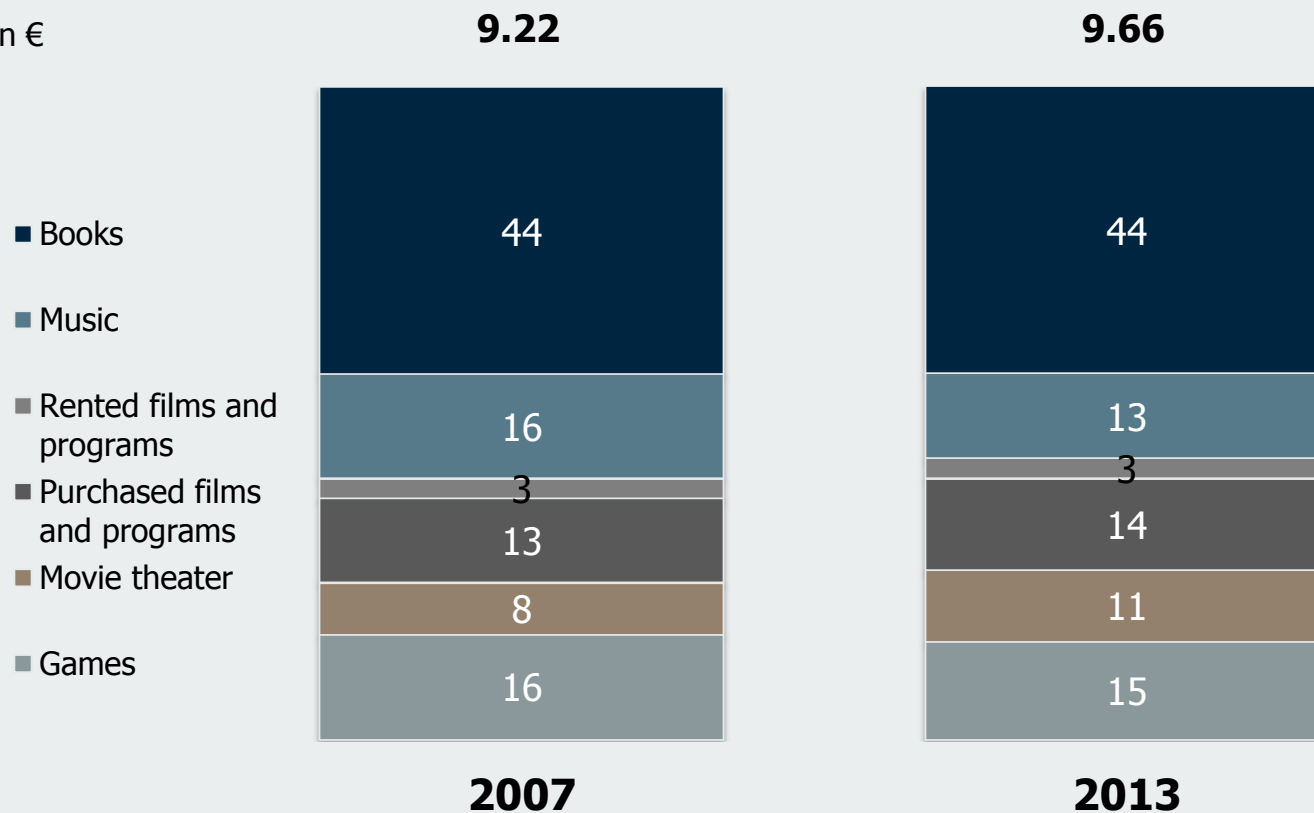


More than 40% of all spending on entertainment is attributable to books

Sales share in entertainment market (%)

