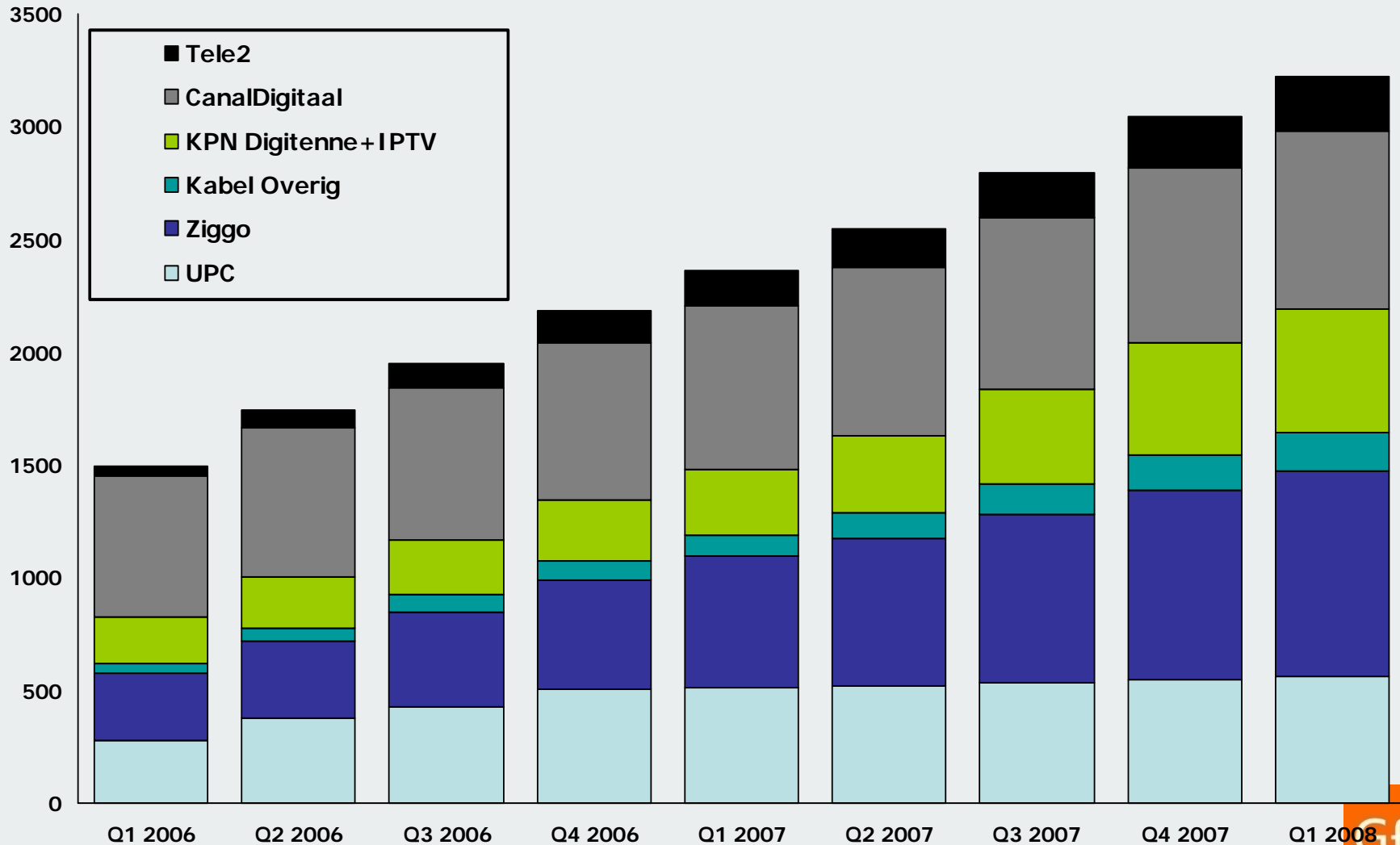
Plasma TV LCD TV CTV

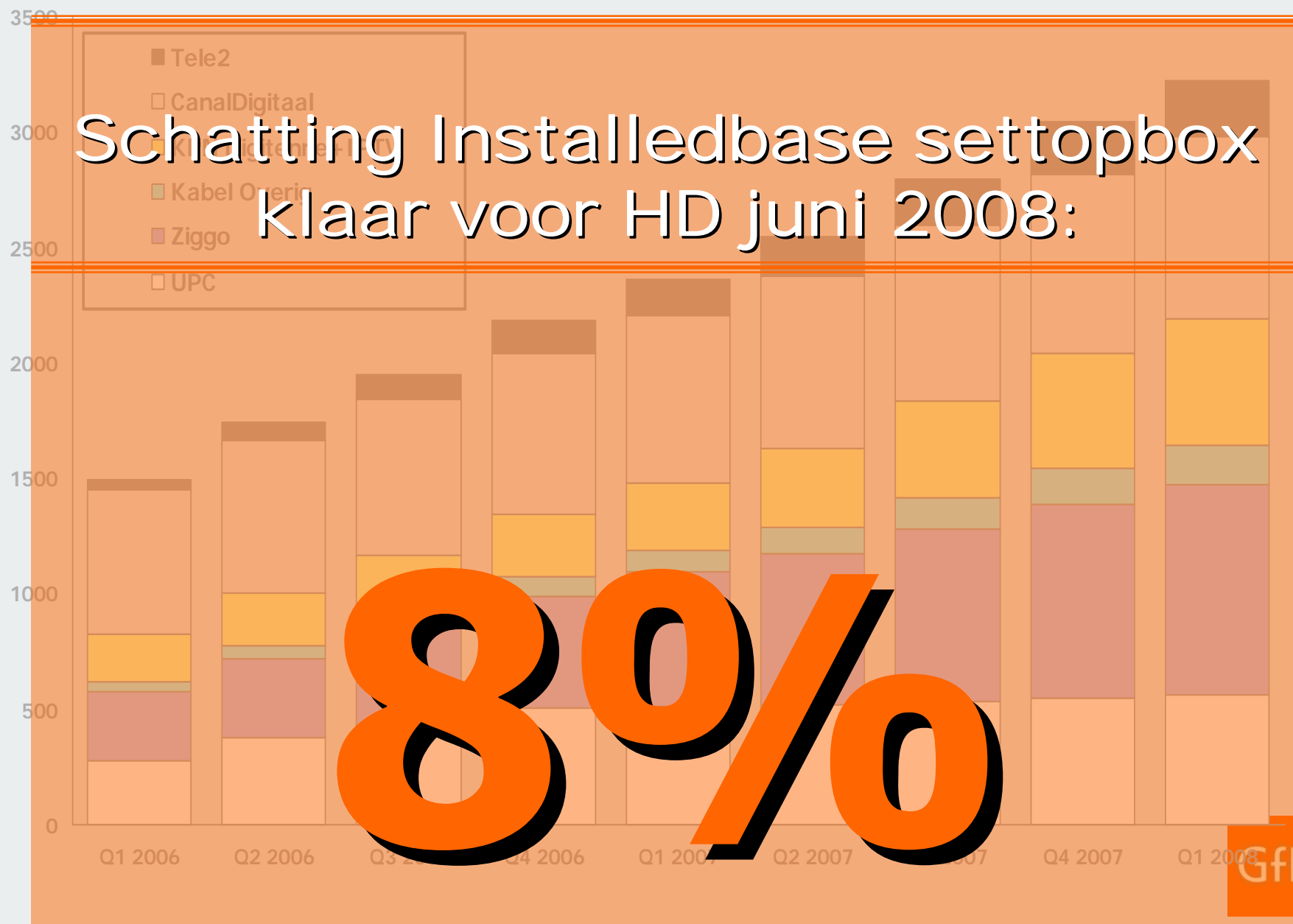




Aansluitingen Digitale TV t/m Q1 2008 NL

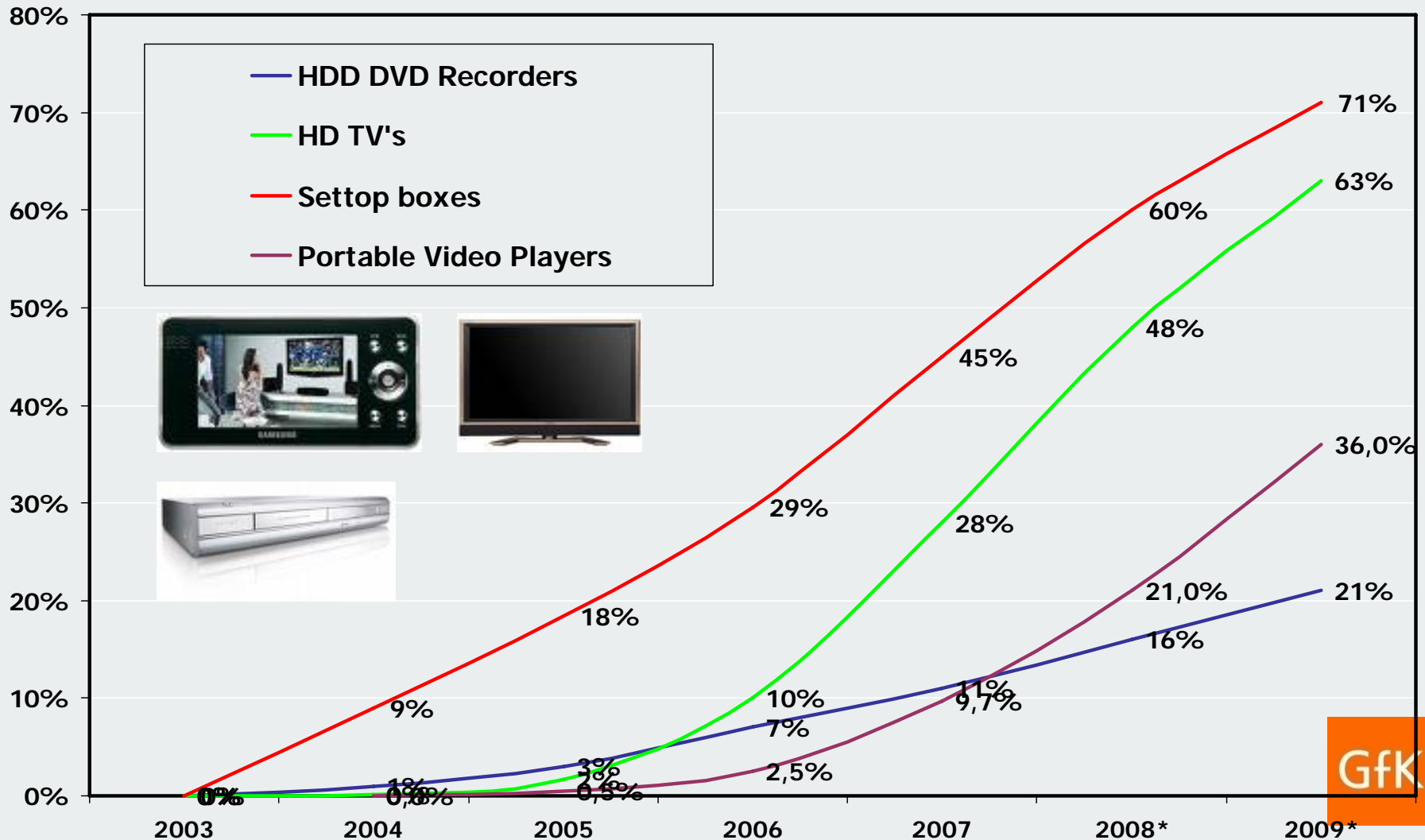
bron: opgaven aanbieders



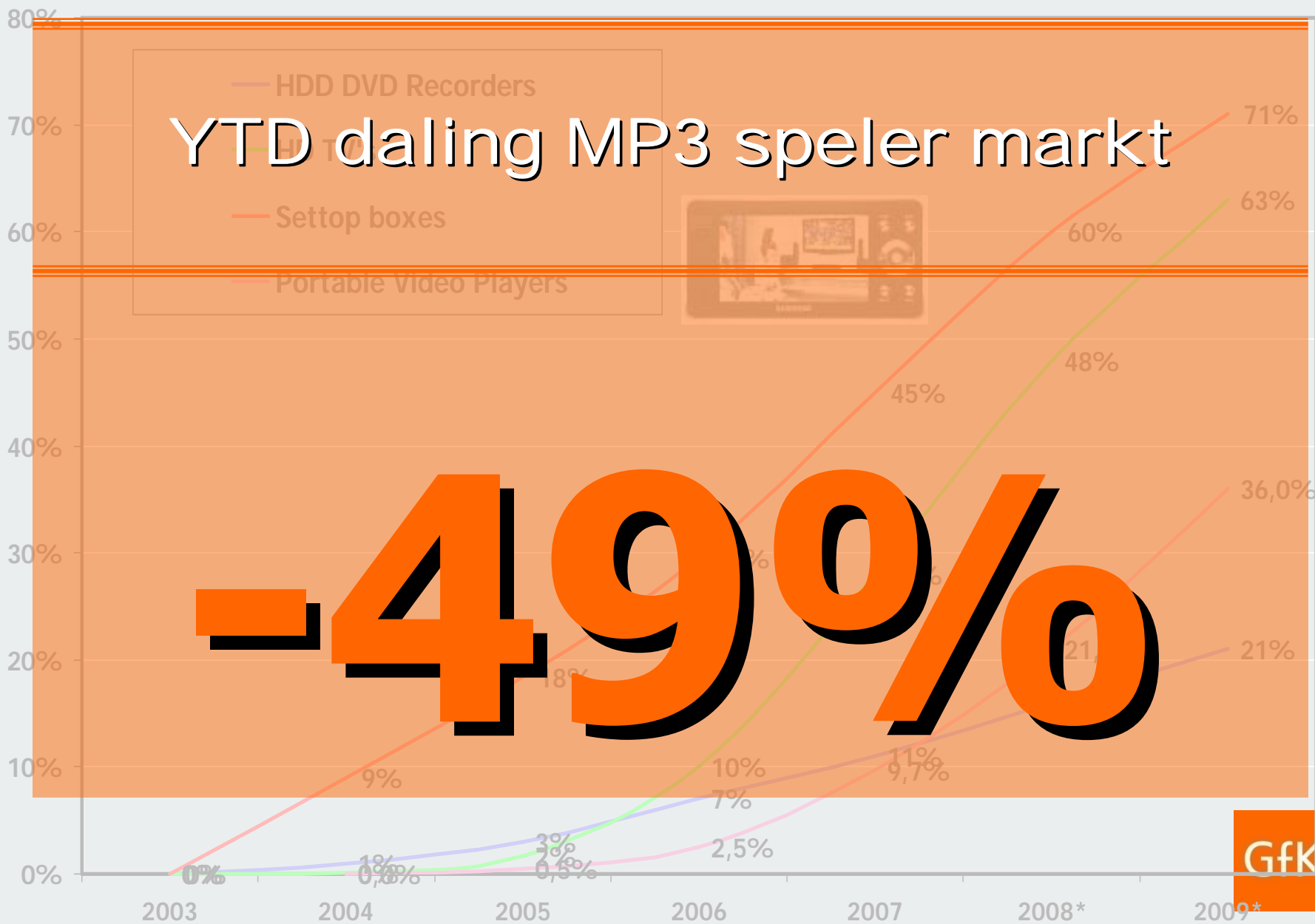




Forecast penetratie sterkste groeiemarkten consumenten electronica



YTD daling MP3 speler markt











Top-20 consumenten electronica in afzet YTD 2008

