

zehnvier



## CP Barometer

### Selected Results from the Autumn 2009 Survey

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The CP Barometer provides regular reports on the state of the corporate publishing sector in German-speaking countries and sheds light on current developments and trends.

### ***The CP Barometer ...***

- ... is the **industry barometer for the corporate publishing sector** in German-speaking countries (Germany, Austria, Switzerland).
- ... provides regular information about the **current climate in the market and important trends** and addresses a **key topical issue** in every edition of the survey.
- ... is surveyed on behalf of the **European Institute for Corporate Publishing (EICP)** by the strategy consultancy, **zehnvier**.
- ... is conducted **twice a year as an online survey amongst a set group of respondents** (two panels each **with approx. 50 respondents** – corporate publishing executives from **companies** and **representatives of CP service providers**).
- ... surveys **supply- and demand-side perspectives**, by dividing respondents into “principal” corporate publishers (companies) and “agent” CP service providers.
- ... was conducted for the second time in autumn 2009 (**survey period: Sep./Oct. 2009**).
- ... in its current edition addresses the **role corporate publishing plays in employee communication**.

CP is eminently suitable as a employee communication and retention tool.

## Chart: agreement with various statements in relation to employee communication

### Companies

	Top 2 Boxes trifft (voll und ganz) zu
Die Instrumente des Corporate Publishing sind sehr gut geeignet, um Mitarbeiter zu informieren und an das Unternehmen zu binden.	82.5
Im Bereich MA-Kommunikation werden wir künftig vermehrt auf cross-mediale Konzepte setzen, die el. Medien und Printmedien miteinander verknüpfen.	72.5
Die Corporate Publishing-Aktivitäten für unsere Mitarbeiter sind in den letzten zwei Jahren immer hochwertiger geworden.	64.9
Wir werden in Sachen Mitarbeiterkommunikation in Zukunft verstärkt in neue Medien investieren.	42.5
Künftig werden wir im Bereich der Mitarbeiterkommunikation Budgets von klassischen Medien in neue Medien umschichten.	35.1

Figures in %, in descending order  
starting with top 2 boxes  
n = 37 - 40

### Service Providers

	Top 2 Boxes trifft (voll und ganz) zu
Die Instrumente des Corporate Publishing sind sehr gut geeignet, um Mitarbeiter zu informieren und an ein Unternehmen zu binden.	100.0
Im Bereich MA-Kommunikation sind künftig vermehrt cross-mediale Konzepte gefragt, die el. Medien und Printmedien miteinander verknüpfen.	85.0
Wenn es um CP-Projekte im Bereich der Mitarbeiterkommunikation geht, haben die Unternehmen heute höhere Qualitätsanforderungen als vor zwei Jahren.	80.6
Die auftraggebenden Unternehmen werden in Sachen Mitarbeiterkommunikation in Zukunft verstärkt in neue Medien investieren.	72.5
Künftig werden im Bereich der Mitarbeiterkommunikation Budgets von klassischen Medien in neue Medien umgeschichtet werden.	47.5

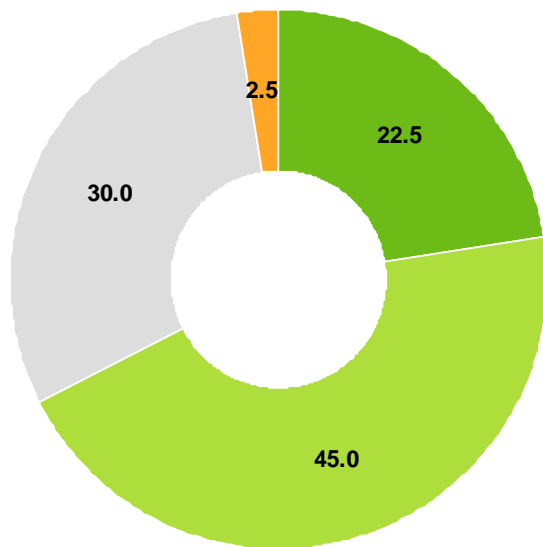
Figures in %, in descending order  
starting with top 2 boxes  
n = 31 - 40

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More than two-thirds of companies and more than three-quarters of service providers rate CP as absolutely key or very important in employee communication.

