

Press release

Online advertising is booming world-wide

- Global turnover of Internet advertising growing by 23%
- High growth rates despite slowdown in world economy
- Europe catching up leader USA

Berlin, 8 October 2008

The international market for online advertising is reaching a new record level. According to the latest data of the international market research agency EITO, global turnover with advertisement banners, sponsored links and other online advertising formats is expected to increase in the current year by 23%, to 31.7 billion Euro. "The world market for online advertising is booming in 2008, despite the economic slowdown in many areas," said EITO-Chairman Bruno Lamborghini. "Even in the USA, with the damage inflicted by the financial crisis still by far the largest market for Internet advertising, the EITO forecasts growth will be at 13%. This brings online advertising income in the USA to a total value of 13.6 billion Euro for the year 2008." The Internet has established itself as an advertising medium and is increasing in importance compared with classic TV, radio and print advertising," said Lamborghini. According to the EITO forecast, with plus 8% to 139 billion Euro, growth of world-wide turnovers in television advertising will be moderate by comparison.

European Information
Technology Observatory

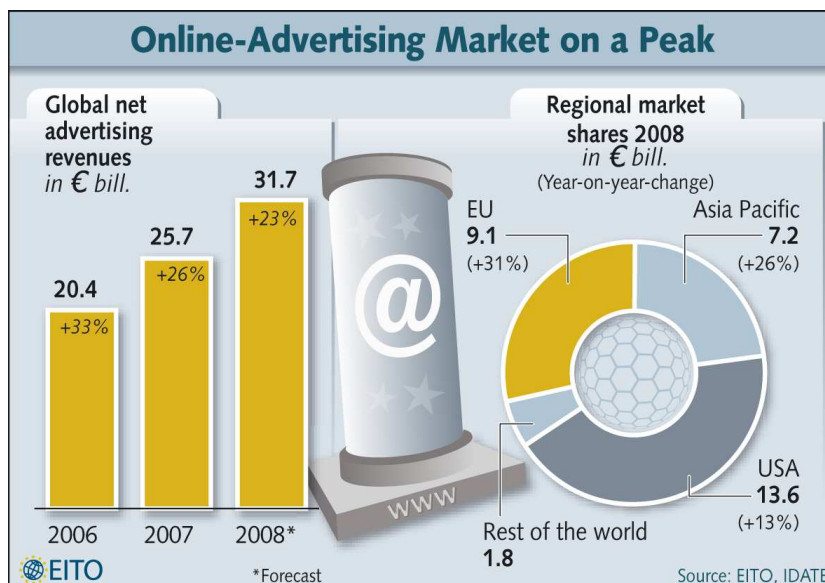
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Outgoings for online advertising are above average in Europe and in large parts of Asia. In the European Union the rate of increase is 31%. The forecast is that 9.1 billion Euro will be spent in the countries of the EU in 2008. "The Internet economy in Europe is developing very dynamically and making great strides towards catching the leader, the USA," said Lamborghini. But not only Europe is catching up. Turnover in China is increasing particularly strongly, with plus 46% to 1.2 billion Euro. The Japanese market for Internet advertising is forecast to grow by 15% to 3.3 Billion Euro.

More data about regional online and TV advertising markets as well as numbers about the usage of the internet and other media are published in the EITO Special Report "The Internet and TV market".

The European Information Technology Observatory (www.eito.com) offers high quality and up-to-date information on European and global markets for information technology, telecommunications and consumer electronics. The EITO is managed by Bitkom Research GmbH, a wholly owned subsidiary of BITKOM, the German Association for Information Technology, Telecommunications and New Media. EITO is sponsored by CeBIT, Deutsche Telekom, KPMG, Simo, Systems and Telecom Italia. The research activities of the EITO Task Force are supported by the European Commission and the OECD.