

DLD Online Survey 2007

- an Expert Survey About Media, Marketing & Digital Life

Results



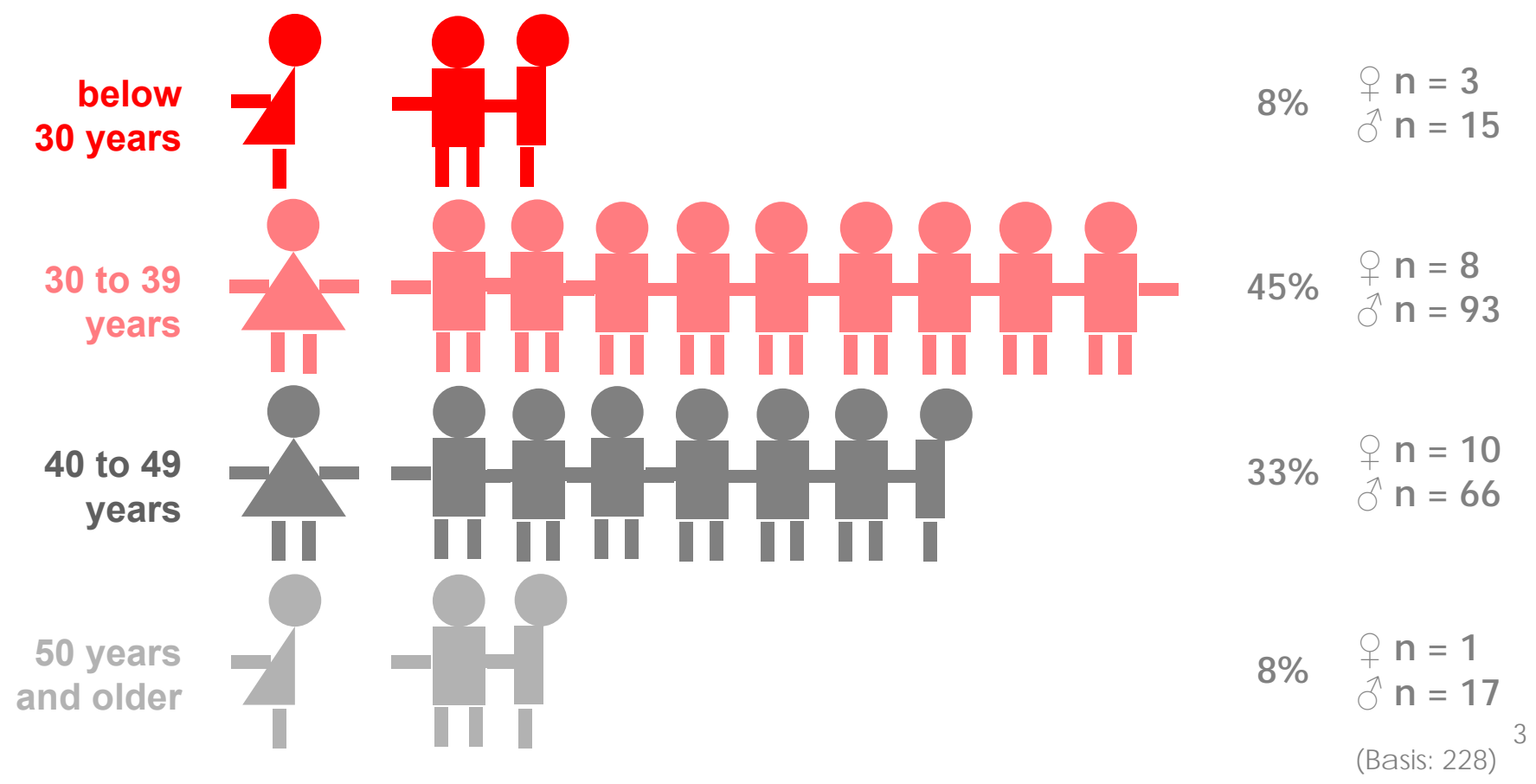
Speakers: Wolfgang Dittrich ★ Dr. Marc Mangold

Method

Methodology:	Online Survey (open-ended and closed-ended questions)
Participants:	DLD 2007 Invitees
Fieldwork:	Jan 10 – 15, 2007
Sample size:	n = 228
Finisher Rate:	23%
Length:	approx. 10 minutes