BRAND	TYPE	PRODUCTGROUP
1 SANDISK	MICRO SECURE DIGITAL 2048 MB	MEMORY CARDS
2 NOKIA	1600	MOBILE PHONES
3 NOKIA	6300	MOBILE PHONES
4 GOLLA	TASJE VOOR MEER DAN TWEE MERKEN	MOBILEPHONE ACC
5 NOKIA	2310	MOBILE PHONES
6 SANDISK	SECURE DIGITAL 2048 MB	MEMORY CARDS
7 SANDISK	SECURE DIGITAL 1024 MB	MEMORY CARDS
8 NOKIA	NOKIA CAR CABLE ADAPTER	MOBILEPHONE ACC
9 PHILIPS	CD 245 TRIO	PHONE DEVICE
10 NOKIA	NOKIA LADER	MOBILEPHONE ACC
11 SANDISK	MICRO SECURE DIGITAL 1024 MB	MEMORY CARDS
12 SANDISK	SECURE DIGITAL ULTRA II 2048 MB	MEMORY CARDS
13 SAMSUNG	SGH-C 260	MOBILE PHONES
14 SAMSUNG	SGH-G 600	MOBILE PHONES
15 DANE ELEC	ZMATE PEN 4096 MB	USB MEMORY
16 APPLE	IPOD NANO (3.GEN.)	DIG. PORT VIDEO
17 TOMTOM	ONE V3 EUROPE	CAR NAVIGATION
18 DANE ELEC	USB KEY 2048 MB	USB MEMORY
19 SAMSUNG	SGH-E 900	MOBILE PHONES
20 CASIO	FX 82 MS	CALCULATORS

