

HIGH TECH

ON MEDIA COMPANIES

INVESTMENT PERSPECTIVE

RESEARCH TEAM: PROF. DR. BORG-KÜHNLE, PROF. DR. UWE EIGENREIS, SAMUEL TRIES, FVON HEITMANN, ANNA KREISS, MARCEL WERNER

RESEARCH DESIGN

The overriding interest of this research is to gain insights about the influence of high technologies on business models of media companies. To answer the underlying questioning, a mixture of qualitative and quantitative research was conducted. For this part of the research, the corporate perspective was of particular interest. In total, 432 investments were found, categorized and surveyed, thereof 226 of media companies.

INVESTMENT CASES

Reason for investigation

Identification of the main target industries and technologies in which media companies and their corporate ventures invest.

Selection

Examination of German top tier media conglomerates and their corporate venture capital subsidiaries (CVCs) as well as big funds with participation of media companies. Only investment cases with at least one partner located in Germany were examined. Examination period: April/May 2018.

Procedure

- Identification of the investment parties, date, volume and industry of the target company.
- Categorization into TIME and Non TIME companies, High, Mid and Low Tech and different phases of the Gartner Hype Cycle.
- Interpretation of the results.

TECHNOLOGIES WERE CLUSTERED IN THREE LEVELS

HIGH TECH

technologies appearing on the Gartner Hype Cycle of Emerging Technologies

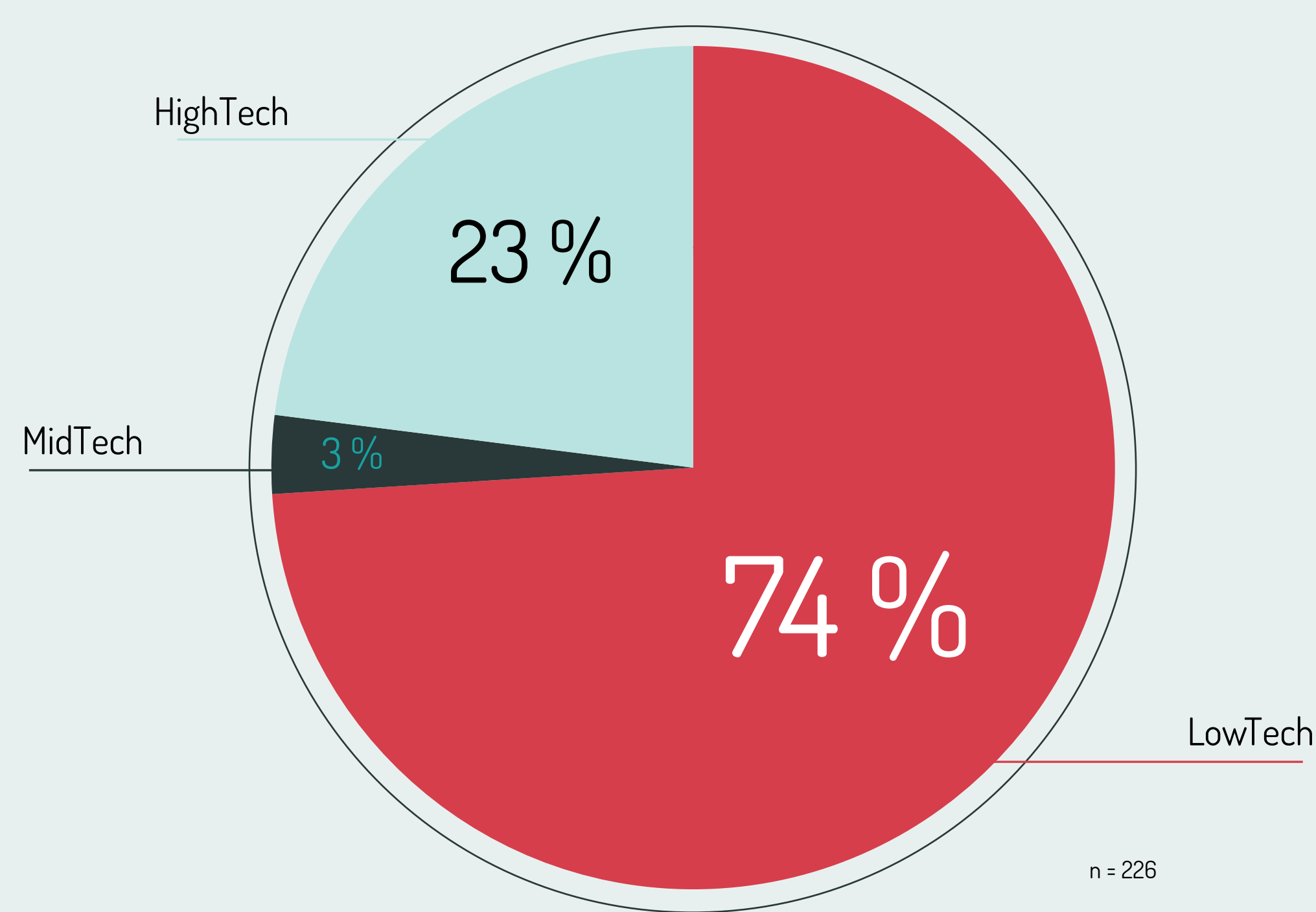
MID TECH

high technologies which are no longer on the Gartner Hype Cycle

LOW TECH

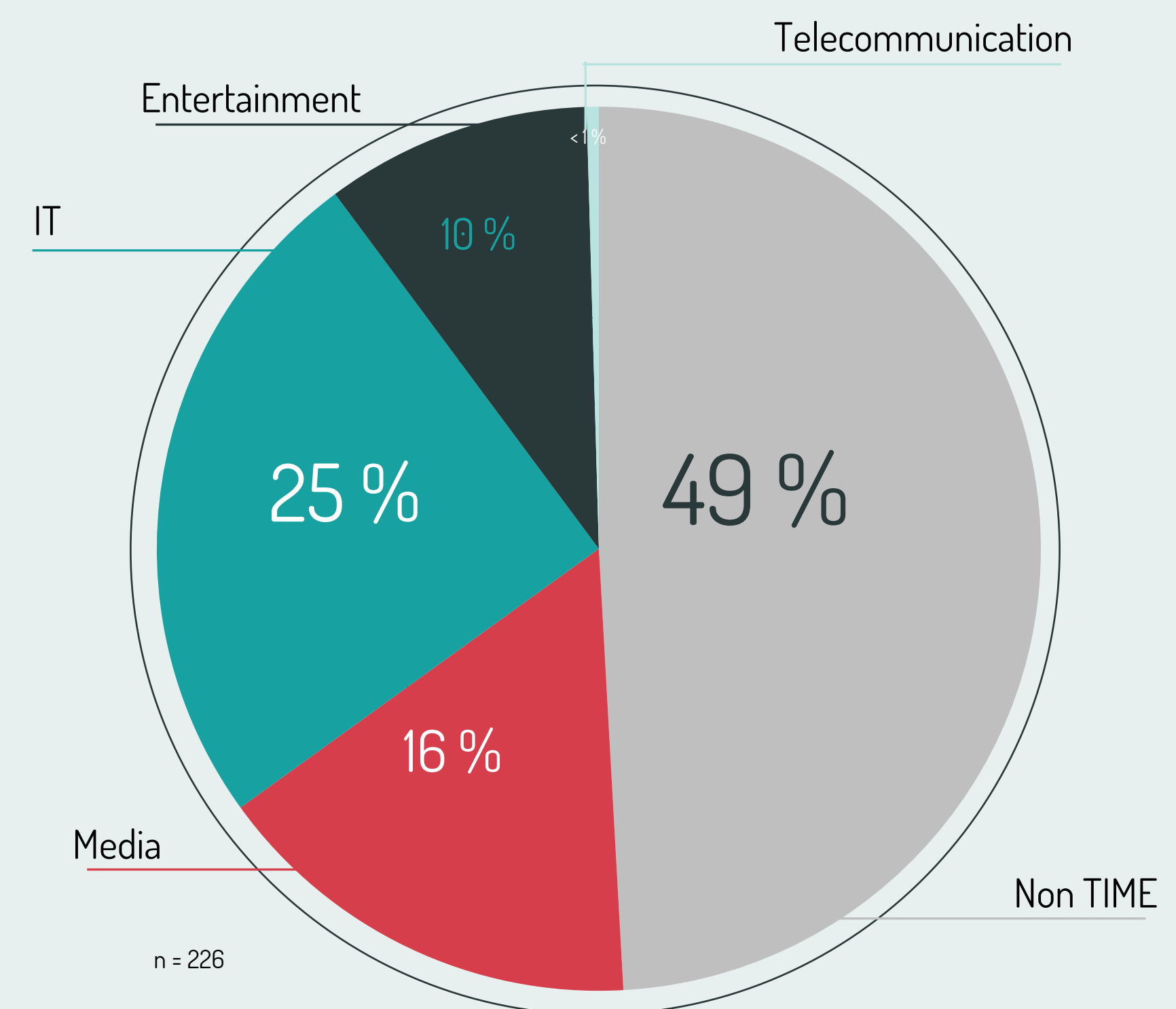
technologies such as platforms, websites and apps