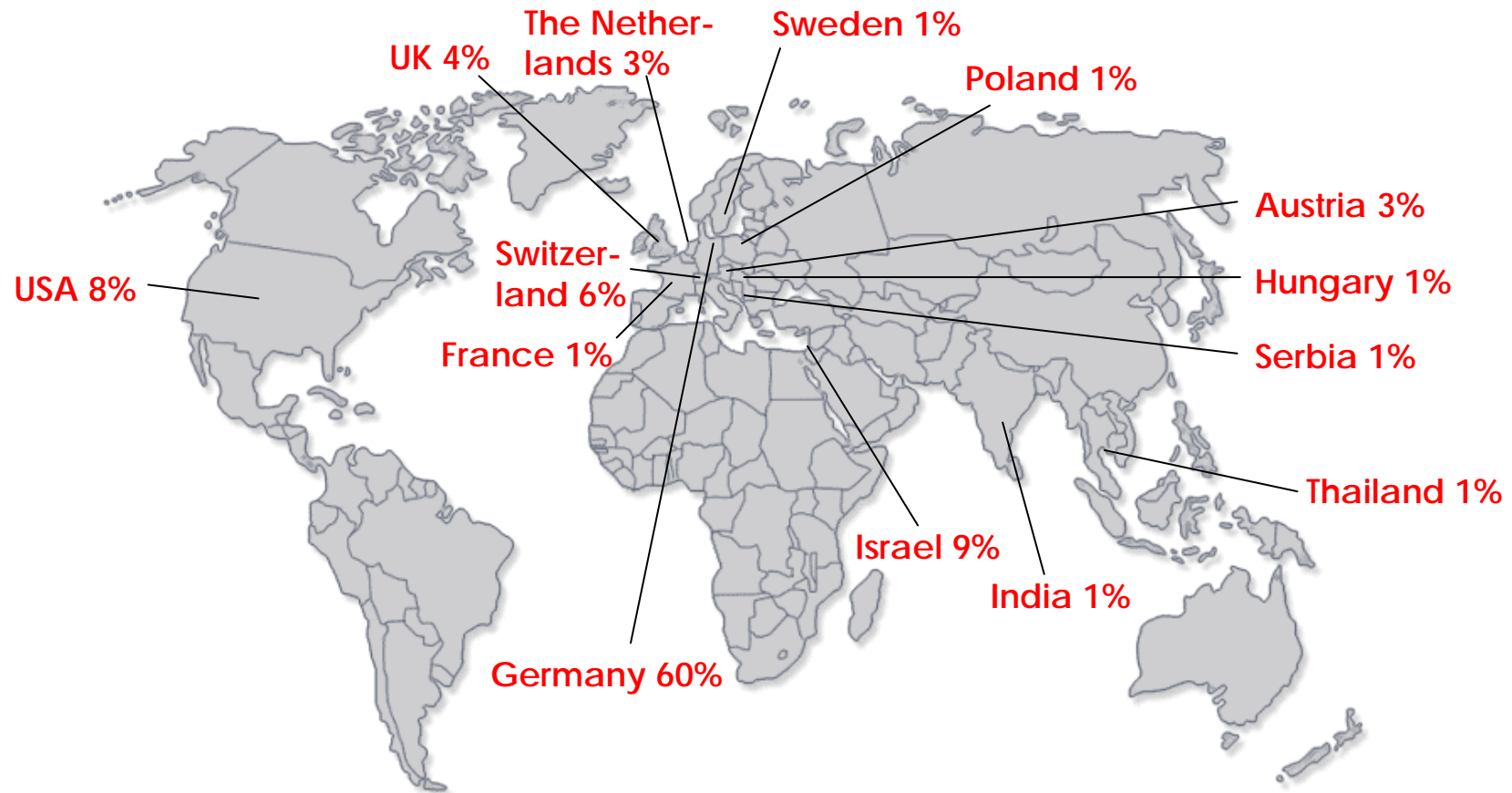
Age and Gender of the Respondents

The typical DLDist is male and in his 30ies



Principle Residence of the Respondents

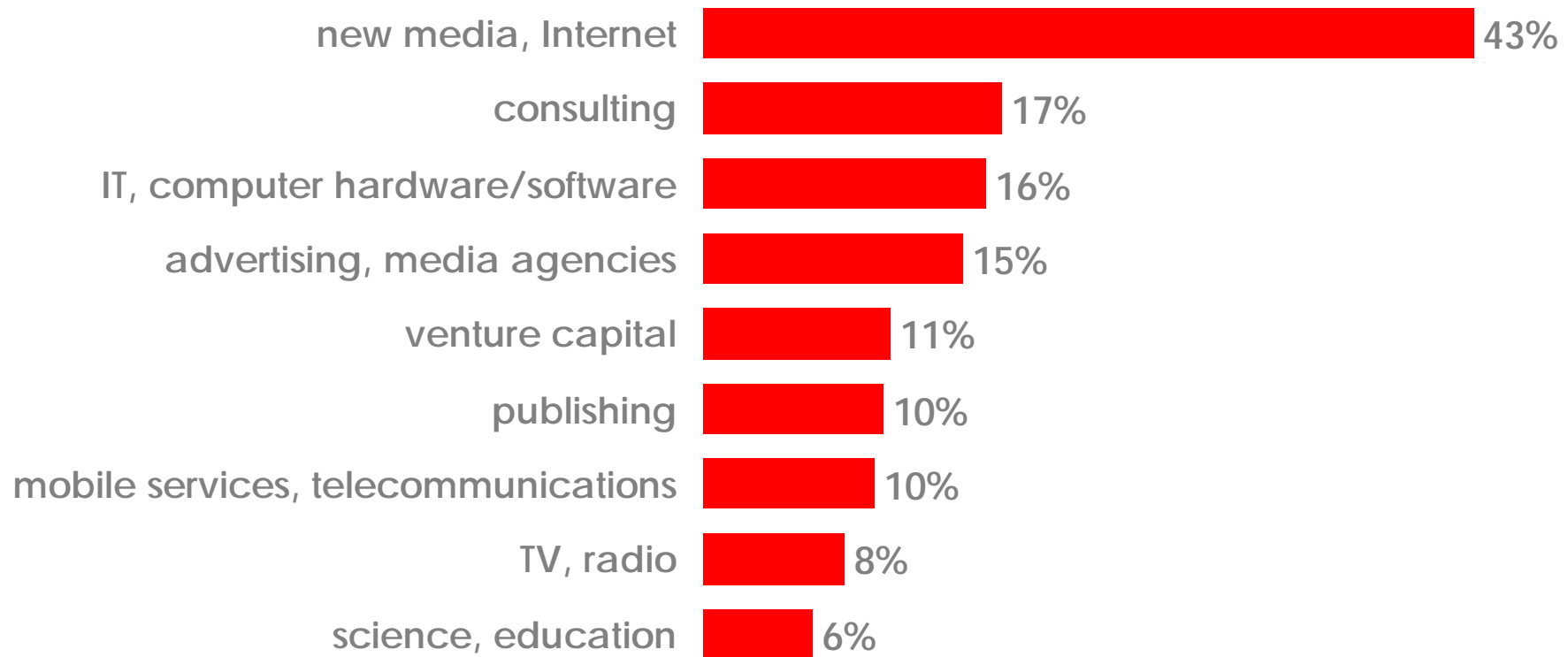
The DLD Community comes from all over the world



Question: In which country is your principle residence? (Basis: 214, open-ended question)

Industry of the Respondents

Nearly half of the respondents work in new media

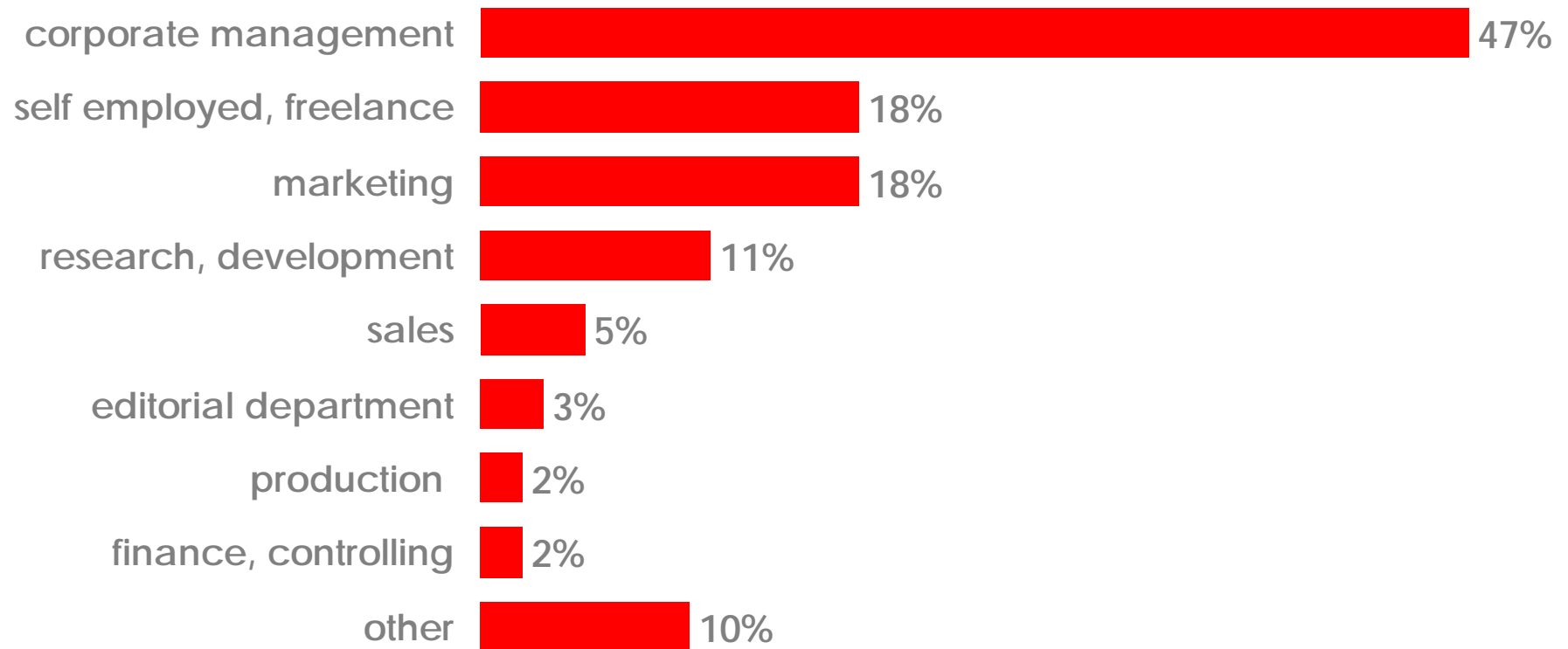


Question: Which industry do you work in? (Basis: n = 228, multiple responses)

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Department of the Respondents