TOTAL

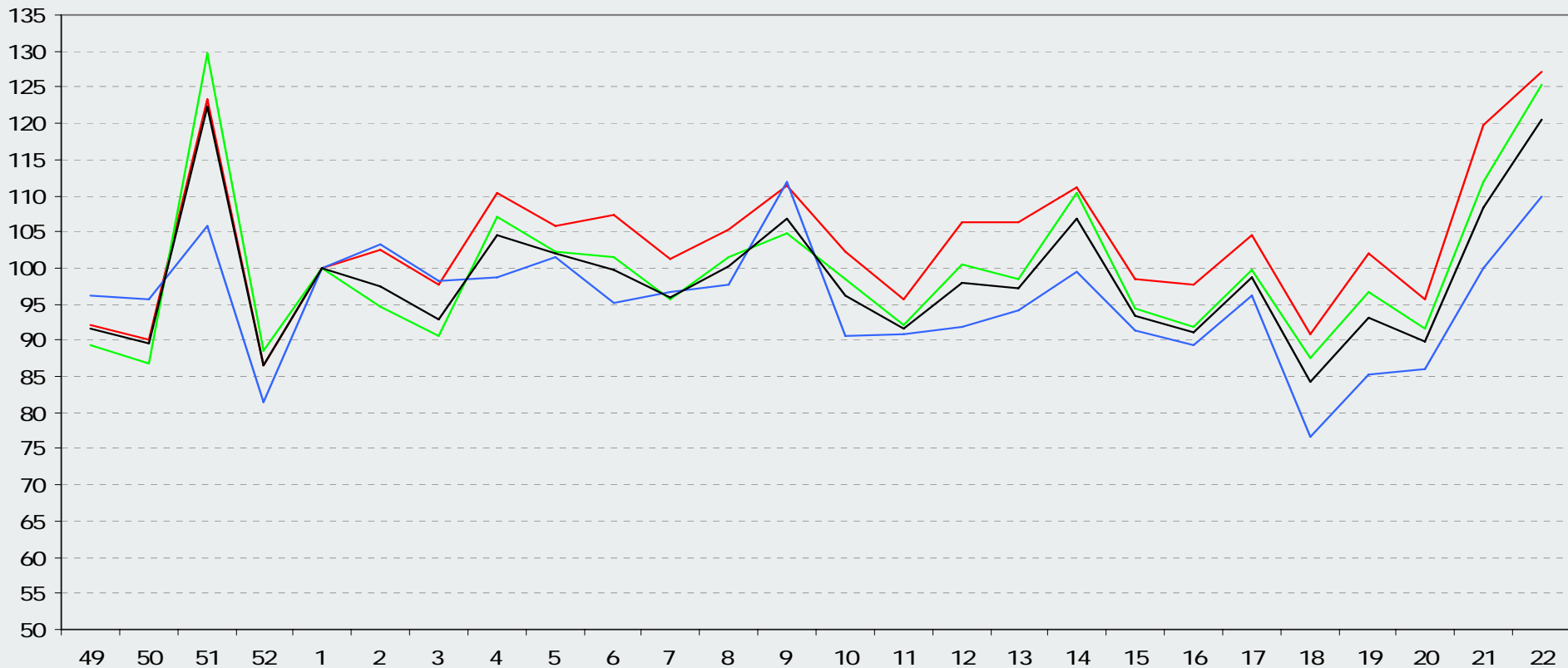
	BRAND	TYPE	PRODUCTGROUP
1	SANDISK	MICRO SECURE DIGITAL 2048 MB	MEMORY CARDS
2	NOKIA	1600	MOBILE PHONES
3	NOKIA	6300	MOBILE PHONES
4	GOLLA	TASJE VOOR MEER DAN TWEE MERKEN	MOBILEPHONE ACC
5	NOKIA	2310	MOBILE PHONES
6	SANDISK	SECURE DIGITAL 2048 MB	MEMORY CARDS
7	SANDISK	SECURE DIGITAL 1024 MB	MEMORY CARDS
8	NOKIA	NOKIA CAR CABLE ADAPTER	MOBILEPHONE ACC
9	PHILIPS	CD 245 TRIO	PHONE DEVICE
10	NOKIA	NOKIA CABLE	MOBILEPHONE ACC
11	SANDISK	MICRO SECURE DIGITAL 1024 MB	MEMORY CARDS
12	SANDISK	SECURE DIGITAL 2048 MB	MEMORY CARDS
13	SAMSUNG	SGH-G 600	MOBILE PHONES
14	SAMSUNG	SGH-G 600	MOBILE PHONES
15	DANE ELEC	ZMATE PEN 4096 MB	USB MEMORY
16	APPLE	IPOD NANO (3. GEN.)	DIG. PORT VIDEO
17	TOMTOM	NAVIGATOR	CAR NAVIGATION
18	DANE ELEC	ZMATE PEN 2048 MB	USB MEMORY
19	SAMSUNG	SGH-G 600	MOBILE PHONES
20	CASIO	FX-32	CALCULATORS
TOTAL			

Top-20 mééést verkochte items YTD

MOBILE & MEMORY

Weekindex verkoop mobiele telefoons Nederland YTD

— Mobile Phones — Prepaid Subscr. — Postpaid New. — Total Sub Excl Ren.



Mobile Phones Prepaid Subscr. Postpaid New. Total Sub Excl Ren.

Gem. aantal verkochte mobieltjes per maand in NL

450.000

49 50 51 52 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22

Mobile Phones Prepaid Subscr. Postpaid New. Total Sub Excl Ren.