LOWTECH & NON MEDIA TARGET INDUSTRIES DOMINATE THE INVESTMENTS OF MEDIA COMPANIES



TECHNOLOGY CATEGORIES OF MEDIA INVESTMENTS

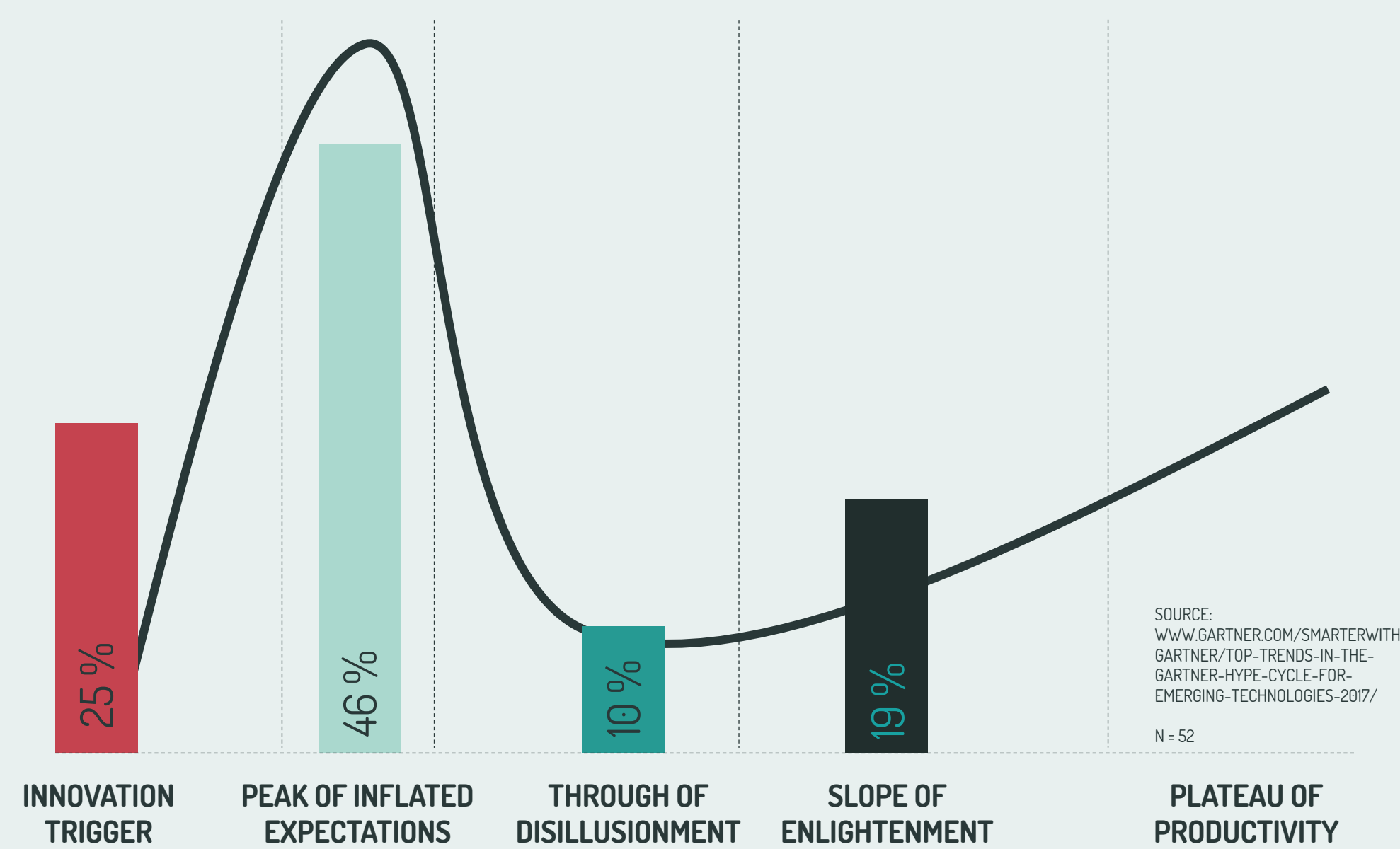
ONLY 23% OF 226 TOTAL MEDIA COMPANIES' INVESTMENTS (I.E. n = 52) WERE IN TECHNOLOGIES THAT CAN BE FOUND ON THE GARTNER HYPE CYCLE.



TARGET INDUSTRIES OF MEDIA INVESTMENTS

84% OF INVESTMENTS BY MEDIA COMPANIES WERE IN COMPANIES FROM OTHER INDUSTRIES SUCH AS IT.