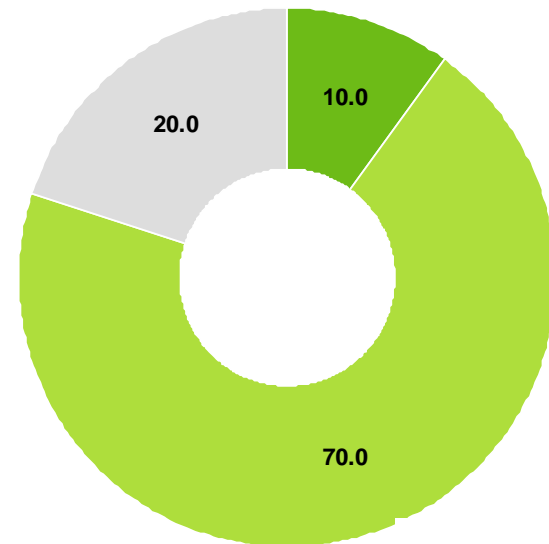
**Charts: importance of CP activities as part of employee communications**

*Companies*



Figures in %, n = 40

*Service Providers*

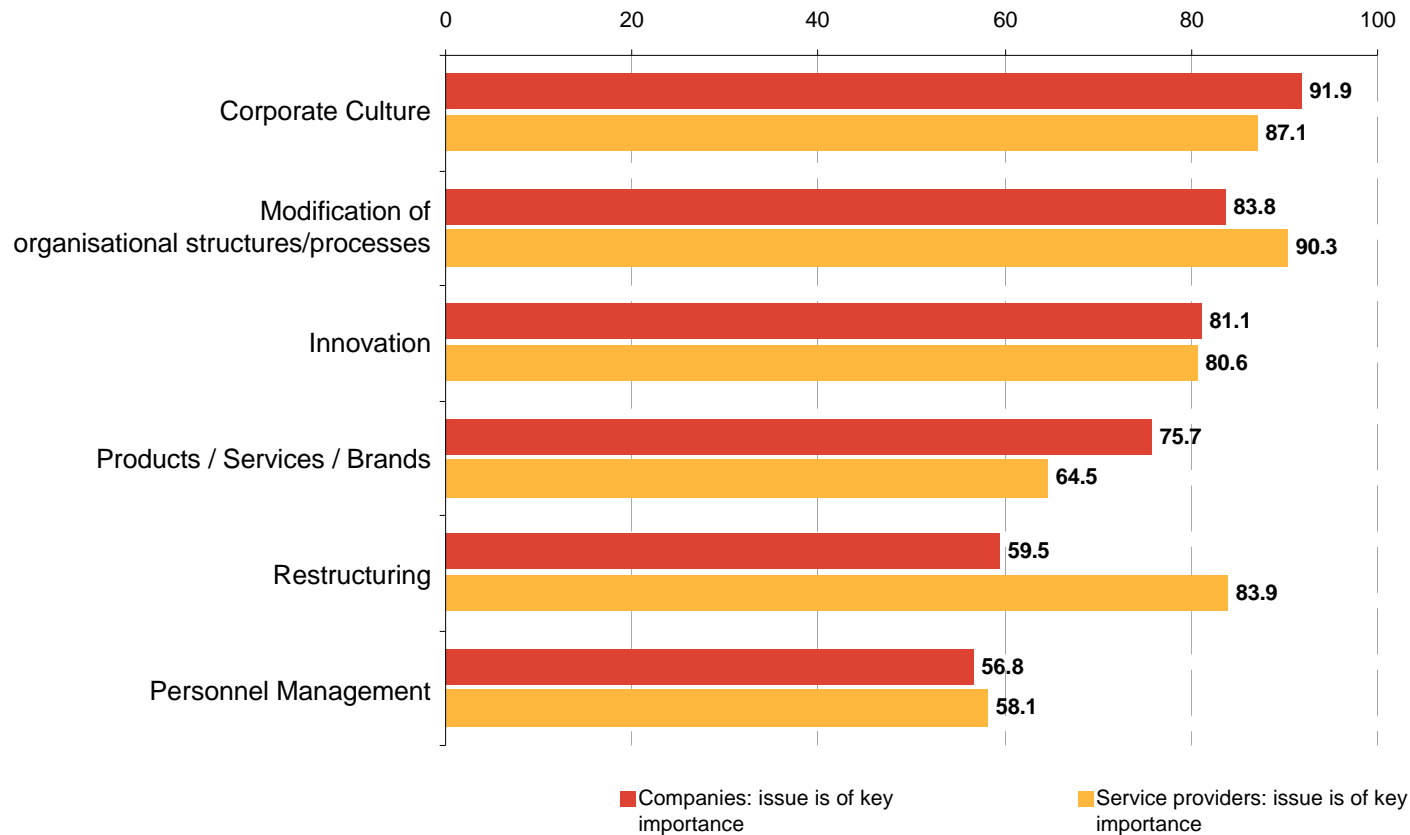


Figures in %, n = 40

- absolut entscheidend
- sehr wichtig
- wichtig
- nicht so wichtig
- unwichtig

Employee communication focuses on corporate culture, organisational issues and the subject of innovation.