Aandeel mobieltjes uitgerust met DVB-H of TVtuner t/m medio juni

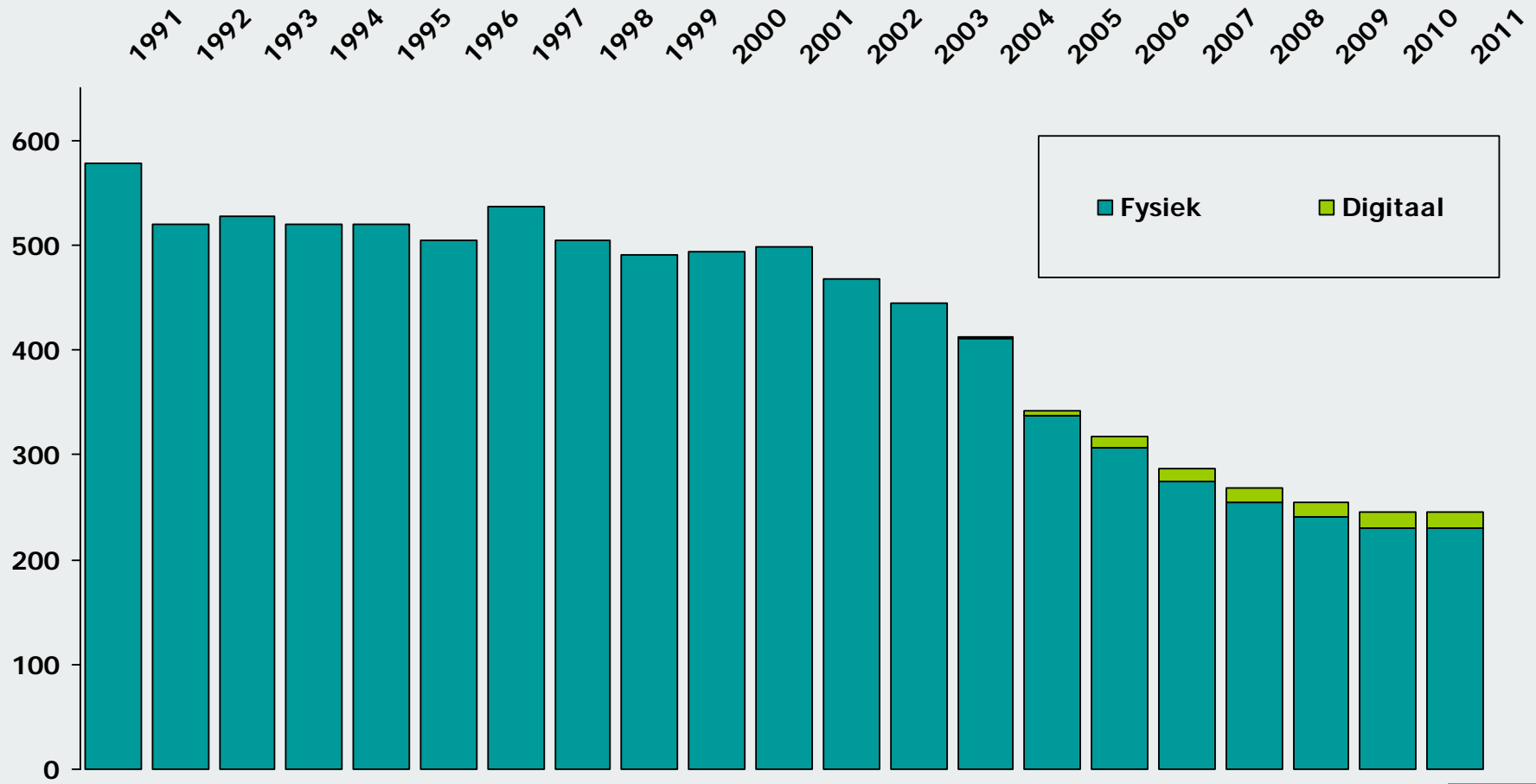
0,4%

49 50 51 52 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22