Nearly half of the respondents work in corporate management

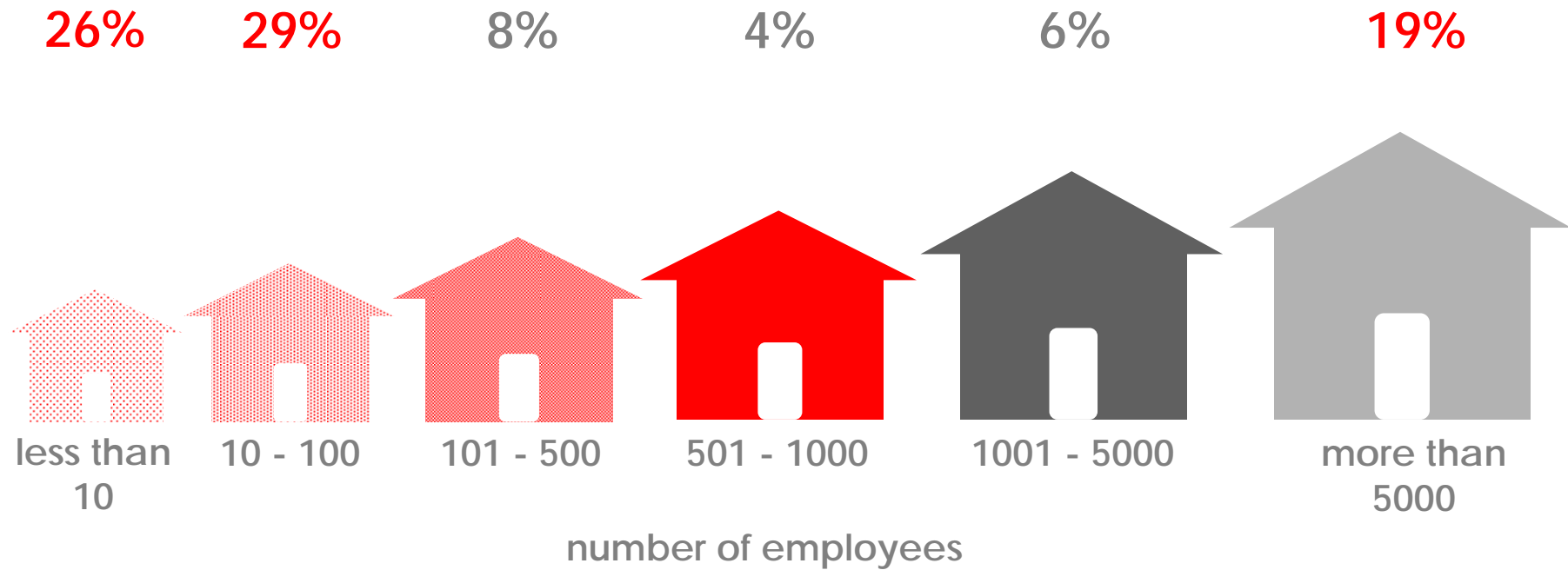


Question: Which department of your company do you work in? (Basis: n = 228, multiple responses)

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Company Size

Most of the respondents work either in small or big companies

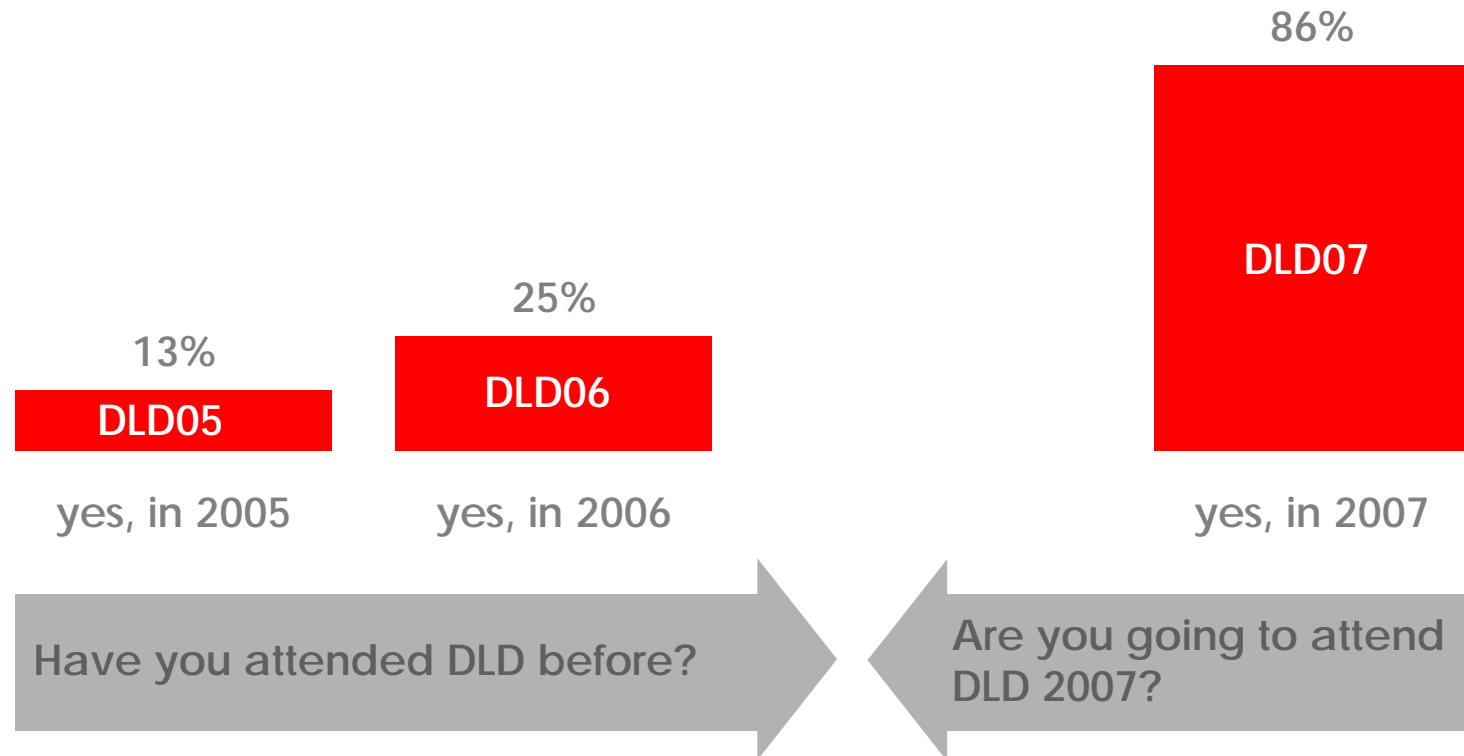


Question: How many employees does your company have? (Basis: n = 228)

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Visit of Previous DLDs and DLD 2007

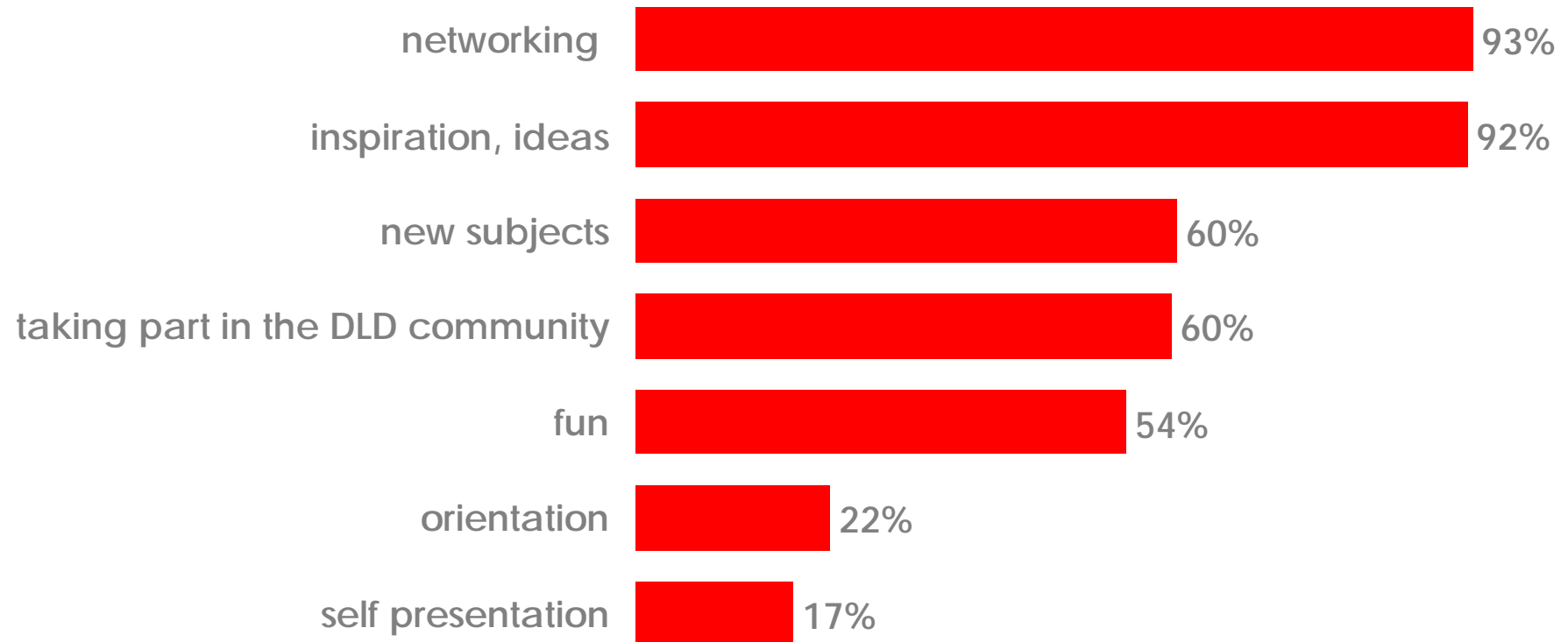
Most of the respondents will take part in DLD 2007