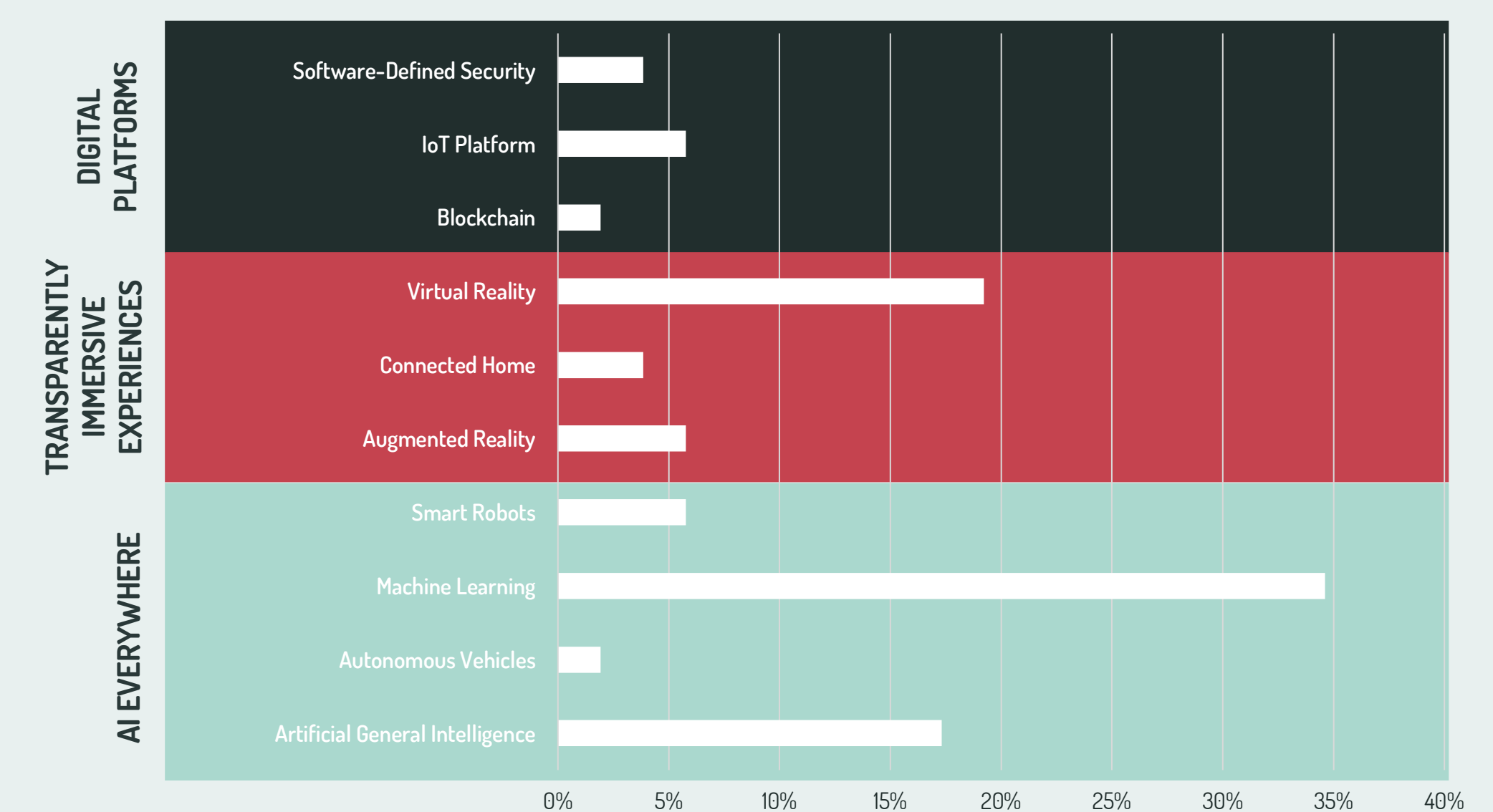
WHEN MEDIA COMPANIES INVEST IN HIGH TECHNOLOGY, THEY DO SO IN THE PEAK OF INFLATED EXPECTATIONS PHASE



TECHNOLOGIES INVESTED IN

MEDIA COMPANIES PREFER TO INVEST IN TECHNOLOGIES IN THE PEAK OF INFLATED EXPECTATIONS PHASE - ALMOST HALF OF 52 INVESTMENTS BELONG TO THIS PHASE.

