

# Fair Profile

Based on the results of 522 interviews conducted by means of the Computer Interview System  
Subject to change  
UI-MF/July 2011

# digi:media 2011

Trade fair for commercial publishing & digital printing  
April 07-09, 2011  
www.digimedia.de



## Total number of exhibitors 166

### Origin of the exhibitors

Germany	146
Other countries	20
Number of countries	12

### Space (net, sq.m.)

Germany	4,153
Other countries	3,511
	642

## Accredited journalists 319

### Number of countries 19

## Total number of visitors 5,595

### Origin of the visitors

Germany	84%
Other countries	16%

### Germany

West Germany	53%
South Germany	19%
North Germany	13%
Southwest Germany	8%
East Germany	7%

### Other countries

Europe	87%
- EU	73%
- Other european countries	14%
Outside Europe	13%

### Countries of origin (Top 2)\*

Belgium	15%
Netherlands	15%

### Length of stay

Average length of stay (in days)	1.2
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## Industrial sector\*\*

Print services	38%
IT services	5%
Financial services, bank	2%
Other services	4%
Industry	14%
Agency/ Broker	9%
Specialist trade and retail outlet	3%
Wholesaler	3%
Media	4%
Publishing house/Address marketer	4%
Other	10%

## Area of responsibility\*\*

Business/company/ plant manager	36%
Marketing, Werbung, PR	15%
Manufacture/production quality control	13%
Sales, distribution	13%
Research, development, design	5%
Information and communication technology	3%
Buying, procurement	3%
Other	8%

## Occupational position

Independent entrepreneur, co-owner, freelance employee	28%
Managing director, board member, head of an authority	14%
Area, operations, plant, branch manager, office head	10%
Department head/group leader	20%
Employee, civil servant, specialist	16%
Lecturer, teacher	2%
Trainee	3%
Other	3%
Student, pupil	3%
Not working	1%

## Company size\*\*

1 - 19 employees	37%
20 - 49 employees	17%
50 - 99 employees	9%
100 - 499 employees	17%
500 - 999 employees	4%
1,000 employees or more	12%

## Influence on purchasing/ procurement decisions\*\*

Decisively	36%
Contributory	31%
In an advisory capacity	20%
No influence	9%

## Interest in product ranges

(Several answers possible)

Digital Printing	70%
Further processing	44%
Workflow	38%
Content	22%
IT Solutions	16%
Confectioning	16%
Consumables	16%
Electronic Media Hard- and Software	15%
Services	10%
Other	11%

## Interest in supporting programme

Yes	41%
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## Satisfaction with supporting programme

Satisfied	93%
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## General assessment

Satisfied	91%
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## Recommendation

Yes	84%
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\*Basis: other countries

\*\*Difference to 100% = pupil, student, not working (4%)