Question: Have you attended DLD before? Are you going to attend DLD 2007?
(Basis: n = 228)

Expectations Regarding DLD 2007

Most of the respondents expect DLD to be a networking platform and a source of inspiration

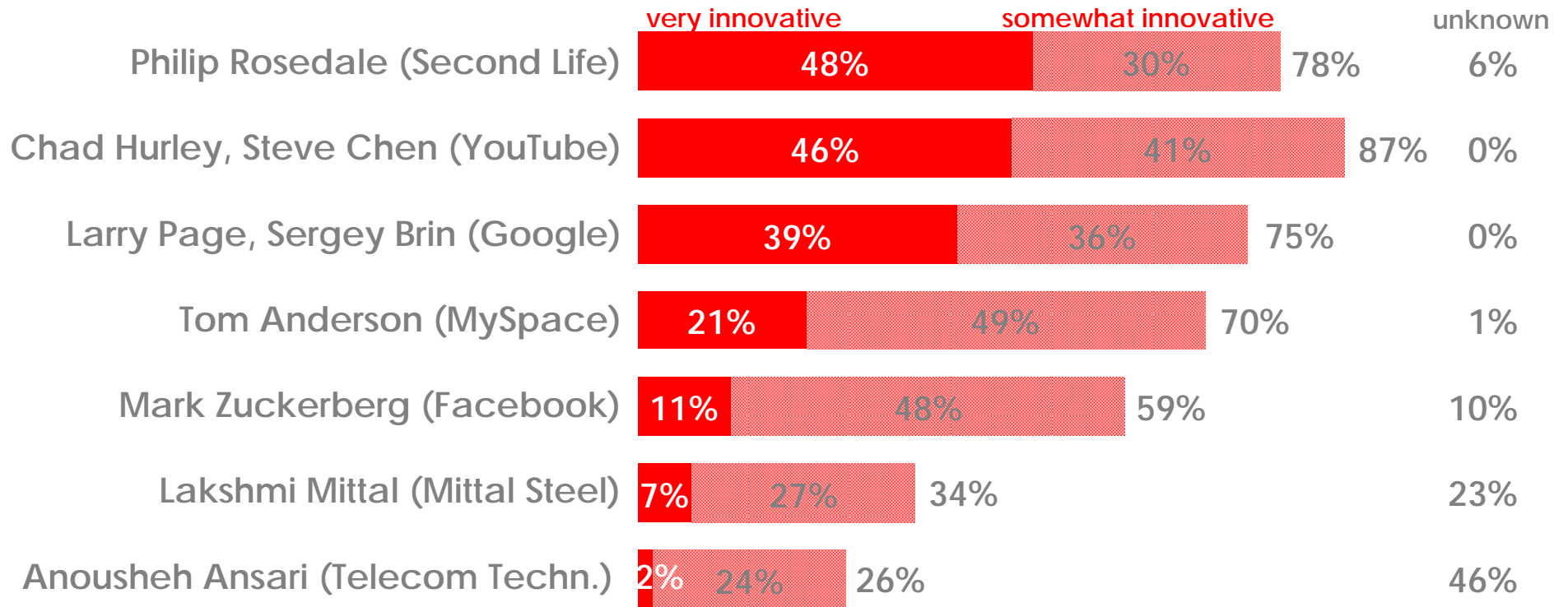


Question: What do you expect from DLD 2007? (Basis: n = 228, multiple responses)

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Innovative People in 2006

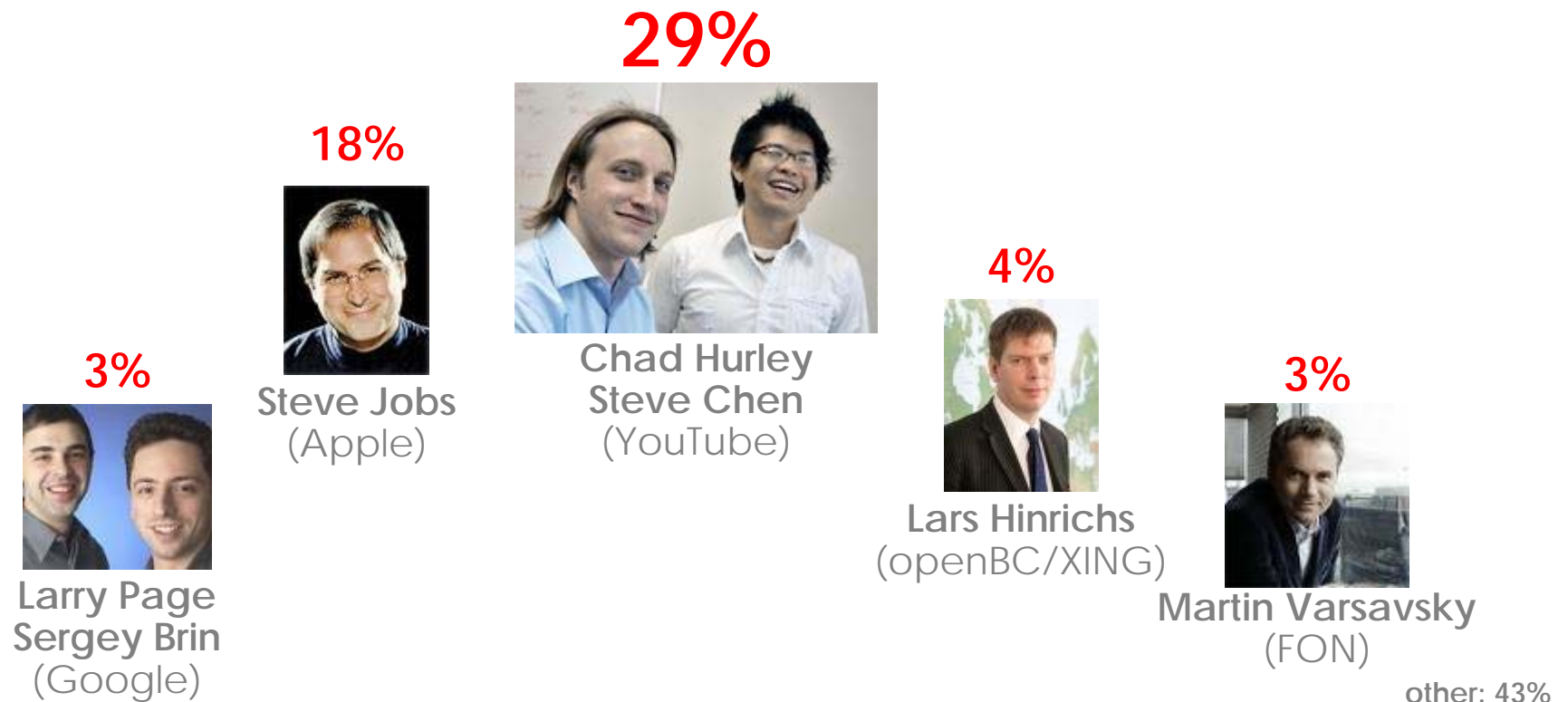
Philip Rosedale, Chad Hurley and Steve Chen are considered the most innovative entrepreneurs of 2006