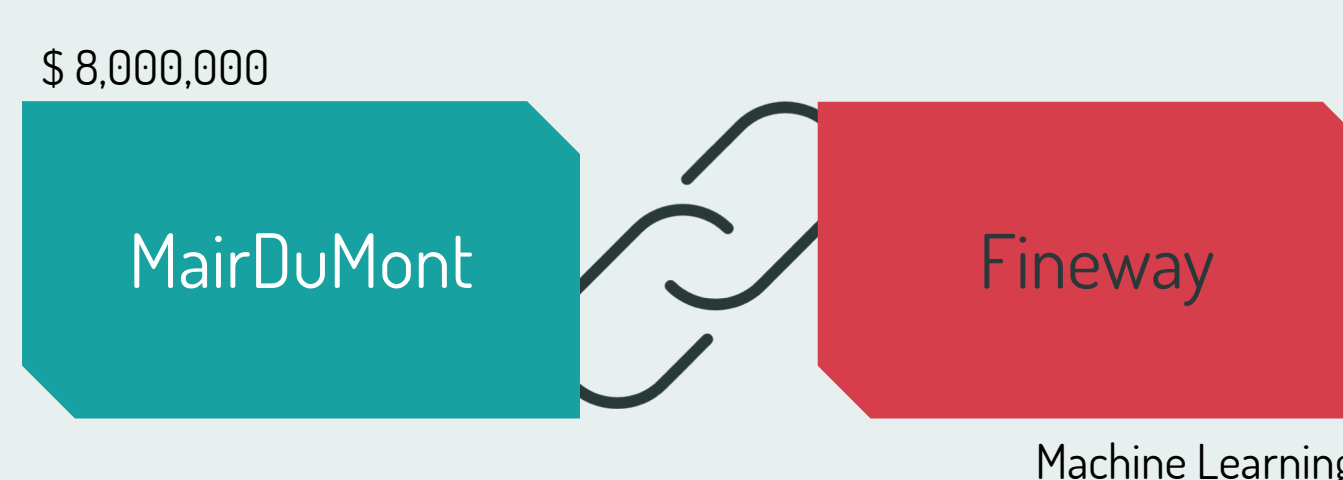
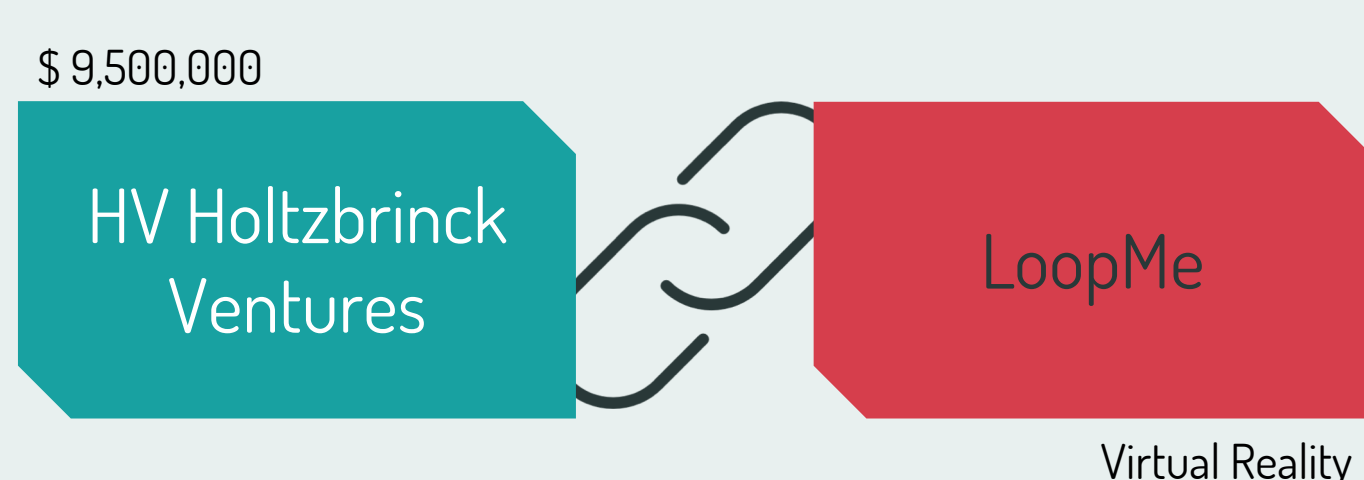
2 OUT OF THE TOP 3 HIGH TECH INVESTMENTS FROM MEDIA COMPANIES FOLLOW THE AI EVERYWHERE TREND



TECHNOLOGIES INVESTED IN

MORE THAN TWO THIRDS OF 52 INVESTMENTS ADDRESSED MACHINE LEARNING, VIRTUAL REALITY AND ARTIFICIAL GENERAL INTELLIGENCE.

