

## Market Access

**B**ased on a very competitive environment in Germany, a Canadian multimedia producer needs to bring something unique to the market. This may be in the technological and/or in the creative aspect of the business. In this respect, the challenge for any Canadian multimedia business will be to find a niche in the market, where full service to the German customer can be offered. In view of the constant changes in the industry, it is crucial for a Canadian player to be aware of the implications for its business activities. All products or services offered on the German market should therefore comply with the ongoing level of convergence in the market. The year 2000 has seen a number of mergers on the European media scene. The German market

is now largely controlled by major players like Leo Kirch, Springer, RTL, Burda and the Bertelsmann Group. All of them are in the process of integrating multimedia aspects into their traditional businesses, which include publishing and music, as well as film production and distribution. They are all aware of the enormous potential of this sector and want to capitalize on it. At the same time, a number of small and medium-sized companies are competing to provide multimedia services to Germany's corporate community. Companies such as Pixelpark and Livingnet usually strive to provide their clients with a full-service package for all of their online needs.

## Information Sources

There are some pertinent Web sites...

**German trade association of multimedia producers [some information available in English]:** <http://www.dmmv.de>

**Market research information on European multimedia trends [English]:**  
<http://www.screenigest.com>

**European Information Technology Observatory:** <http://www.eito.com>

**Listing of 3000 multimedia companies in Germany [in German only]:** <http://www.whois.de>

...and some sector-specific trade shows.

**CeBIT, Hannover, March 22 - 28, 2001:**  
<http://www.cebit.de>  
The world's largest information technology trade show has dedicated halls to all aspects of the industry.

**Multimedia Market and Congress Stuttgart, May 2-4, 2001:**  
<http://www.messe-stuttgart.de/multimedia>  
This trade show and convention, which is in its fifth year and is still building an international exhibitor base, focusses on multimedia.

**Internet World, Berlin, May 15 - 17, 2001:**  
<http://www.internetworld.com>

This trade show focusses on Internet applications and services. It largely appeals to end consumers and therefore mostly attracts Internet companies that are involved in business-to-customer (B2C) commerce activities.

**Exponet, Cologne, October 20 - 22, 2001:**  
<http://www.exponet.de>

This show focusses on the business-to-business (B2B) aspect of the Internet business. Top players of the industry are present here, and visitors are restricted to "trade only."

**Frankfurt Book Fair, October 10 - 14, 2001:**  
<http://www.frankfurter-buchmesse.de/>

The Frankfurt Book Fair features a hall dedicated to electronic media. In addition, the show serves as an excellent platform to find partnering companies in the area of content licencing and distribution.

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