Spending in €
billion



Source: GfK Media Scope, n= 25,000 respondents over the age of 10

Women read while men play

Sales share of entertainment products according to gender and age

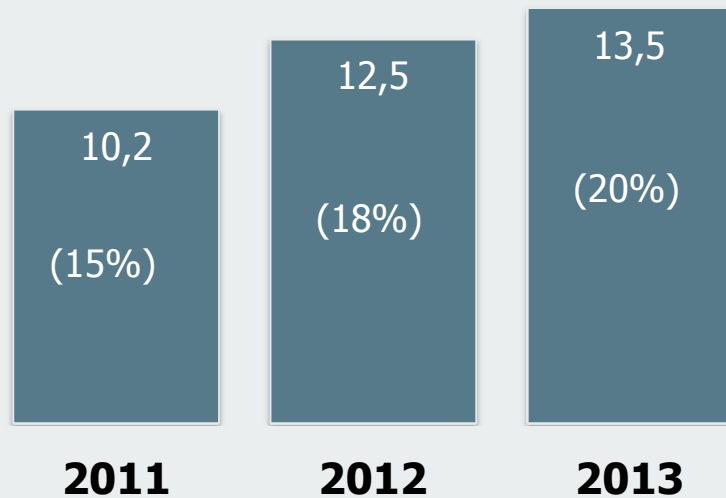
| | Books (including audio books) ↓ | Music (including music videos) ↓ | Purchased films and programs ↓ | Rented films and programs ↓ | Games ↓ | Movie theater tickets ↓ |
|--------------|---------------------------------------|-------------------------------------|-----------------------------------|--------------------------------|------------|----------------------------|
| Men | 42% | 60% | 58% | 63% | 70% | 48% |
| Women | 58% | 40% | 42% | 37% | 30% | 52% |
| Aged 10-19 | 5% | 9% | 9% | 4% | 23% | 19% |
| Aged 20-29 | 8% | 14% | 22% | 25% | 28% | 22% |
| Aged 30-39 | 11% | 18% | 20% | 36% | 19% | 17% |
| Aged 40-49 | 20% | 25% | 25% | 23% | 20% | 20% |
| Aged 50-59 | 21% | 20% | 15% | 10% | 7% | 12% |
| Aged 60 plus | 34% | 14% | 9% | 2% | 3% | 11% |

Source: GfK Media Scope, 2013, n= 25,000 respondents over the age of 10

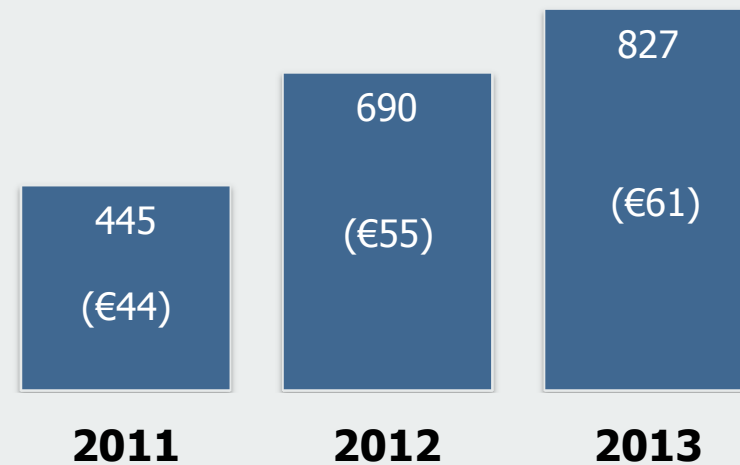
www.gfk-compact.com

The number of digital fans and the amount they spend are both rising

Number of buyers of digital entertainment products (in million)
(Share of digital buyers over the age of 10 in the German population)