Question: In your opinion, how innovative were the following people in 2006? (Basis: n = 228) 10
 - very innovative, somewhat innovative, rather not innovative, not at all innovative, unknown

The Top 5 Leading Entrepreneurs of 2006

The YouTube founders and Steve Jobs get most compliments for 2006



Question: Who would you personally consider to be the leading entrepreneur of 2006?
(Basis: n = 182, open-ended question)

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Method

Demographics

Trends 2006

Trends 2007

Outlook

Other Leading Entrepreneurs of 2006

- 2%** Alexander, Marc & Oliver Samwer ★ Chris de Wolfe ★ Eric Schmidt ★ Ibrahim Evsan ★ Janus Friis & Niklas Zennström
- 1%** Adam Curry ★ Bill Gates ★ Blake & Jason Krikorian ★ Caterina Fake ★ Christian Vollmann ★ Christiane zu Salm ★ Craig Newmark ★ Czinczoll Björn ★ Daniel Birnbaum ★ Daniel Vasella ★ Dennis Bemann & Ehssan Dariani ★ Erich Stamminger ★ Erik Wachtmeister ★ Evan Williams ★ Evangelos Kotsakis & Michalis Ketselidis ★ Florian Haller ★ Haim Saban ★ Hubert Burda ★ James Tagg ★ Jason Calacanis ★ Jason Fried ★ Jawed Karim ★ Jeff Bezo ★ Jimmy Wales ★ Joshua Schachter ★ Kevin Rose ★ Konstantin Urban ★ Lakshmi Mittal ★ Lars Josefsson ★ Linus Torvalds ★ Loic Le Meur ★ Lukas Gadowski ★ Marc Benioff ★ Marc Ecko ★ Mark Spencer ★ Muhammad Yunus ★ Sir Peter Jonas ★ Philip Rosedale ★ Robert Wuttke ★ Rupert Murdoch ★ Russell Buckley ★ Satoru Iwata ★ Stefan von Holtzbrinck ★ Tariq Krim ★ Tim O'Reilly ★ Tina Fey ★ Wendelin Wiedeking ★ Wolfgang Krüger ★ Wolfgang Reitzle ★ Yair Goldfinger

Question: Who would you personally consider to be the leading entrepreneur of 2006?
(Basis: n = 182, open-ended question)

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Leading Brands or Companies of 2006

With Google leading the field, Apple and YouTube are again among the winners



18%



31%



35%



2%

1%

ABC ★ adidas ★ Amazon ★ Bionade ★ BMW ★ Dove ★ eBay ★ Facebook ★ FON
★ Germany ★ IBM ★ Linde ★ Mercedes-Benz ★ Microsoft ★ MyVideo ★ Nestlé ★
NEU.de ★ openBc/XING ★ ProSieben ★ Scholz & Friends ★ Second Life ★ Sony
Ericsson ★ StudiVZ ★ Wikipedia ★ WordPress ★ Digg ★ Xolo ★ Yahoo!

Question: Which would you personally consider to be the leading brand or company of 2006? (Basis: n = 200, open-ended question)

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Method

Demographics

Trends 2006

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Outlook

Most Fascinating Websites

Wide spread personal preferences – however, there are „shared favourites“ like Second Life



12%: <http://secondlife.com>



8%: <http://www.youtube.com>

Google™ 7%: <http://www.google.com>



6%: <http://www.wikipedia.org>



5%: <http://www.netvibes.com>

XING™ 3%: <http://www.xing.com>

Question: What is the website you are most fascinated by (not necessarily most visited)?
(Basis: n = 174, open-ended question)

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Other Most Fascinating Websites

2% amazon.com ★ gmail.com ★ earth.google.com ★ last.fm

1% apple.com/iphone ★ apple.com/itunes ★ architonic.de ★ asw.com ★ bagsta.com ★
 beetjeraad.nl ★ blogcounter.de ★ bloomberg.com ★ bluedot.us ★ bmw.de ★ chip.de ★
 chipchick.com ★ clubofpioneers.com ★ clusty.com ★ cocoonclub.net ★ colorstereo.com
 ★ crispynews.com ★ current.tv ★ designklicks.de ★ digg.com ★ docs.google.com ★
 drudgereport.com ★ ebay.de ★ etsy.com ★ fcstpauli.de ★ flagr.com ★ flickr.com ★
 fox.com/24 ★ google.com/reader ★ heavy.com ★ ikea.de ★ jigzone.com ★ joost.com ★
 like.com ★ marumushi.com/apps/newsmap/newsmap.cfm ★ meebo.com ★
 metacafe.com ★ milkmoon.de ★ milliondollarhomepage.com ★ moo.com ★ moveon.org
 ★ msdewey.com ★ musicoverly.com ★ myspace.com ★ myvideo.de ★
 worldwind.arc.nasa.gov ★ news.bbc.co.uk ★ english.ohmynews.com ★ online-
 doppelkopf.com ★ pandora.com ★ photocase.com ★ popurls.com ★ powerofpolitics.com
 ★ qype.com ★ robbarnettmedia.com ★ roell.net/weblog ★ rove.com ★ spiegel-online.de
 ★ spotback.com ★ stumbleupon.com ★ tagesschau.de ★ tagworld.com ★
 techcrunch.com ★ techmeme.com ★ terranova.blogs.com ★ tvunetworks.com ★ verve-
 magazine.com ★ voyeurweb.com ★ web2null.de ★ widsets.com ★ yahoo.com ★
 yoox.com ★ zcubes.com ★ zefrank.com ★ zeitenwende.com/manhome.html ★ zvab.com

Question: What is the website you are most fascinated by (not necessarily most visited)?
 (Basis: n = 174, open-ended question)

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Demographics

Trends 2006

Trends 2007

Outlook

“Rising Star” Business Models/Companies in 2007

Most of the answers refer to business models – it’s only Apple that has an outstanding rising star potential as a company