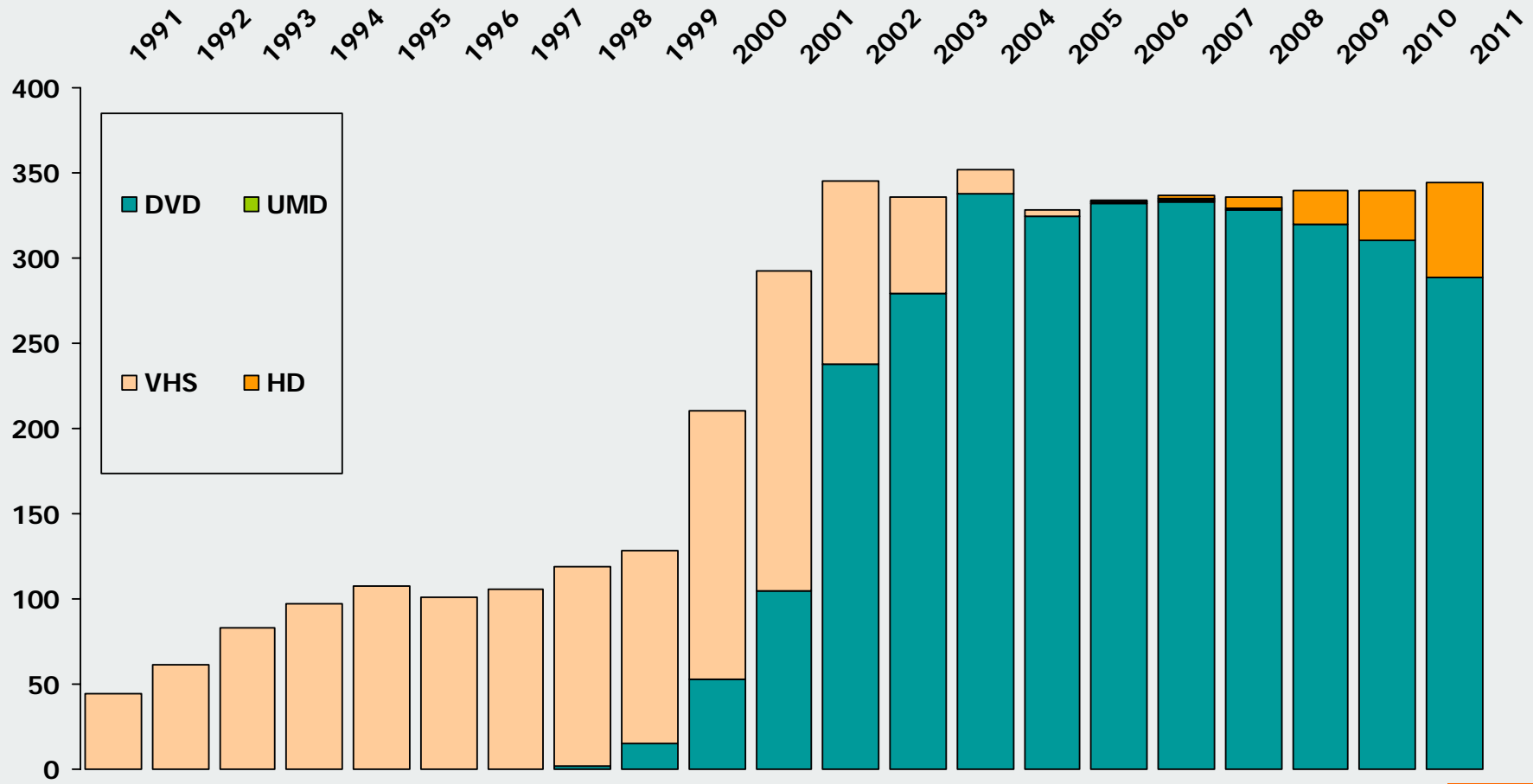
Forecast omzet muziekbranche NL

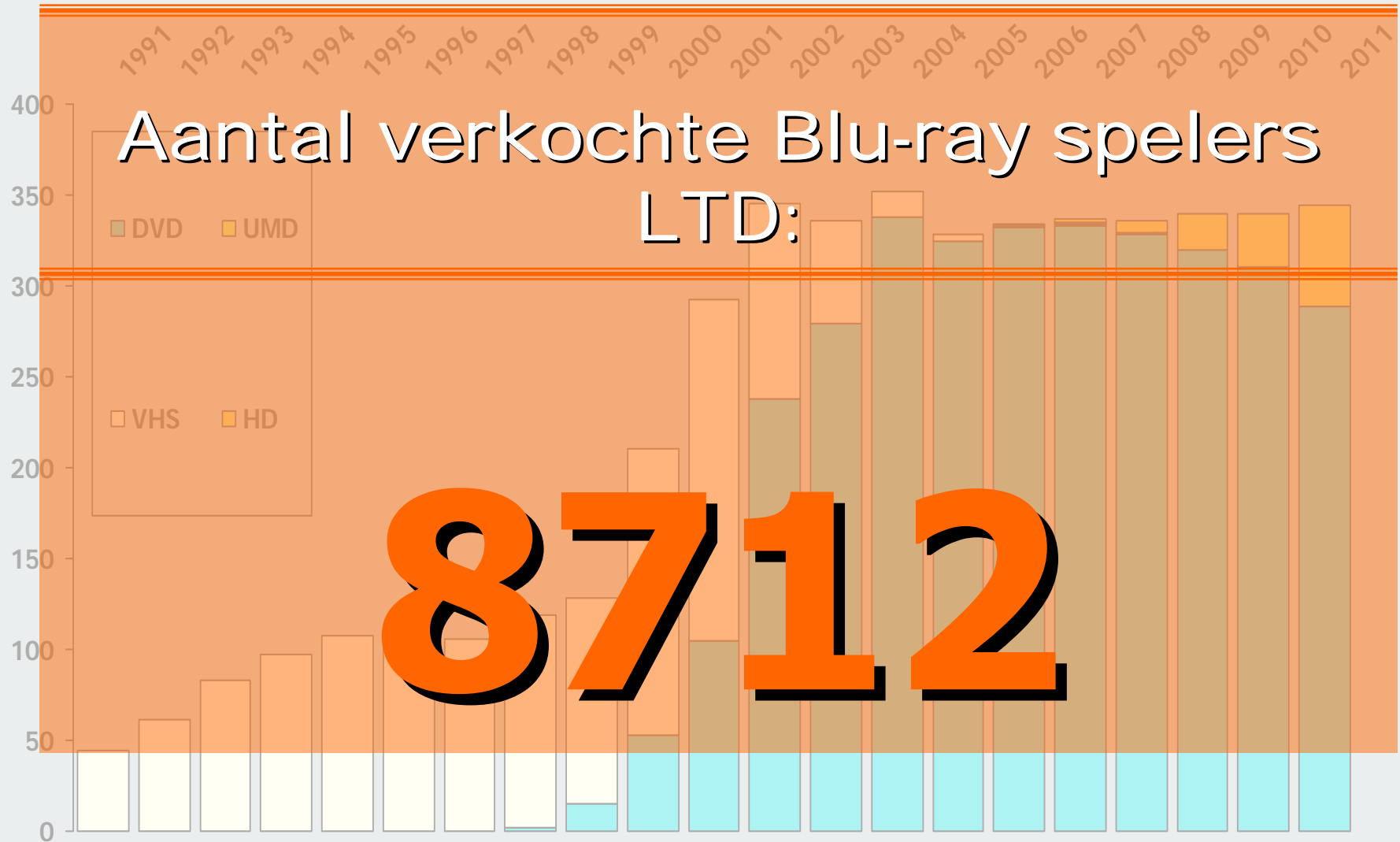


Aandeel betaalde downloads muziekbranche 2008:



