

Corporate publishing market is hugely underrated

EICP study: more than 14,000 customer magazines in German-speaking countries

Munich, 8 May 2008 – The corporate publishing market is growing in importance, yet a great deal of the sector's potential is not being exploited to the full. This is the conclusion reached by the first-ever baseline study of the corporate publishing market in Germany, Austria and Switzerland.

97 percent of the 250-plus-headcount companies surveyed operate as corporate publishers in these three countries. That figure alone accounts for 7,200 business-to-consumer and 7,700 business-to-business customer magazines. "The baseline study corroborates the fact that corporate publishing is one of the most important communication disciplines nowadays. Companies are investing some 2.2 billion Euros annually in B2C and B2B magazines alone," Dr. Clemens Koob, Managing Director of *zehnvier*, explained.

The Swiss market research institute, *zehnvier*, carried out the study on behalf of the European Institute for Corporate Publishing (EICP). The groundwork for the study was carried out by the following members of the Institute's Academic Consultative Committee - Prof. Kurt Weichler, Gelsenkirchen University of Applied Sciences, Prof. Ivo Hajnal, University of Innsbruck, Prof. Norbert Winistörfer, North-West Switzerland University of Applied Sciences and Prof. Helmut Schneider from Steinbeis-University, Berlin.

The first section of the study is an analysis of the customer magazine market. Employee communication, corporate books, business reports and electronic media segments are due to be analysed in Part II, which is scheduled in 2009.

Print remains substantial

„The core result of this study shows that the corporate publishing market is still underrated," Professor Kurt Weichler from Gelsenkirchen University of Applied Sciences emphasised. "At almost 15,000 publications, considerably more companies are using magazines for image cultivation and customer retention purposes than previously anticipated."

The print segment continues to be of primary importance - 77 percent of companies continue to rely primarily on printed publications. "It is interesting to note that shifting the corporate publishing budget emphasis from conventional print media to new media is only an issue for 23 percent of the companies surveyed", Prof. Helmut Schneider Steinbeis-University, Berlin, explained. In fact a majority of those surveyed will also increasingly invest in new media in the future, as well as maintaining existing budgets.

Media coordination is gaining in importance

Seven out of ten companies see cross-media concepts playing an increasingly important role alongside conventional print products. "The study shows quite clearly that the CP market is generating concepts for all forms of media and is thus exploiting the potential of media coordination more and more," Manfred Hasenbeck, Chairman of Forum Corporate Publishing, emphasised.

More than half of those companies surveyed attribute growing importance to the CP sector. For this reason the number of service providers in this sector will grow rapidly. "The emergent corporate publishing market is in a continuous state of development, and therefore needs to meet the challenges that new markets and media entail," explained FCP Management Board member Wilfried Lültsdorf, who was involved in actioning the study on behalf of the association.

The trend towards customising CP products even more is validated by the study. The community idea is increasingly gaining acceptance in companies. Practically every third company intends to cater even more specifically for relevant target groups. However many companies are still not exploiting corporate publishing opportunities to the full. Thus CP products are not acknowledged as a means of canvassing potential customers and driving sales processes forward.

About the 2008 Corporate Publishing Baseline Study

The market research company, *zehnvier*, was responsible for conceptually designing the study in close consultation with the European Institute for Corporate Publishing (EICP). Companies with at least 250 employees, operating in Germany, Austria and Switzerland, were defined as the population. The results of the study are based on 305 individual interviews with corporate publishing

executives/decision-makers. These were conducted online at the beginning of 2008, using CAWI (Computer Assisted Web Interviewing).

About the European Institute for Corporate Publishing (EICP)

The first-ever European Institute for Corporate Publishing was established in 2006 on the initiative of the Munich-based industry association, Forum Corporate Publishing (FCP). The responsibilities of the Institute include providing sector-specific basic and further academy, university and on-the-job education and training at various levels; background and applications-related research; consultancy and knowledge/skills transfer. Twelve universities in Germany, Austria and Switzerland are represented on the Institute's Academic Consultative Committee.

About Forum Corporate Publishing

Forum Corporate Publishing is a membership organisation incorporating more than 80 CP providers from Germany, Austria and Switzerland. They provide a very broad range of corporate communication services, from conventional print products through to new electronic media. The Forum is Europe's largest association of corporate publishing service providers.

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