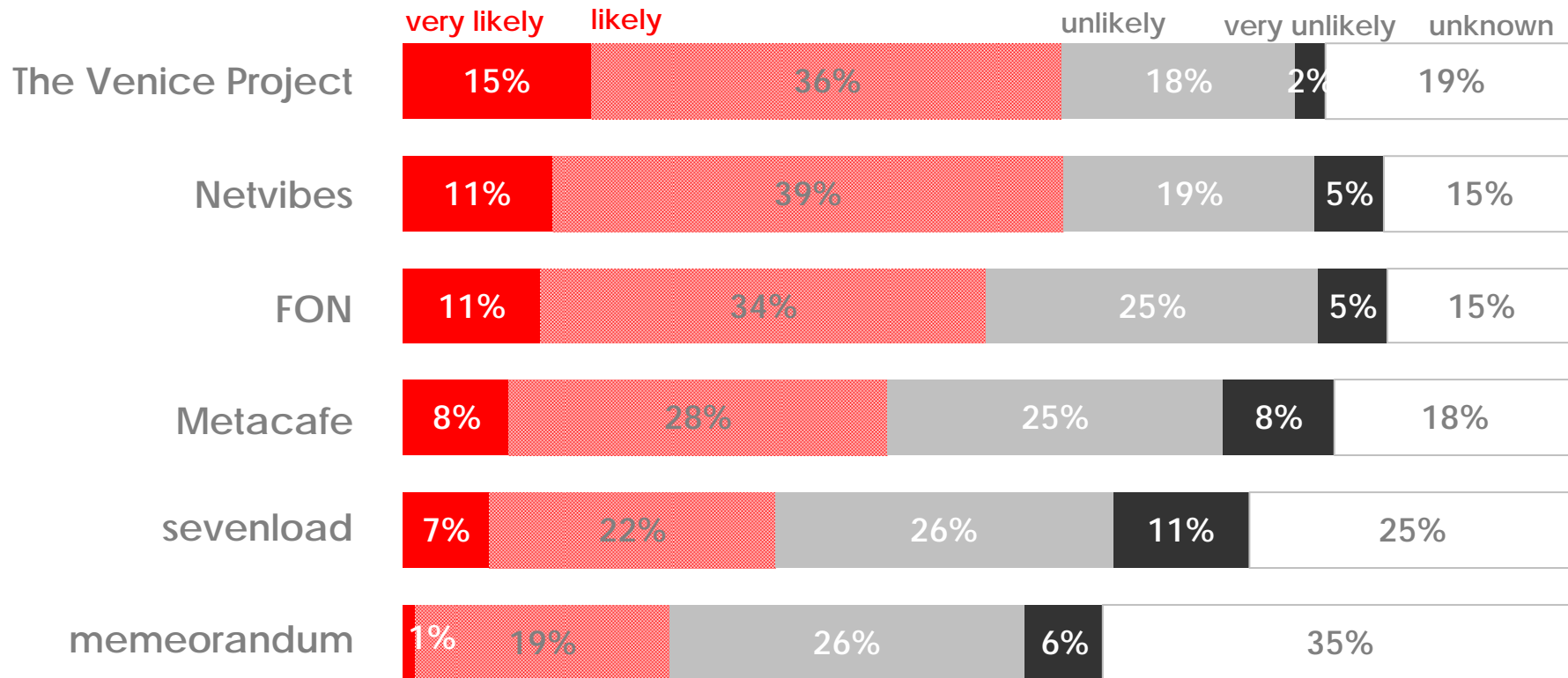


Question: What do you think which business idea or company will be the ‘rising star’ of 2007? (Basis: n = 183, open-ended question)

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Breakthrough in 2007

The Venice Project is most likely to have its breakthrough in 2007

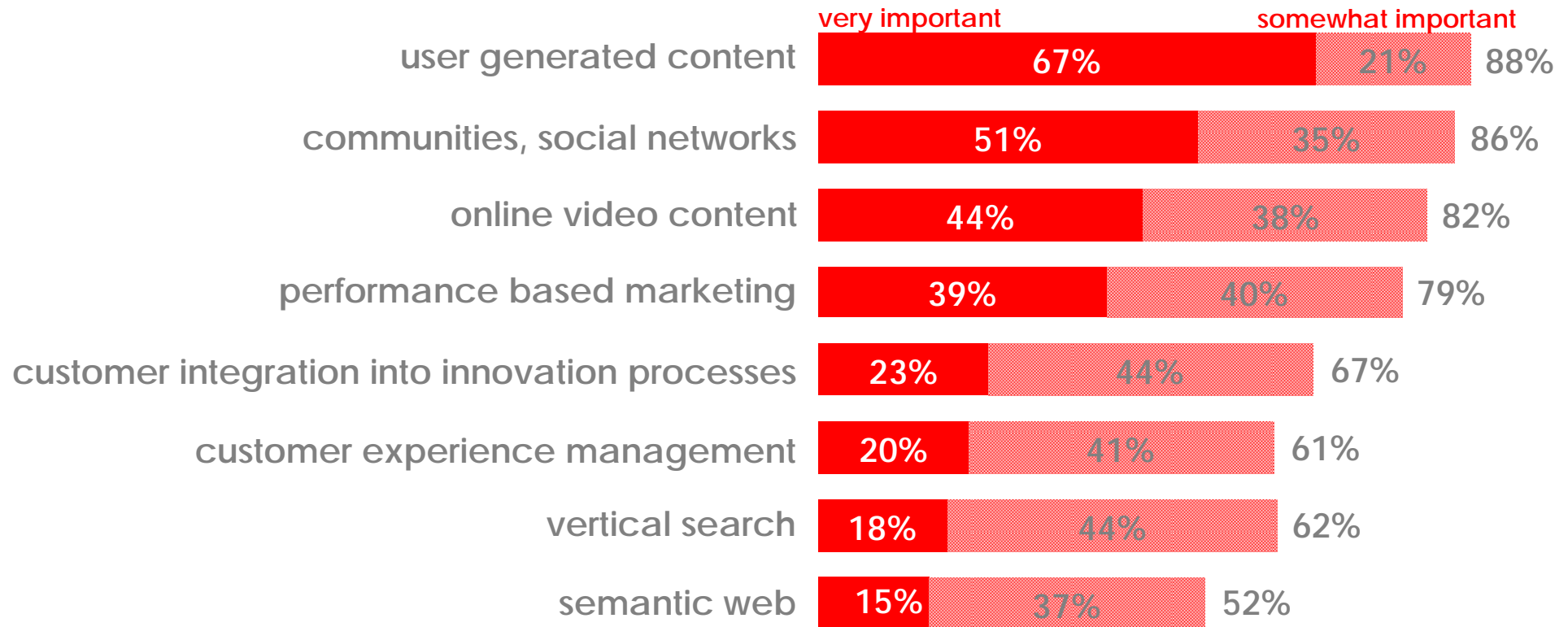


Question: In your opinion, how likely will the following websites/business models have their breakthrough in 2007? (Basis: n = 228) - very likely, likely, unlikely, very unlikely, unknown

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Important Topics in 2007

User generated content is expected to be “the topic of 2007”

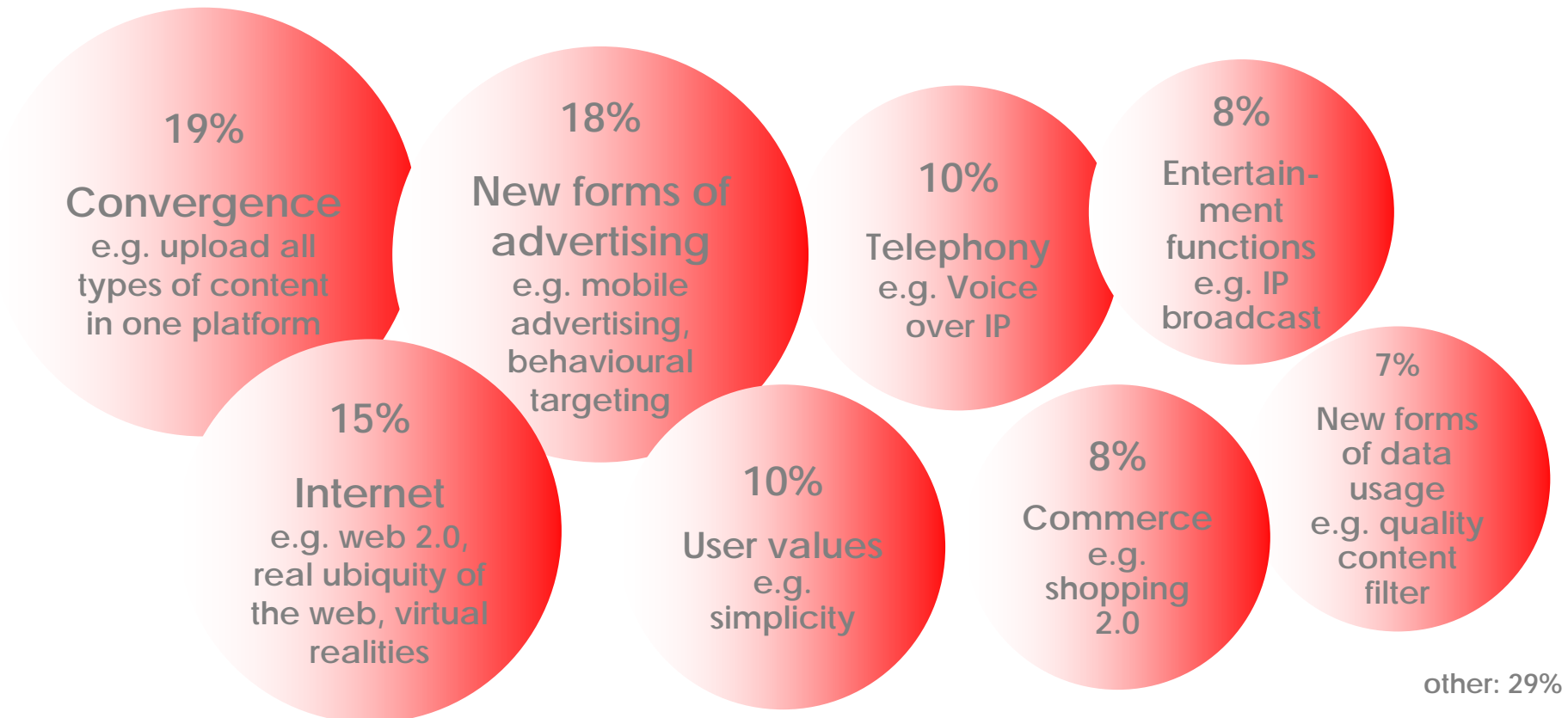


Question: How important will the following subjects/topics be in 2007?(Basis: n = 228)
- very important, somewhat important, rather not important, not important at all, unclear