**Chart: importance of specific issues in employee communication**

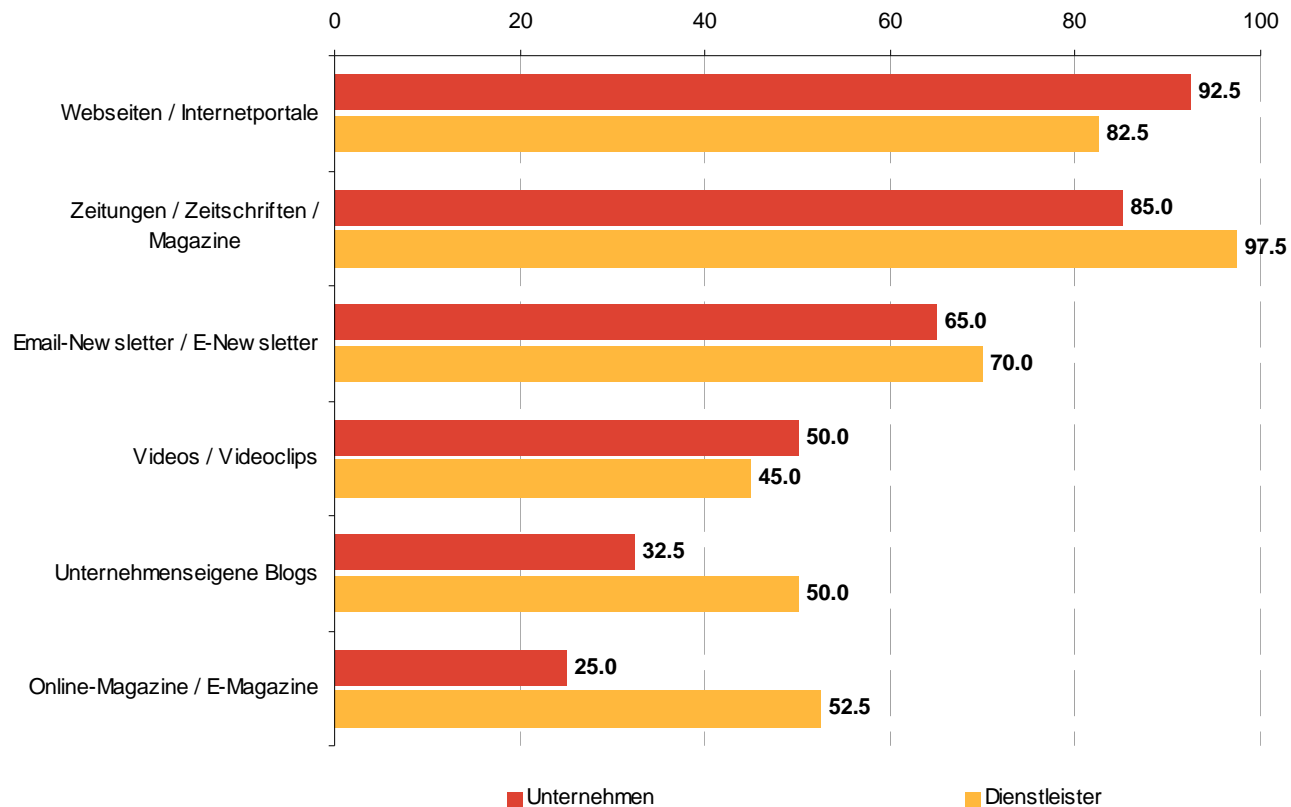


Figures in %, mentions > 50%, n (cos.) = 37, n (sp) = 31

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Websites, magazines and e-mail newsletters will in future mainly be used for employee communication purposes.