EXAMPLE CASES



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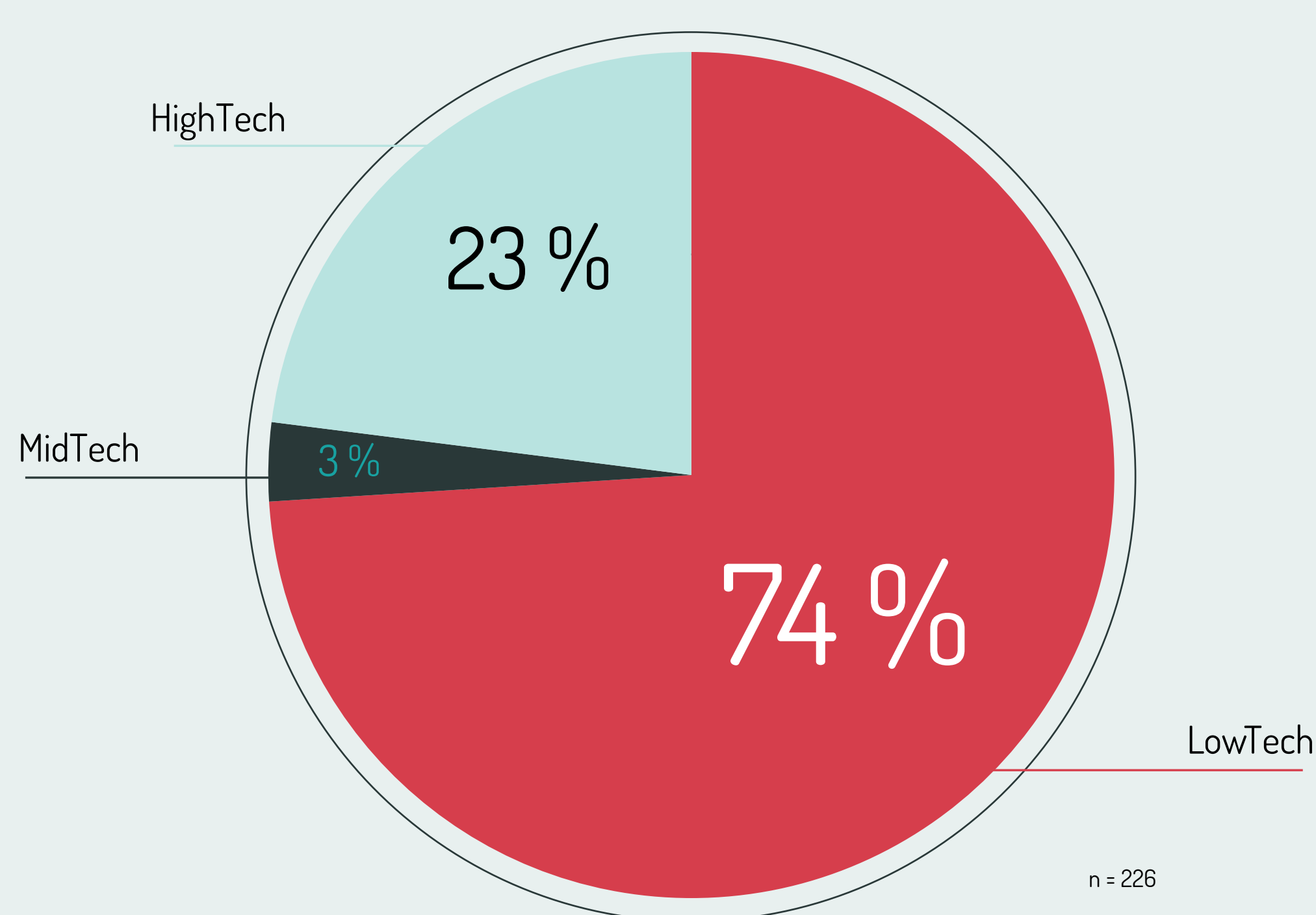
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