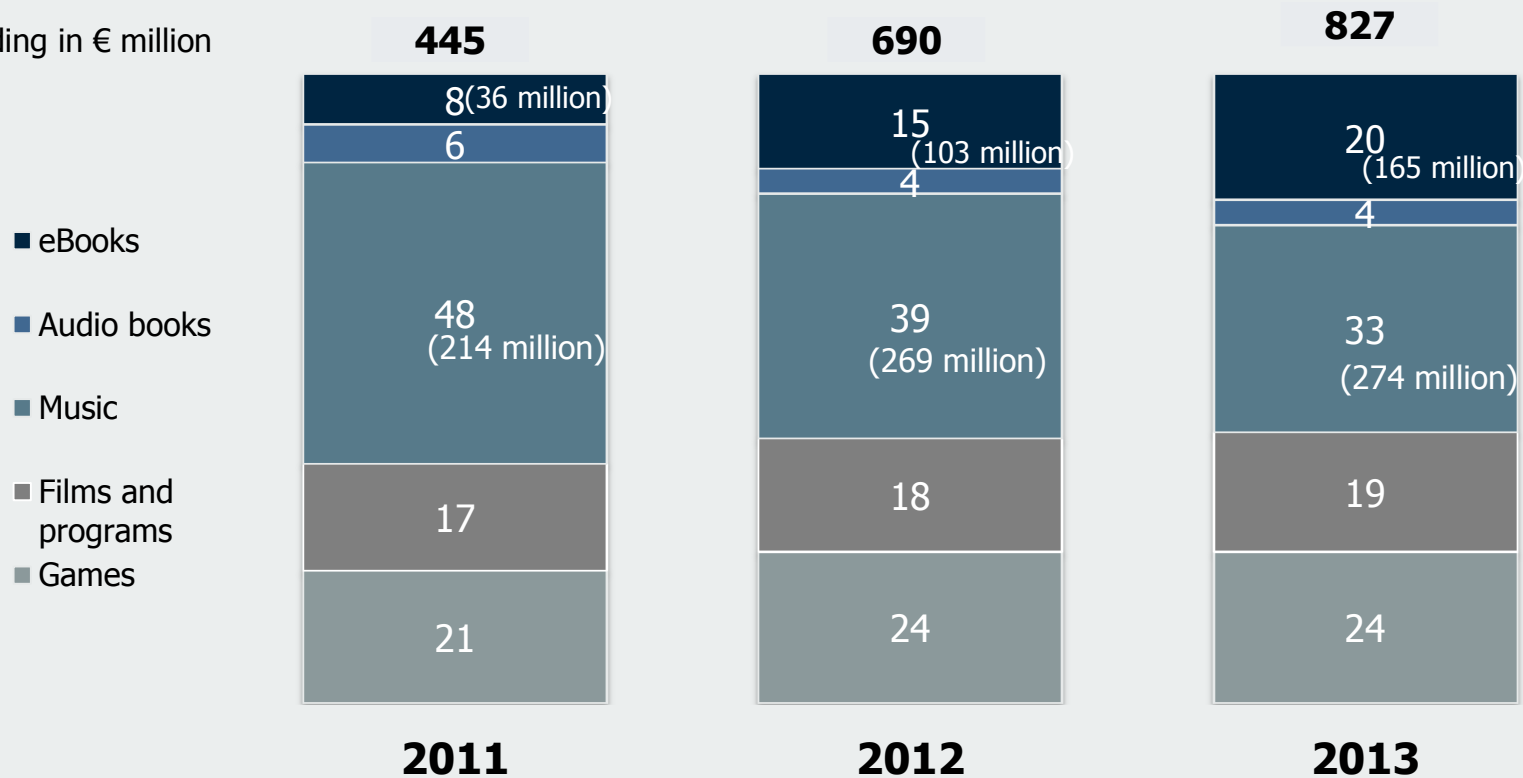
Spending in digital entertainment market (in € million)
(Average annual spending per digital buyer)



eBooks are no longer a niche product

Sales in digital entertainment market

Spending in € million



Source: GfK Media Scope, n= 25,000 respondents over the age of 10

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The sales share for digital products is highest for men and those aged 20 to 39

Share of all product sales attributable to digital products, by category

| | Books (including audio books) | Music (including music videos) | Purchased films and programs | Rented films and programs | Games | Total |
|--------------|----------------------------------|--------------------------------|------------------------------|---------------------------|-------|-------|
| In € million | 197 | 274 | 52 | 102 | 201 | 826 |
| Total | 5% | 22% | 4% | 33% | 14% | 10% |
| Men | 5% | 22% | 5% | 33% | 17% | 12% |
| Women | 4% | 21% | 2% | 32% | 7% | 7% |
| Aged 10-19 | 3% | 37% | 3% | 31% | 10% | 11% |
| Aged 20-29 | 7% | 35% | 4% | 36% | 19% | 15% |
| Aged 30-39 | 7% | 29% | 5% | 26% | 16% | 14% |
| Aged 40-49 | 7% | 18% | 4% | 42% | 10% | 10% |
| Aged 50-59 | 5% | 13% | 1% | 32% | 8% | 7% |
| Aged 60 plus | 2% | 8% | 4% | 17% | 14% | 3% |

Source: GfK Media Scope, 2013, n= 25,000 respondents over the age of 10

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