

LAC 2011



Software

Corporate investment plans of c't readers

Top target group confirmed

c't-Magazin – Favorite of IT professionals



The results of the latest reader analysis LAC 2011 (Leser-Analyse Computerpresse) are out. For the first time, the LAC focused exclusively on professional IT/telecommunication decision-makers. Eleven publishers took part in the survey with a total of 14 publications. The LAC data, with a detailed presentation of market potentials and media usage behavior, serve to ease media and marketing planning. The particular focus is on corporate purchase plans and decision-making authority for IT/telecommunication hardware, software, services and solutions.

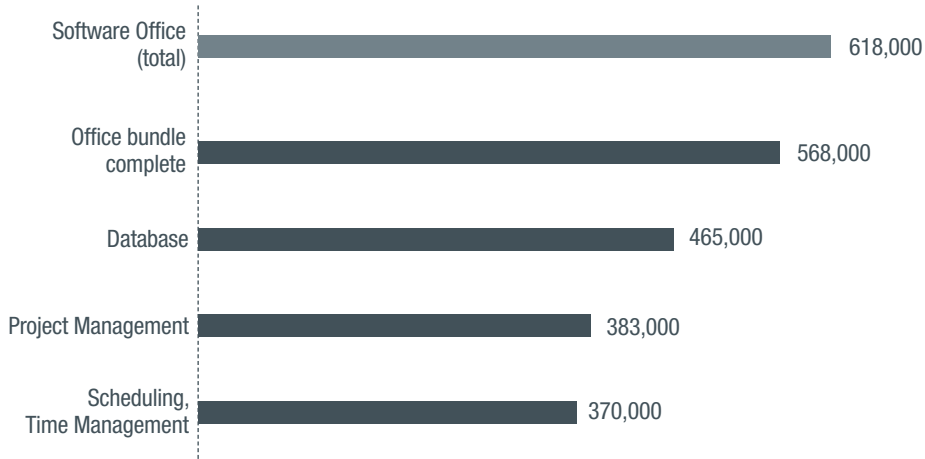
c't has a total reach of 784,000 professional IT/telecommunication investment decision-makers. Furthermore, the LAC 2011 shows that c't is the most often used information source by IT professionals. With a coverage of 326,000 professionals, c't-Magazin has a clear lead among the publications surveyed in the study and thus continues to be the favorite of IT professionals in Germany.

On the pages that follow, we have compiled an overview of the business investment plans of c't readers in the category software, grouped by product.



Software Office / Finance

c't READERS' INVESTMENT PLANS IN DETAIL (SOFTWARE OFFICE)



Source: LAC 2011, Business purchase planned (certain/possible) - Software Office

618,000 c't READERS
PLAN THE PURCHASE
OF OFFICE SOFTWARE

c't READERS' INVESTMENT PLANS IN DETAIL (SOFTWARE FINANCE)



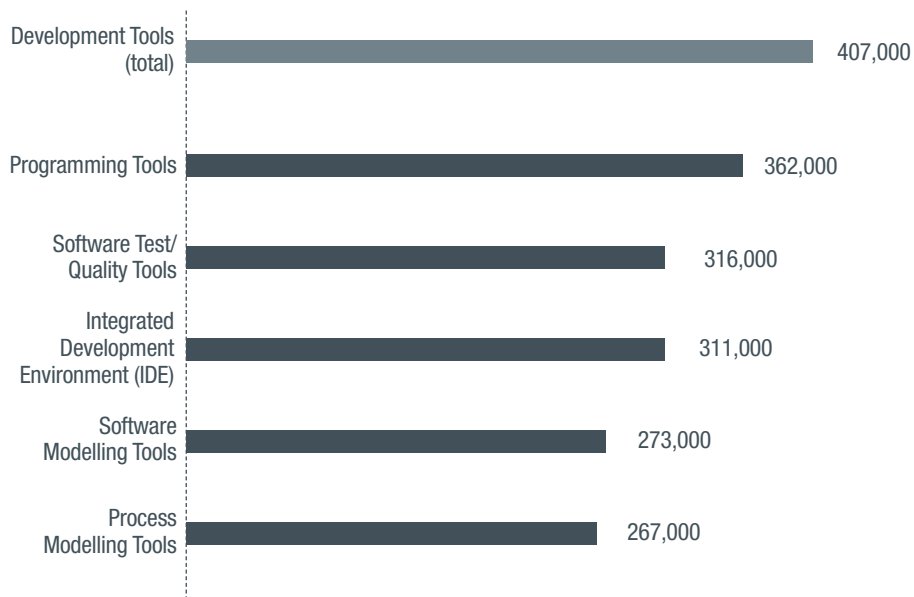
Source: LAC 2011, Business purchase planned (certain/possible) - Software Finance