**Chart: CP media that will in future be used for employee communication purposes**



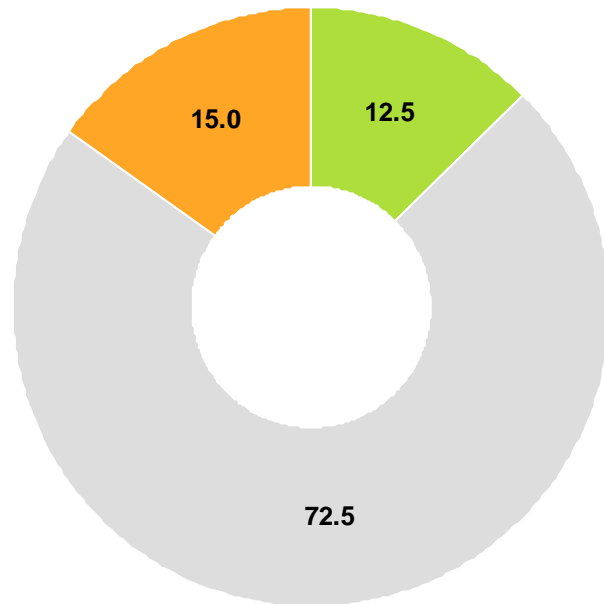
Figures in %, selected media, n (cos.) = 40, n (sp) = 40

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In relation to employee communication, companies will in future also invest in corporate publishing.

**Charts: future trends in corporate publishing budgets for employee communication**

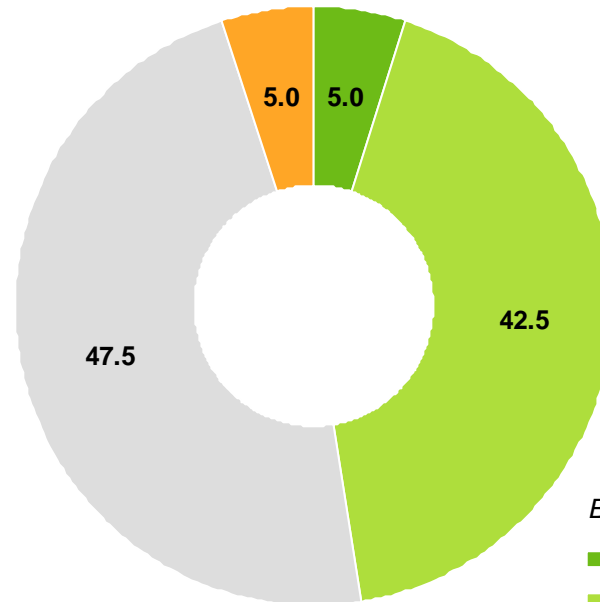
*Companies*



Figures in %, n = 40

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*Service Providers*



Figures in %, n = 40

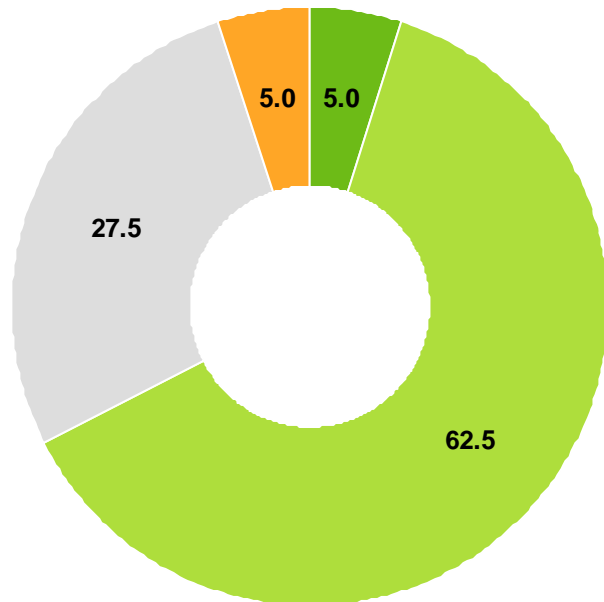
*Budgets werden:*

- stark wachsen
- wachsen
- gleich bleiben
- abnehmen
- stark abnehmen

Both companies and service providers rate the CP market situation as very positive in the next six months.

