

## Press Release

### ***European Media Consulting Association founded: EMCA The first joint study on the Digital Switch Over in Europe***

*Berlin, London, Madrid, Paris, Rome, 01. April 2008.* The European Media Consulting Association, *EMCA*, was founded as an international strategy consortium for media, entertainment and telecommunications. EMCA currently has member companies in Germany, France, the UK, Italy and Spain. The first joint project of the international consulting company focuses on "Digital Switch Over - Status Quo and Outlook" and looks at the current situation in Europe with the transition into the world of digital television.

EMCA's goal is to establish an international platform for strategy consulting using a systematic exchange of data, analyses, experience and method competence in the area of TIME markets.

As an international consulting group the EMCA has highly specialised knowledge and aggregated expertise for regional and national markets and can guarantee analyses and consulting with global orientation.

EMCA members are leading consulting companies from different European countries with long-standing expertise in the areas of new and digital media, telecommunications and entertainment. Current members are: *3Vision* from the UK, *Asset Media Consulting* from Spain, *GOLDMEDIA* from Germany, *ITMedia Consulting* from Italy and *NPA Conseil* from France. The EMCA member companies have concentrated on similar consulting topics for many years and furthermore complement each other in diverse special subjects. For example, *3Vision* (UK) has many years of international experience in content strategies and content negotiations. *Asset Media Consulting* (Spain) focuses on technical and business consultancy. *ITMedia Consulting* (Italy) specialises in content strategies and in economics and regulation of convergence. *NPA Conseil* (France) and *GOLDMEDIA* (Germany) are internationally renowned due to their analyses of digital and interactive television, Video on Demand, Mobile TV, HDTV and Teleshopping.

The CEOs of the member companies of the EMCA are nationally and internationally renowned experts: *Philippe Bailly* (NPA Conseil), *Dr. Klaus Goldhammer* (GOLDMEDIA), *Augusto Preta* (ITMedia Consulting), *Toby Russell* (3Vision) and *Javier Vacas* (Asset Media Consulting).

The first EMCA publication is dedicated to the status quo and to the forecasts of the switch over in the most important European media markets. Digitisation and switch over are still on top of the media agenda in many European countries. The switch over process is very different in the key European markets: While the UK with 86 per cent (2007)<sup>1</sup> has the highest digital penetration in Europe, the task is much greater in France, Italy, Spain and Germany: Digitisation in these markets is only between 40 and 51 per cent (2007)<sup>2</sup>. Nevertheless, most European countries are expected to meet their targets for switching to digital by 2012.

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1 Source: OFCOM & Digital UK Switchover Survey, Q3, 2007

2 Source: EMCA report: Digital Switch Over, 2008

## Editors' Notes to the new EMCA report "Digital Switch Over in Europe"

The report Digital switch over in Europe: Status quo and outlook, published by EMCA in April 2008, contains detailed appraisals of the state of the European Switch Over process. The study provides a profound analysis of the European digital market in 5 Western European markets (France, Germany, Italy, Spain and the UK). Each country profile includes the following aspects: digitisation regulation and responsible authorities and executions; digitisation process and status quo of the different TV-infrastructures satellite, terrestrial and cable, success factors of digitisation and forecasts as well as benchmarking figures. [www.emca.tv](http://www.emca.tv)

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## Profiles of the EMCA members

### 3Vision (UK)

3Vision is a leading specialist content consultancy based in the UK. We have helped our clients build successful entertainment businesses in over 30 countries worldwide covering delivery to TV, PC, mobile and games console platforms. We offer a range of services including Content Acquisition, Strategy Development and Marketing advice as well Recruitment services through sister company 3Vision People. 3Vision clients include Viasat, Telenet, Microsoft XBOX, Fox International Channels, Viacom, and TeliaSonera. [www.3vision.tv](http://www.3vision.tv)

### Asset Media Consulting (Spain)

Asset Media Consulting was founded in 2002 in answer to the growing demand for a comprehensive consultancy firm specialized in the audiovisual market. Asset Media Consulting analyzes consumer trends in the audiovisual industry; models of business and exploitation, the various means and formulas for financing a business, technological requirements and the human resources that make it all possible. In short, Asset Media Consulting offers a vast experience in the audiovisual sector with a global perspective that includes technology, legal aspects, business, content and human resources. [www.assetmedia.es](http://www.assetmedia.es)

### GOLDMEDIA (Germany)

Since 1998 Goldmedia has provided national and international clients with high quality consulting and research services in the fields of media, entertainment and telecommunications. Goldmedia offers: in-depth analyses of markets and competitors; forecasts and strategic consulting services; the implementation of new business models; and consulting for restructuring whole companies, including M&A processes in the field of corporate finance. Goldmedia-Group: Goldmedia GmbH Media Consulting & Research, Goldmedia Sales & Services GmbH and Goldmedia Custom Research GmbH. [www.Goldmedia.com](http://www.Goldmedia.com)

### ITMedia Consulting (Italy)

ITMedia Consulting, is a research and consulting company, founded in 1992 and working in the field of new media, radio and television, digital content and convergence between internet, telecommunications and media. The company offers its customers expertise and experience, both national and international, of professionals in the market of television and new media. ITMedia Consulting provides a wide range of services ranging from the economic and regulatory environment to the provision of legal services. ITMedia Consulting carries out research activities both multiclient and "ad hoc". [www.itmedia-consulting.com](http://www.itmedia-consulting.com)

### NPA Conseil (France)

Founded in 2001, NPA Conseil is a leading research and consulting company focused on the impact of digitalisation on the value chain of the audiovisual industry including the emergence of new players, non-linear services, business models, developments in content creation, new regulatory frameworks, and new forms of advertising. NPA conseil helps entertainment companies to understand and to integrate digitalisation across all parts of their businesses (legal, marketing, financial, technical, and editorial), and provides a variety of strategic advisory services, including regulatory and business consulting, marketing and IT strategies, and business development. [www.npaconseil.com](http://www.npaconseil.com)