449,000 c't READERS
PLAN THE PURCHASE
OF FINANCE SOFTWARE

Development Tools / Other Software

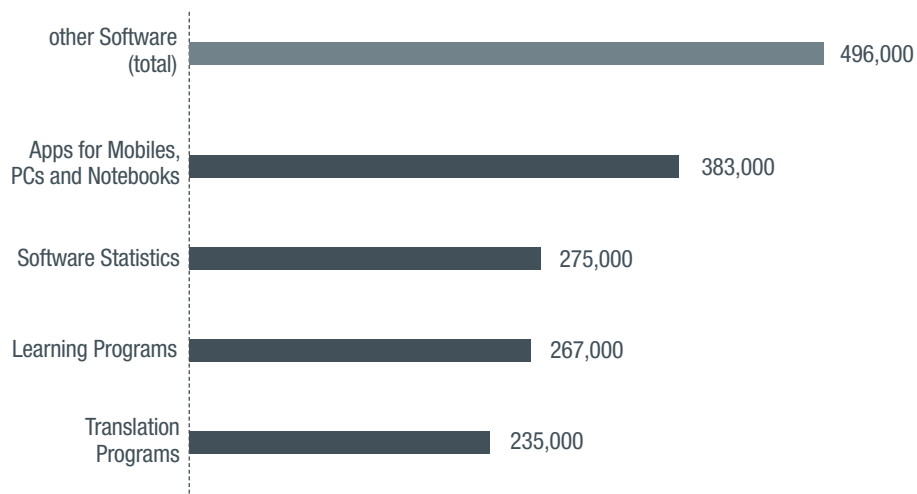
407,000 c't READERS
PLAN THE PURCHASE OF
DEVELOPMENT TOOLS

c't READERS' INVESTMENT PLANS IN DETAIL (DEVELOPMENT TOOLS)



Source: LAC 2011, Business purchase planned (certain/possible) - Software Development Tools

c't READERS' INVESTMENT PLANS IN DETAIL (OTHER SOFTWARE)