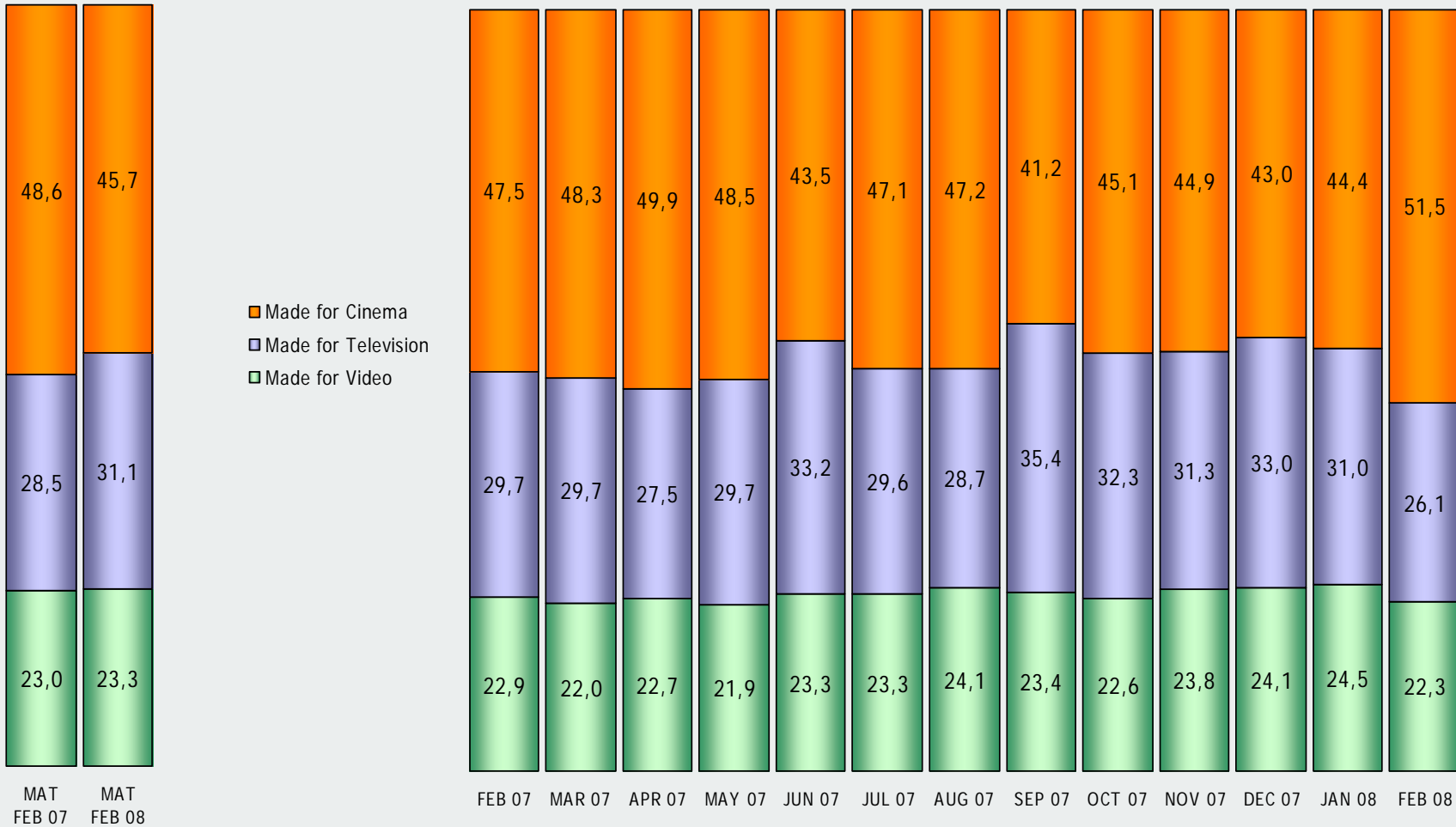
Forecast omzet DVD verkoop Nederland





Groei naar segment DVD video NL

Shares by Categories



264.208 274.297

In Ths. €

19.320

23.928

16.264

17.420

22.668

18.527

17.597

25.434

21.097

27.810

46.003

18.800

18.750

3,8

Growth %

-3,0

Shares by Categories

Kurk DVD markt is fysiek bezit van content. Aandeel TV serie segment:



32%

MAT FEB 07
MAT FEB 08

264.208 274.297

In Ths. €

FEB 07 MAR 07 APR 07 MAY 07 JUN 07 JUL 07 AUG 07 SEP 07 OCT 07 NOV 07 DEC 07 JAN 08 FEB 08

19.320 23.928 16.264 17.420 22.668 18.527 17.597 25.434 21.097 27.810 46.003 18.800 18.750