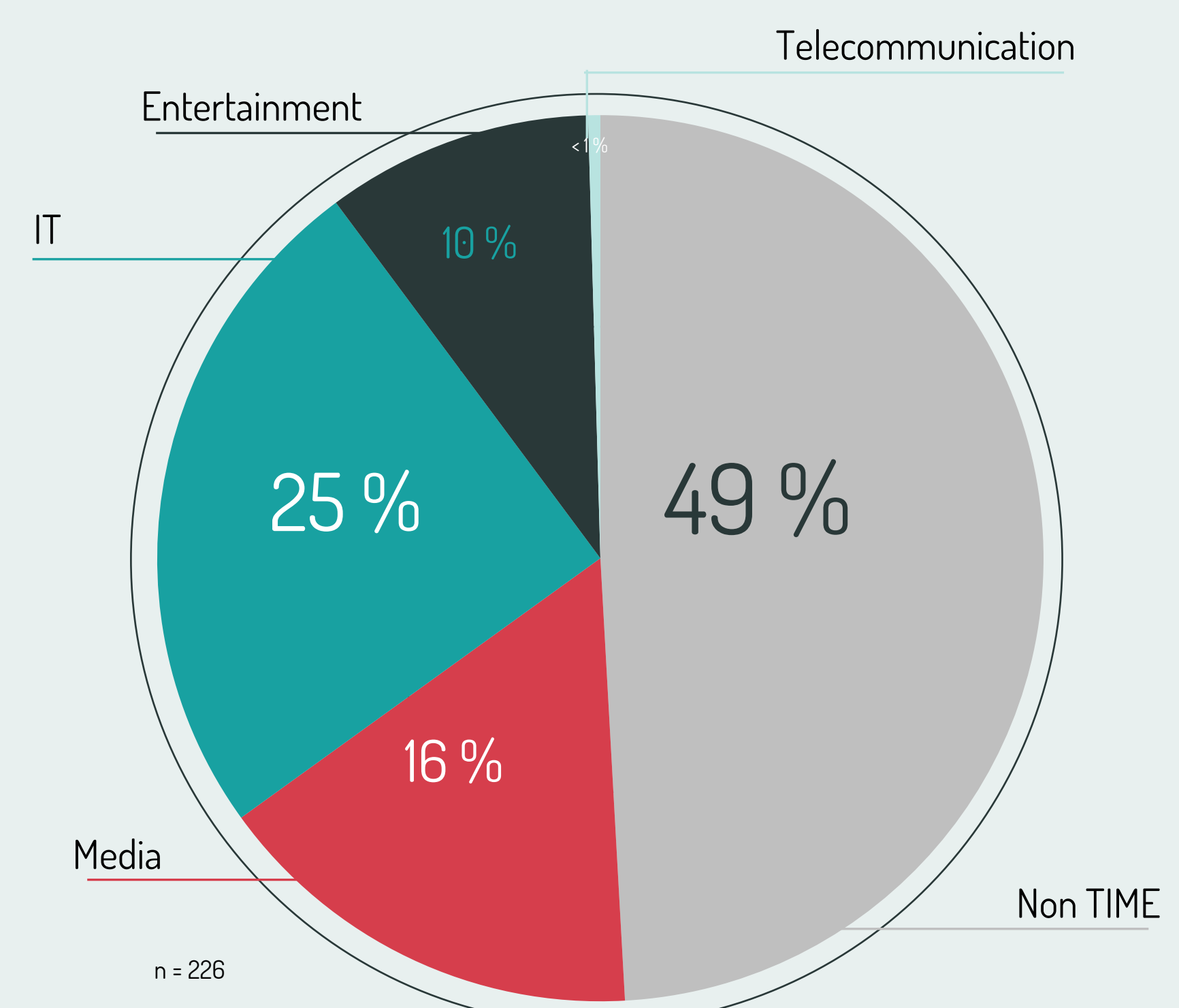
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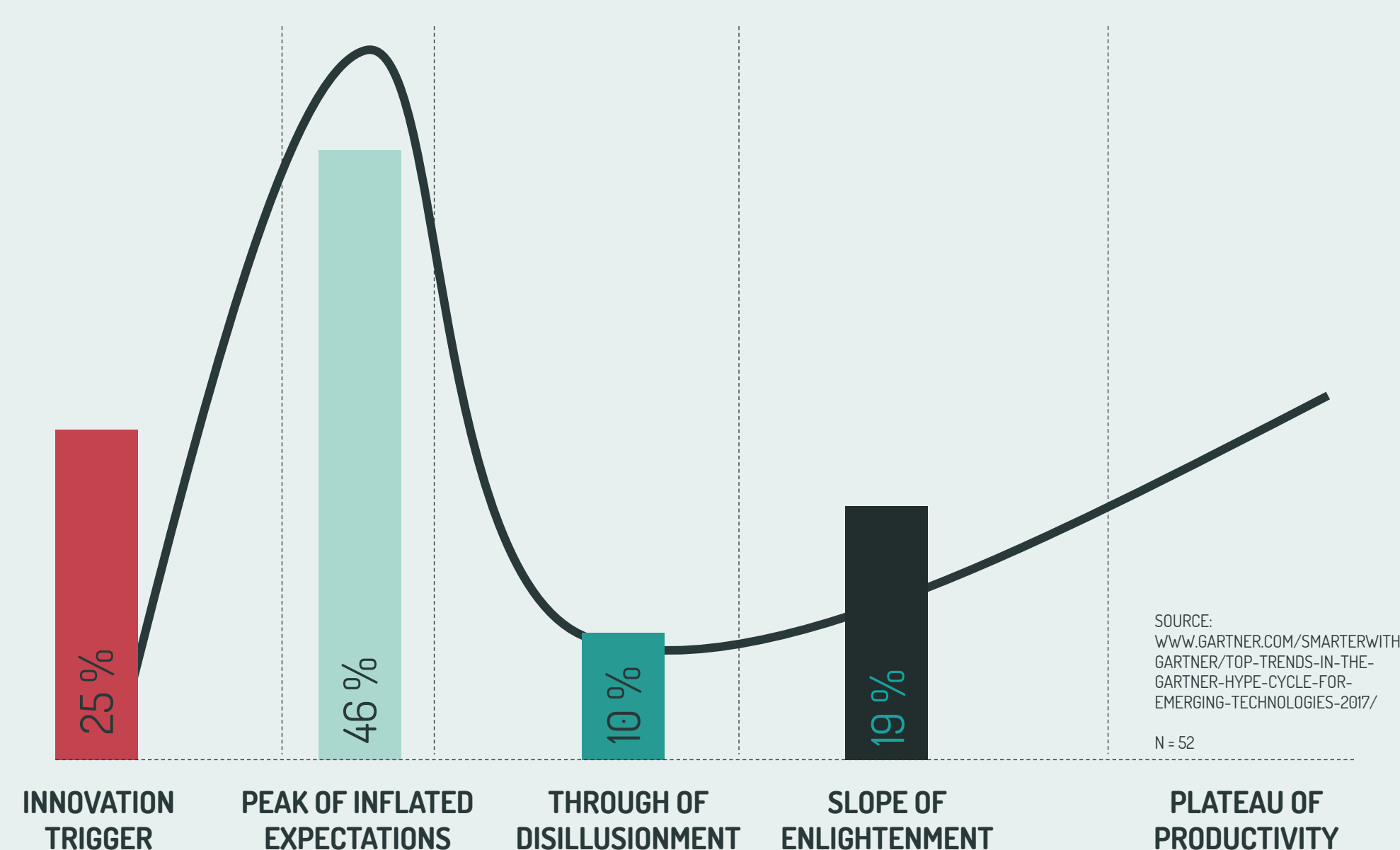