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Other Important Topics in 2007

Also very important: Handling the diversity of data and advertising



Question: If there are any other subjects which you think will be very important in 2007, please note them here. (Basis: n = 62, open-ended question, multiple responses)

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Method

Demographics

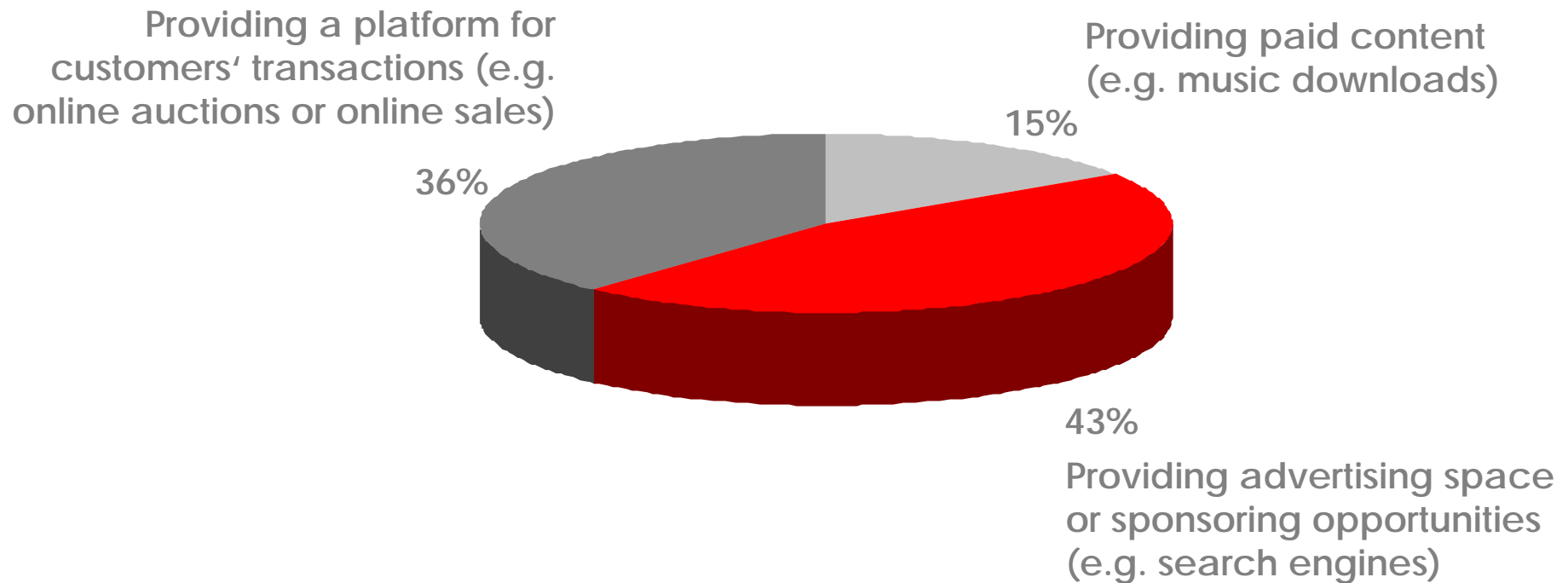
Trends 2006

Trends 2007

Outlook

Best Business Model

The Internet is perceived to be mostly an advertising platform, followed by its usage for transactions – paid content is on the last position!

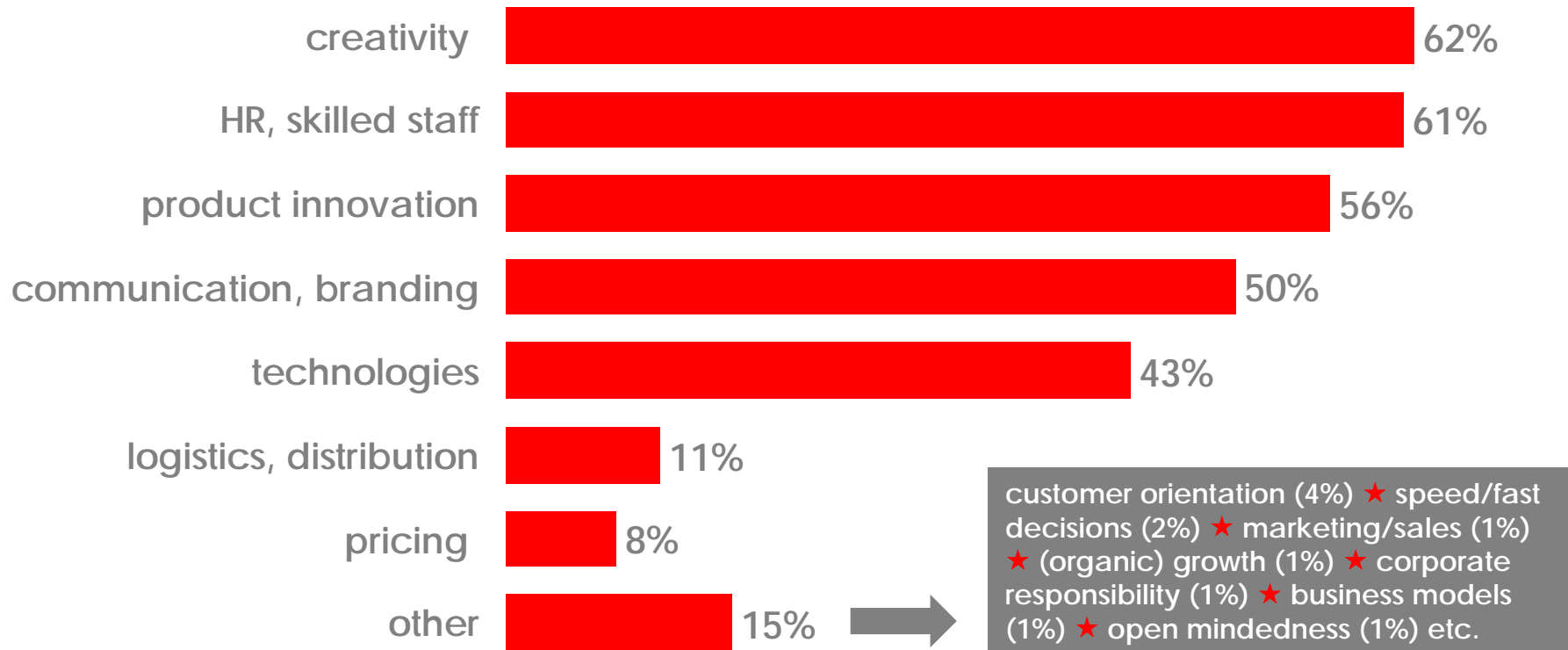


Question: In the future, which of the following will be the best business model to earn money on the Internet? (Basis: n = 228)

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Focus in order to manage the major challenges