3,8

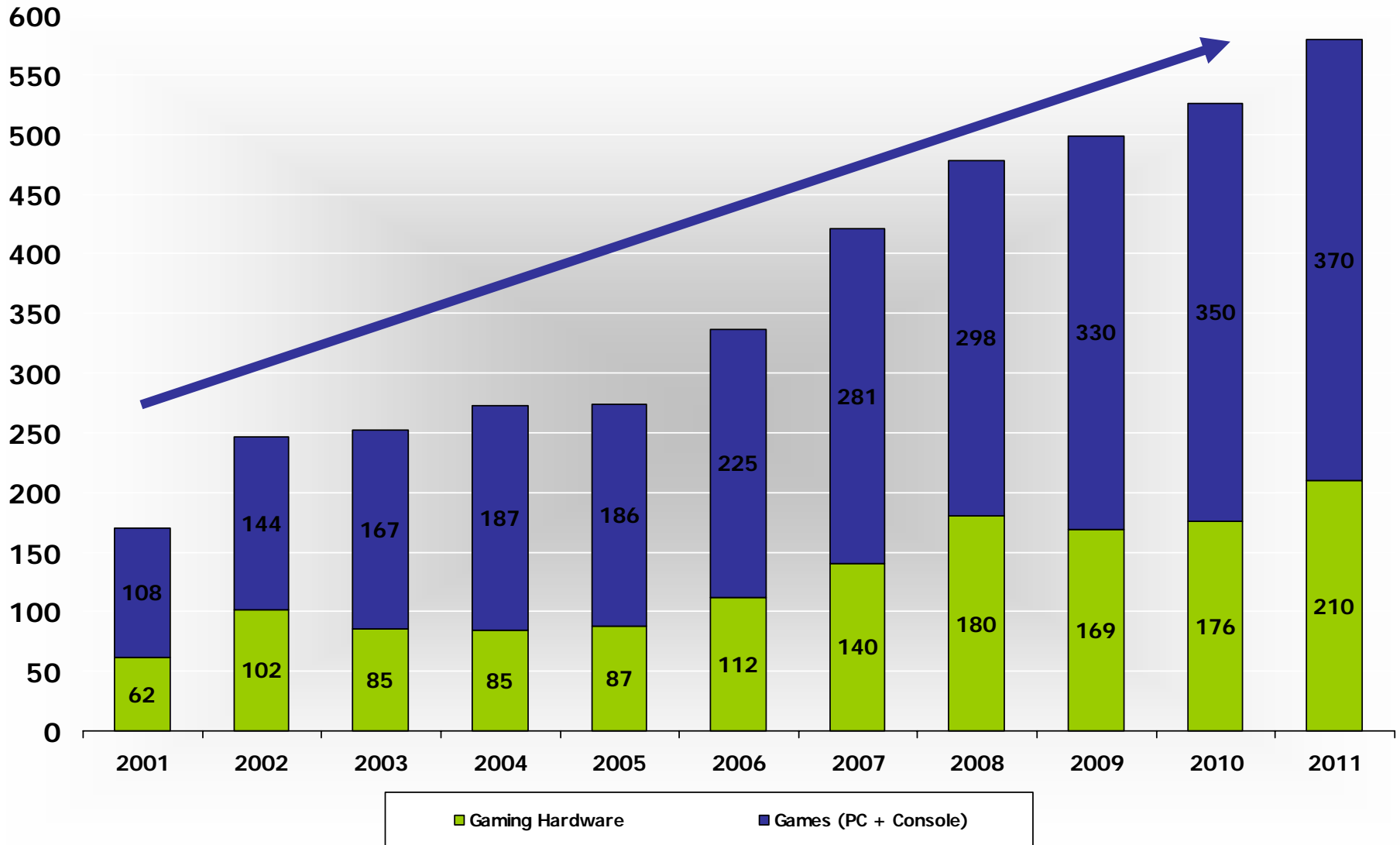
Growth %

-3,0

GfK

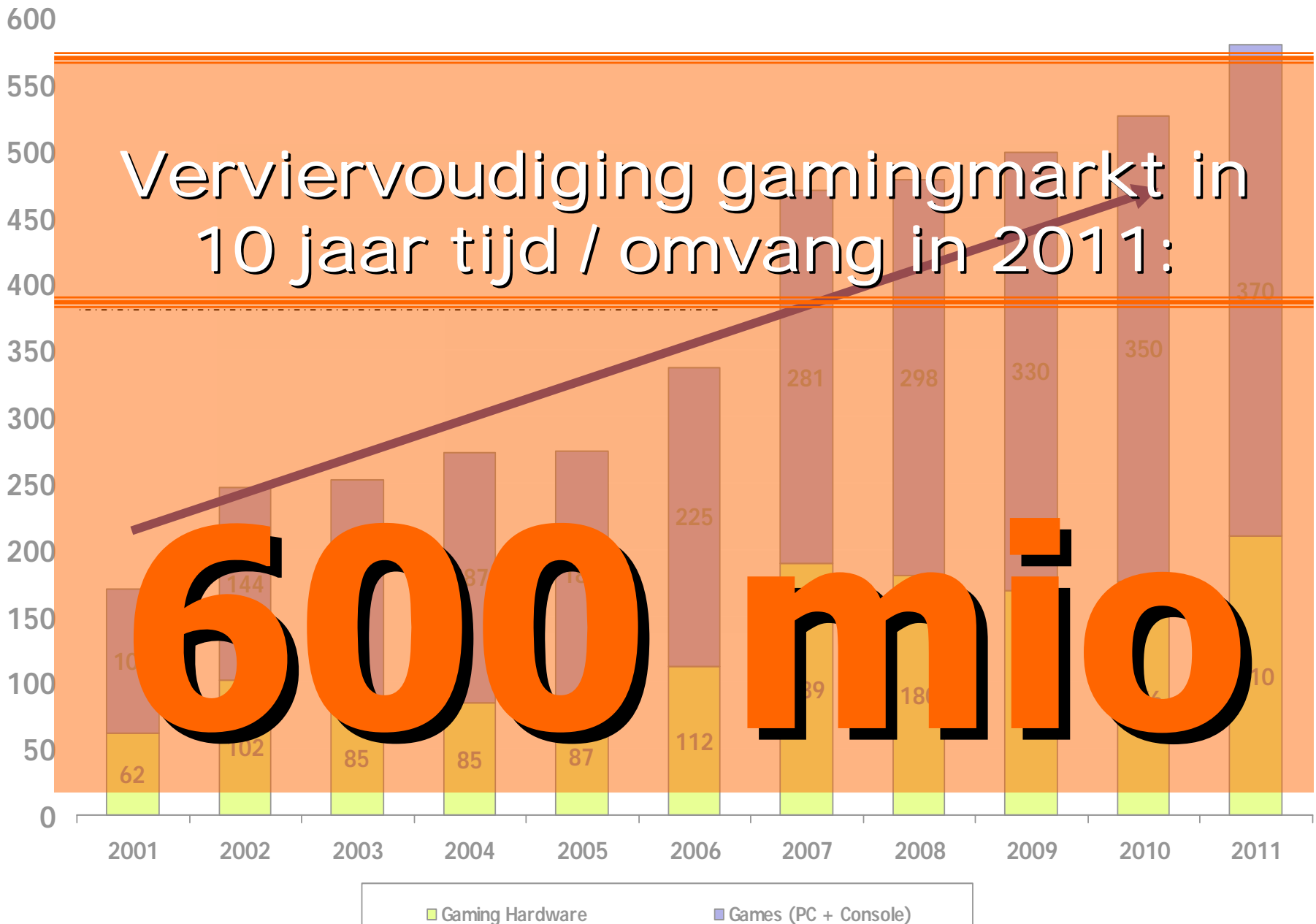


Forecast gamemarkt console & pc Nederland



Verviervoudiging gamingmarkt in
10 jaar tijd / omvang in 2011:

600 mio



600

550

500

450

400

350

300

250

200

150

100

50

0

Crossmediale potentie: Nintendo Wii
verkoop BLX t/m Q1 2008:

421.000

2001

2002

2003

2004

2005

2006

2007

2008

2009

2010

2011

Gaming Hardware

Games (PC + Console)

62

108

102

148

85

167

85

225

87

276

112

339

180

411

169

480

176

554

210

627

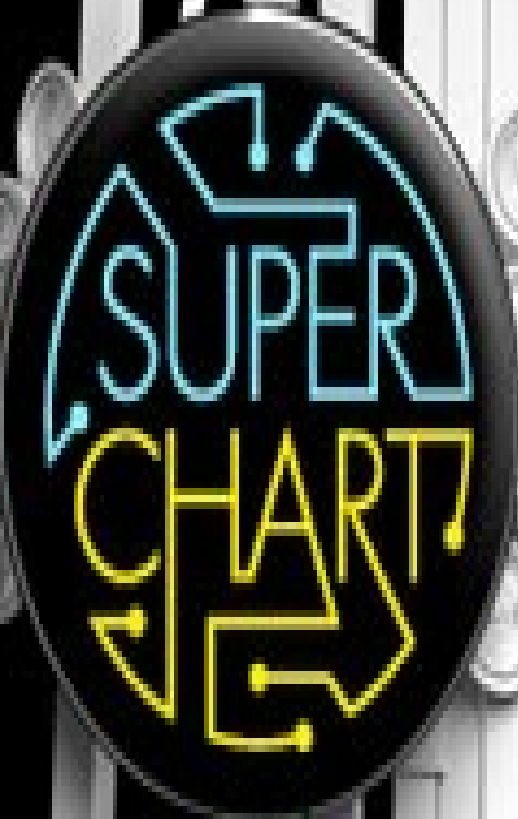
210

700



elke zaterdag

18:00



Aantal downloads Nederland-
Frankrijk P2P + Nieuwsgroep:

14.000

P2P gebruikers NL stabiel,

1,2 mio

...verschuiving steeds meer richting
nieuwsgroepen. Aantal gebruikers:

350.000



3 randvoorwaarden voor crossmediaal succes



Realisme
Opportunisme
Creativisme

A soccer player in a dark jersey is shown in profile, celebrating and holding a large silver trophy. The trophy has the Adidas logo and the name 'Luis Figo' visible. The background is a blurred stadium filled with spectators. The entire scene is overlaid with a semi-transparent orange rectangle.

**Dank voor uw
aandacht, fijne
wedstrijd!**