

50. IFA

50 Edition
IFA

IFA Opening Press Conference

1 September 2010

Dr. Rainer Hecker

Chairman of the Supervisory Board of gfu mbH

50. IFA – Retrospection

Since the first IFA in 1924 a lot of things happened, but IFA has always been a...

- promoter of groundbreaking innovations
- business platform with continuously increasing order volume
- platform for media
- center stage for novelties, politics, stars and starlets

50.IFA – Just a few innovative milestones...

The world's first
electronic TV
broadcasting



1931

1935

1967

1981

50.IFA – Just a few innovative milestones...

Introduction of the magnetic tape, the “Magnetophon”



1931 **1935** **1967** **1981** **1985**

50.IFA – Just a few innovative milestones...

Premiere of
PAL color TV



1931

1935

1967

1981

1985

1991

50.IFA – Just a few innovative milestones...

Premiere of
CD technology



1931

1935

1967

1981

1985

1991

1995

50.IFA – Just a few innovative milestones...

Premiere of
analog HDTV



1935

1967

1981

1985

1991

1995

2005

50.IFA – Just a few innovative milestones...

Premiere of MP3
audio coding



1967

1981

1985

1991

1995

2005

2007

50.IFA – Just a few innovative milestones...

First receivers
for DVB – Digital
Video Broadcast



1981

1985

1991

1995

2005

2007

2008

50.IFA – Just a few innovative milestones...

Start of digital
HDTV broadcasting

HD TV

1985

1991

1995

2005

2007

2008

50.IFA – Just a few innovative milestones...

Web based
TV content



1991

1995

2005

2007

2008

50.IFA – Just a few innovative milestones...

First 3D-TV sets



1995

2005

2007

2008

50. IFA – Retrospection

Some more recent milestones in the development of IFA:

50. IFA – Retrospection

2006 First annual IFA

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2007

Trade and retail
buying groups join IFA
as active partners

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2008

IFA integrates
home appliances

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2009

Segment of
home appliances
even expanded

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2010

Euronics relinquishes
its own autumn fair
and includes it into IFA

50. IFA - Presence

Today, IFA is...

- the international meeting point for industry, retail, media and customers.
- a market place with huge order volume > 3 billion Euros.
- the most important global media event.
- the fair with continuous and strong increase of international attendees.
- the fair with the most product and technology premieres.
- a stage for excellent entertainment and show.
- a platform for media politics.

50. IFA – Future

Tomorrow, IFA will be continuing and increasing its unique features by focusing the needs of its target groups.



50. IFA – Market CE I

Global Market Consumer Electronics 2010



2007	589 Bil. €		
2008	593 Bil. €		+1%
2009	554 Bil. €		-7%
Forecast			
2010	582 Bil. €		+5%

Source: gfu, GfK 08/2010

50. IFA – Market CE II

Global market TV sets:
in Million units



Plasma

LCD-TV



CRT-TV

190

229

238

252

260

2007

2008

2009

2010
Forecast

2011
Forecast

Source: gfu, GfK 07/2010

50. IFA – Market CE III

European Market Consumer Electronics 2010



2007	212 Bil. €		
2008	200 Bil. €	➔	-5%
2009	175 Bil. €	➔	-12%
Forecast			
2010	180 Bil. €	➔	+3%

Source: gfu, GfK 08/2010

50. IFA – Market CE V

German Market Consumer Electronics 2000/2010



Consumer Electronics

Turnover 2000 vs. 2010

2000 19,3 Bil.€

Forecast

2010 25 Bil.€

↑ +30%

Source: gfu, GfK 08/2010

50. IFA – Market CE VI

German Market Consumer Electronics 2000/2010



Consumer Electronics 2000 vs. 2010
spendings per household and year

2000 501 €

Forecast

2010 636 €

 **+27%**

Source: gfu, GfK 08/2010

50. IFA – Market CE V

And how will the market develop tomorrow?
In a positive way – and IFA will reflect the trends:

- Still a huge population of CRT TV sets waits for replacement
- HDTV is driving TV sets and HD peripherals
- 3D-TV has started
- Convergence of broadcast and broadband, HbbTV standard
- Brilliant pictures ask for perfect sound
- Increasing multiple ownership
- Home connectivity
- Energy efficiency

50. IFA – IFA TecWatch



IFA TecWatch:

The IFA Innovation Center in its new design, located in Hall 8.1 – right within the visitors' course

TEC 
WATCH

50. IFA – Challenges and Chances

TV and Internet meet on the same screen. This opens a wide range of new business opportunities and challenges as well.

We see new fields of competition in terms of

- consumers' time and budget
- infrastructures and spectrum resources
- access to content

But we also see new dynamic markets for innovative media formats, applications and CE products.

And: IFA is the perfect showcase for all of these developments.

50. IFA – medienwoche@IFA

Successful cooperation with the media congress program
“Berliner Medienwoche 2010”

One of the biggest events of its kind in Europe with more than 15,000 visitors, covering actual topics from

- Media politics
- Media market
- Economic developments
- Business concepts
- Content

50. IFA – medienpolitik@IFA

medienpolitik@IFA within medienwoche@IFA

Patronage: Kurt Beck, Prime Minister of Rhineland-Palatinate
“New Dimensions of Competition in the Digital World”

- Terrestrial Television - Is it Obsolete?
- Television and Internet - Which Business Models will Succeed?
- Access to the Digital Universe - Who Sets the Rules?

6 and 7 September 2010, ICC

50. IFA – Dialog Industry and Environment

Joint forum by the Federal Ministry for Economics and Technology and ZVEI (German Electrical and Electronic Manufacturers' Association):

„Energy efficiency for Home Appliances and Consumer Electronics: Market or regulation?“

Energy efficiency is still a mega trend for both industries.

4 September 2010, IFA Red Lounge

IFA-Opening Press Conference

**Thank you for your attention and
a successful 50. IFA for everyone!**

Dr. Rainer Hecker

Chairman of the Supervisory Board of gfu mbH