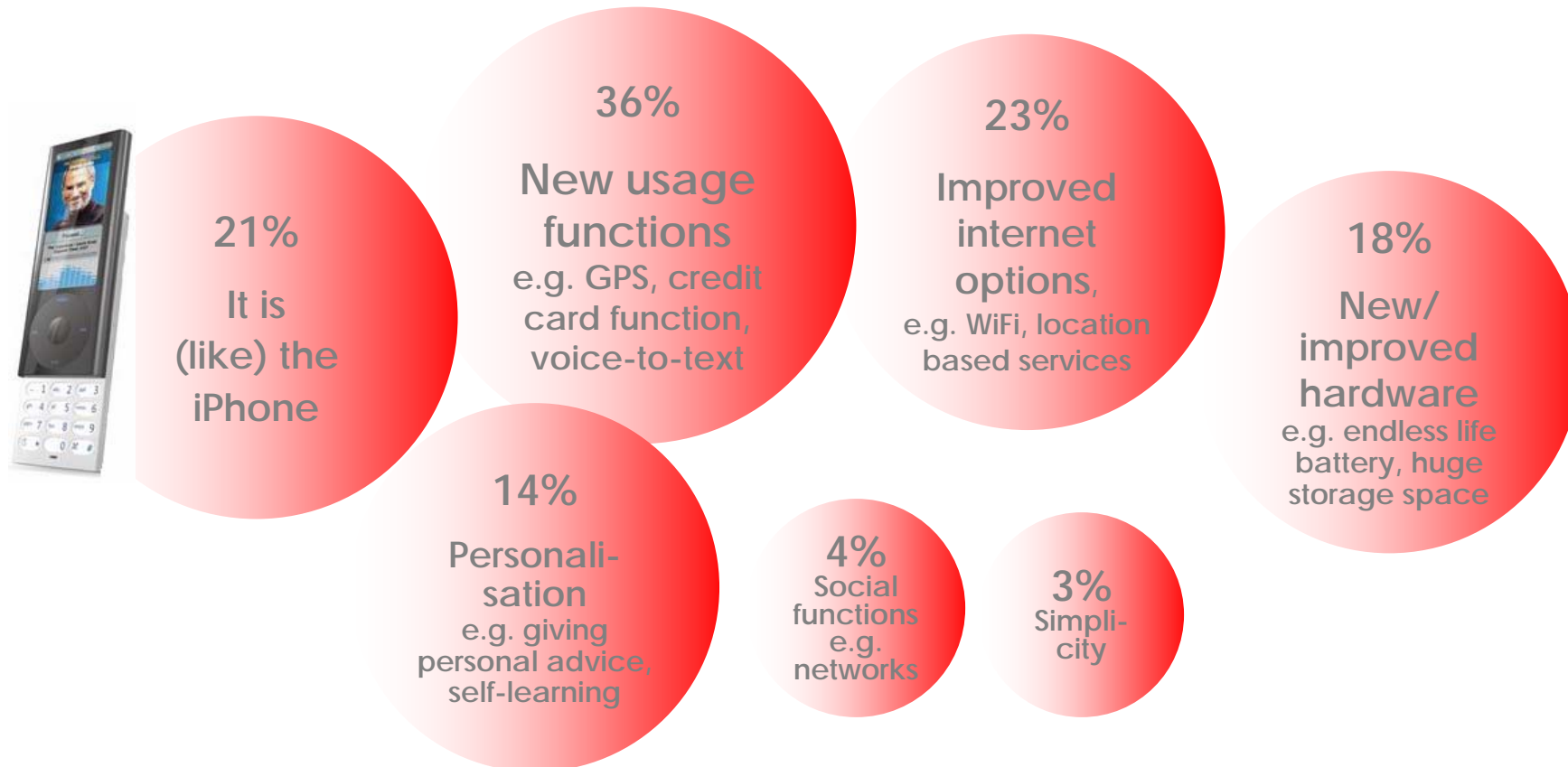
Creativity and people are still the most important assets of a company



Question: Which of the following areas should a company in your industry focus on in order to manage the major challenge of the future? (Basis: n = 228, multiple responses)

The Perfect Mobile Electronic Device

Simple answer for many respondents: It is (like) the iPhone ...



Question: Imagine the perfect mobile electronic device: Which innovative functions should it have besides the basic functions? (Basis: n = 166, open-ended question, multiple responses) 22

The Respondents' Advice For Germany I

The general business conditions in Germany as well as the personal attitude could well be improved in the respondents' opinion

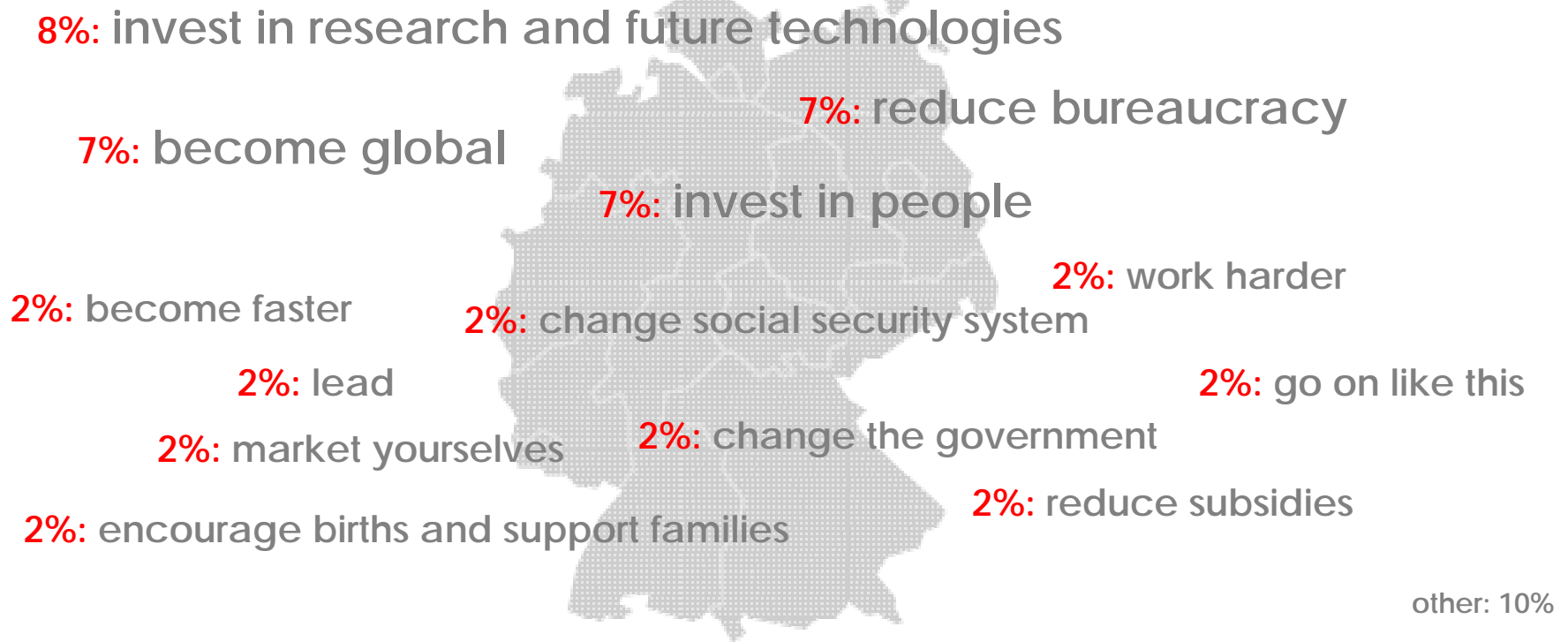


Question: What is your advice for Germany to sustain or even extend its role as one of the leading economies of the world? (Basis: n = 192, open-ended question, multiple responses)

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The Respondents' Advice For Germany II

The general business conditions in Germany as well as the personal attitude could well be improved in the respondents' opinion



Question: What is your advice for Germany to sustain or even extend its role as one of the leading economies of the world? (Basis: n = 192, open-ended question, multiple responses)

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Contact

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