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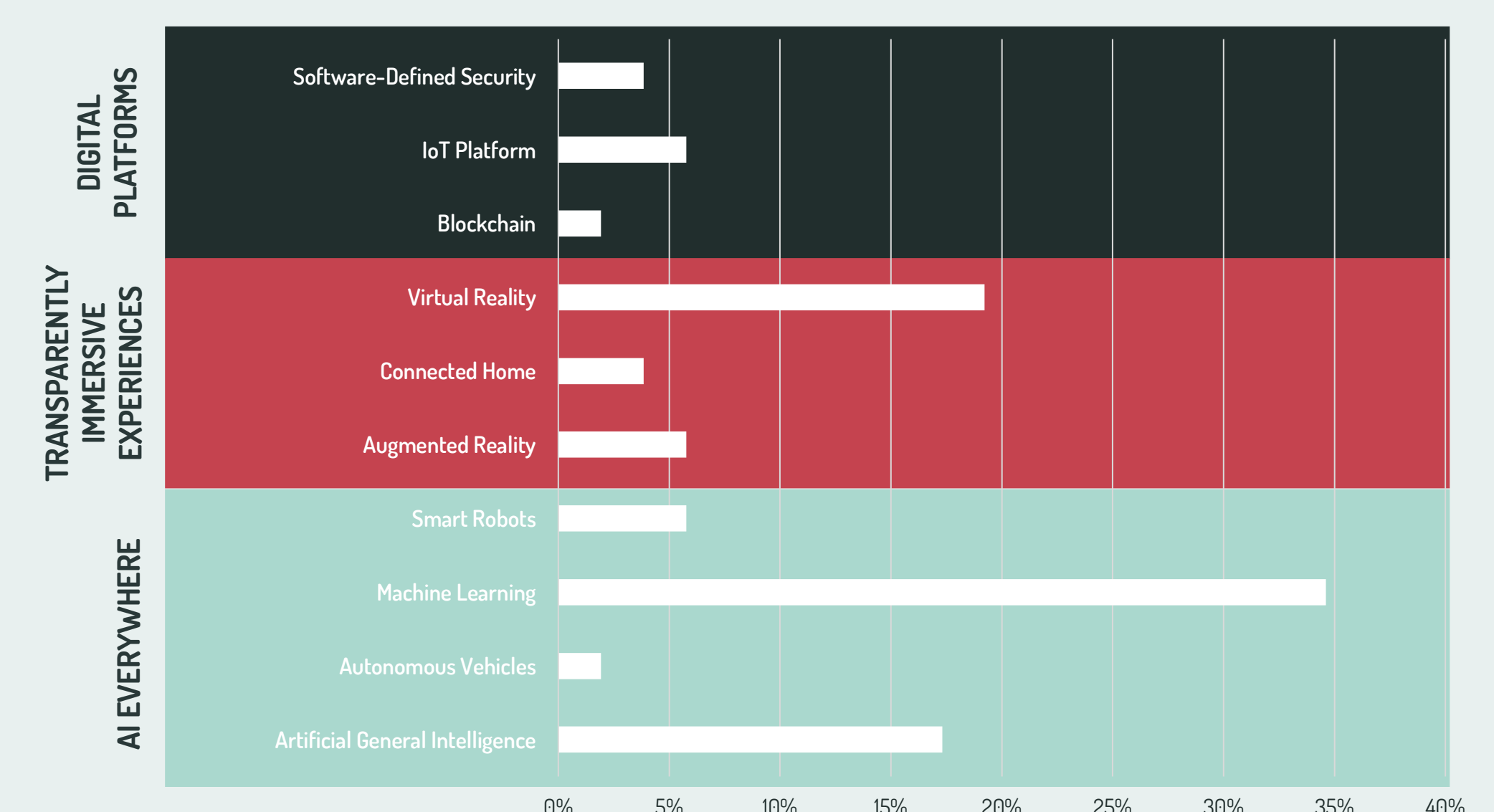
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