

Information

Current DLD study: Google is the “Leading Brand 2006“ The founders of Second Life and YouTube are the most innovative entrepreneurs – according to the high-level online survey carried out by Hubert Burda Research

Who were the most innovative people and brands in 2006? Which companies are the rising stars of 2007, according to 228 experts surveyed? Which business models are going to catch on? These questions are answered by the DLD study of Hubert Burda Research. Munich’s digital conference DLD (Digital – Life – Design) deals with the key issues of the 21st century. Apart from various speeches and panels, presentations include current research studies in the fields of media, social web and brain science.

“The combination of state-of-the-art research approaches such as community research with online surveys and brain sciences gives us a completely new perspective on key questions in the areas of media, marketing and the internet“, according to Dr. Marc Mangold, head of corporate development at Hubert Burda Media R&D, Marketing and Communications.

Experts encourage Germany to be more optimistic

Philip Rosedale (Second Life) was named “Most innovative person of the year 2006“, with Chad Hurley and Steve Chan (YouTube) hard on his heels. The YouTube founders were also elected “Entrepreneurs 2006“. This is the result of an online survey among 228 international experts from the DLD community.

Google was honored as the “Leading Brand 2006“, Apple came in second. According to the majority of those surveyed, Apple will also be the “Rising Star 2007“. The internet TV project Venice Projekt (now: Joost) of Niklas Zennström (also a guest at DLD) was chosen as the “Hidden Champion 2007“. For 88 per cent of the experts, the key issue of the year will be “User Generated Content“, followed by “Communities“ (86 per cent), “Online Video Content“ (82 per cent) and “Performance Based Marketing“ (79 per cent).

The participants of the survey still consider advertising and transaction-based models the crucial business models on the internet. Paid content is seen as rather irrelevant. Top mentions for keys to success in business were creativity and a highly-qualified workforce, with technology and distribution far behind. Apart from recommending more innovation and entrepreneurship, the experts mainly encouraged the DLD community Germany to show “more optimism“ in order to strengthen the country’s position as a leading industrial nation.

These are the results of an online survey among DLD participants carried out prior to the digital conference at Munich. The questionnaire was sent to the select circle of people invited to DLD 2007. The international sample mainly consists of top managers in the field of “Internet & Media“. The above-average rate of return of over 23 per cent is proof of the strong bond within this high-level community.

“Germany Online 4”

Together with Deutsche Telekom, Hubert Burda Research is going to present new findings of the “Special evaluation: Social Web” from the series “Germany Online” on January 22, 2007. The result: Online reference sites are the most popular application in the field of online services. In order to finance social web offers, companies mainly rely on income from performance-based advertising.

“BrainBranding“

In cooperation with brain scientist Professor Ernst Pöppel (University of Munich) and BBDO, Hubert Burda Media Research has carried out two brain science studies. Working with over 30 test persons, researchers used a combination of traditional interviews and functional magnetic resonance imaging.

For the first time, neuroscience has now also shown that – independent of product categories – strong brands create similar patterns in the brain and require a much lower cortical effort than weaker brands. This subsequently leads to effortless processing.

On behalf of Hubert Burda Media Research, the brain scientists have also done research concerning the following media-specific questions: In what way are strong media brands different? What distinguishes the different types of media such as print, TV and online? Are there any compound effects between the individual categories?

All the results of the three studies are presented at DLD on Monday, January 22, 2007, and are available online at **www.dld-conference.com**.

Background information:

Between January 21 and 23, 2007, Munich's digital conference DLD (Digital – Life –Design) takes place at the HVB Forum. For the third year running, the chairmen of the event, publisher Dr. Hubert Burda and high-tech investor Dr. Yossi Vardi, gather leading international experts, decision-makers and pioneers from the digital industry, media, art and design. Two days prior to the World Economic Forum (WEF) at Davos, 700 select participants get together for an exchange about new developments.

“Germany – Land of Ideas“ is an official cooperation partner of DLD 2007. Further exclusive DLD partners for the 2007 event are 3i, Altium, Atlas Venture, BMW, Burda Community Network, Burda Digital, Burda Lifestyle Community, Burda People Group, CNBC Europe, EnBW, FOCUS, GE, Google, Goldman Sachs, HP, Hotel Bayerischer Hof, HypoVereinsbank, Lufthansa, NBC Universal, OTTO, Serviceplan, Sixt, Solon, Tomorrow Focus AG and Vodafone. Daily updates and a live video stream of the conference are available on: **www.dld-conference.com**. DLD07 is carbon neutral.

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