**Chart: assessment of overall market situation in corporate publishing in the next six months**

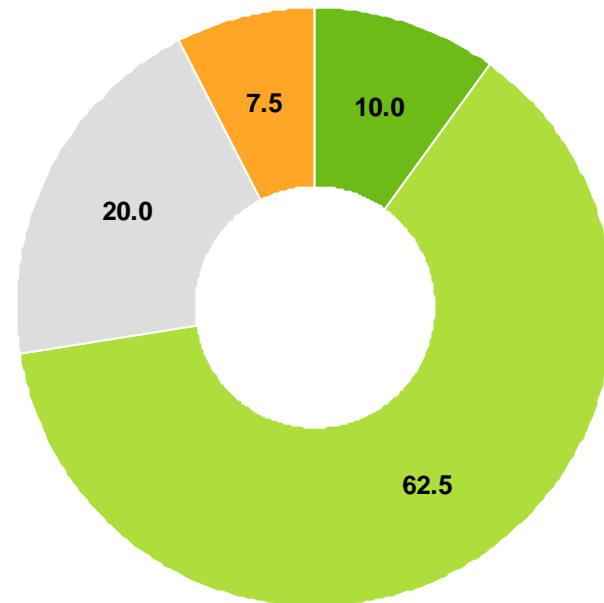
*Companies*



Figures in %, n = 40

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*Service Providers*

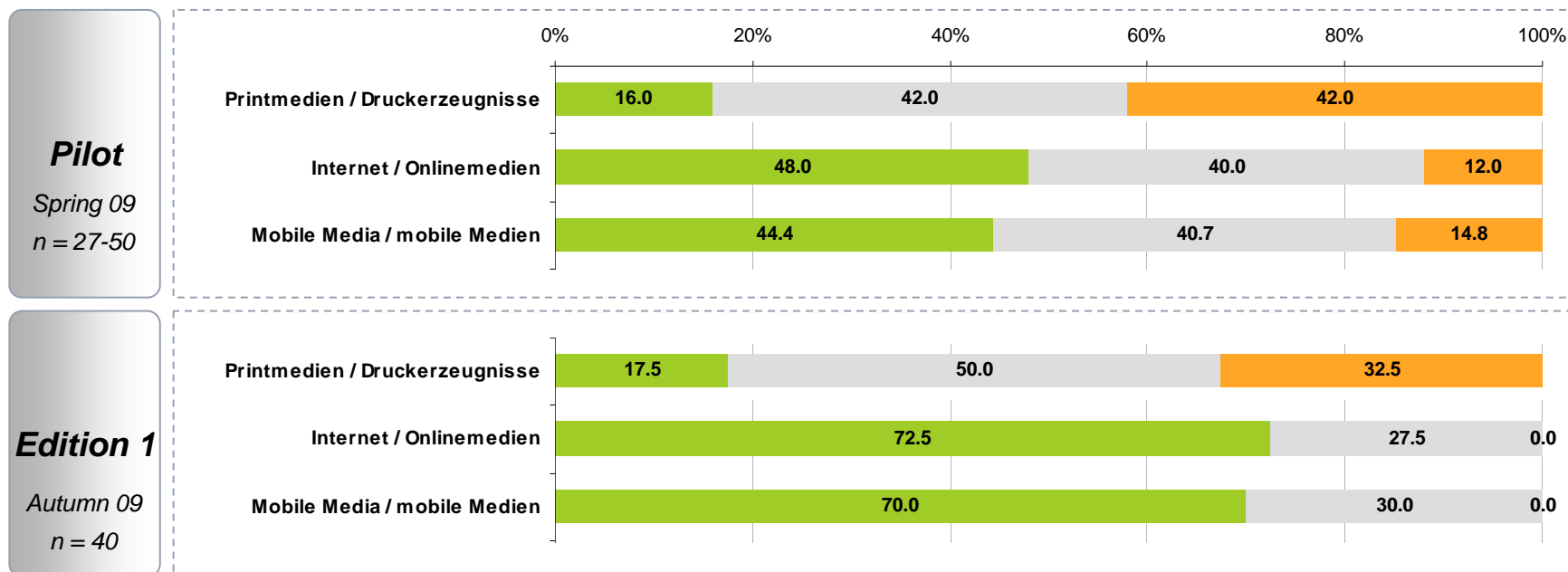


Figures in %, n = 40

- sehr positiv
- positiv
- mittelmäßig
- negativ
- sehr negativ

A comparison of each survey edition currently shows an even more positive rating of future budgets, especially for online and mobile media, than in the spring.

**Question:** how do you rate future trends in your corporate publishing budgets, according to media segment(s)?



Respondents: CP executives  
in companies / figures in %

■ Budget will grow (substantially) ■ Budget will remain the same ■ Budget will decrease (substantially)