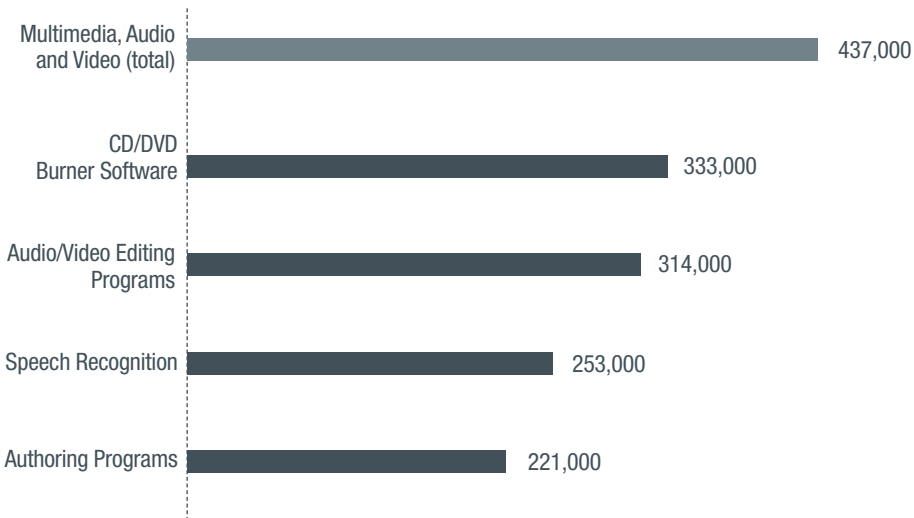


Source: LAC 2011, Business purchase planned (certain/possible) - other Software

Multimedia, Audio, Video / Imaging, Graphics

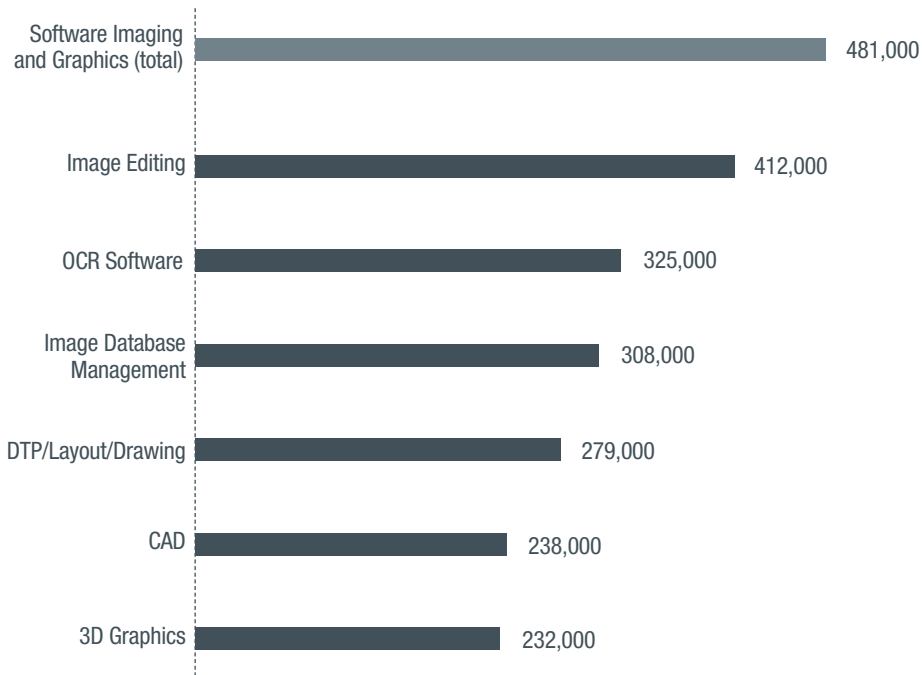
437,000 c't PLAN TO
BUY MULTIMEDIA,
AUDIO AND VIDEO
SOFTWARE

c't READERS' INVESTMENT PLANS IN DETAIL (MULTIMEDIA, AUDIO, VIDEO)



Source: LAC 2011, Business purchase planned (certain/possible) - Software Multimedia, Audio, Video

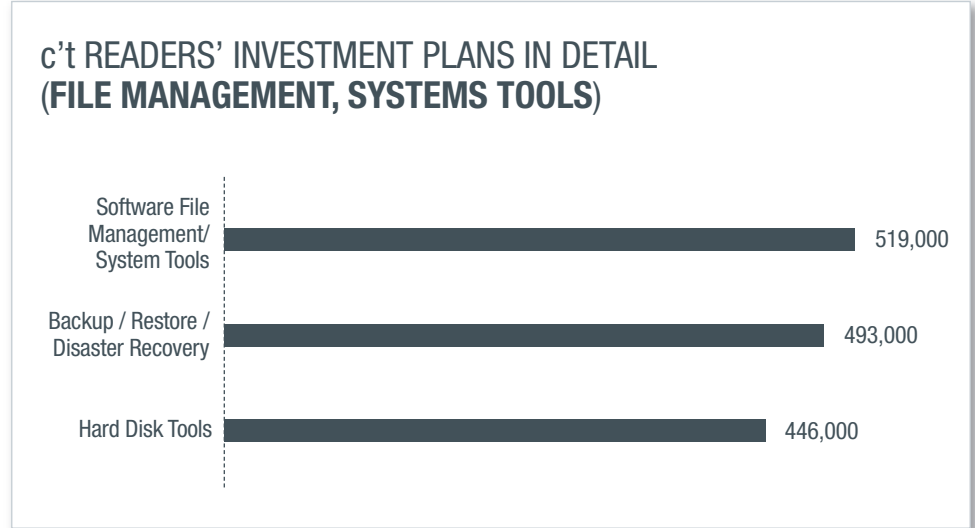
c't READERS' INVESTMENT PLANS IN DETAIL (IMAGING, GRAPHICS)



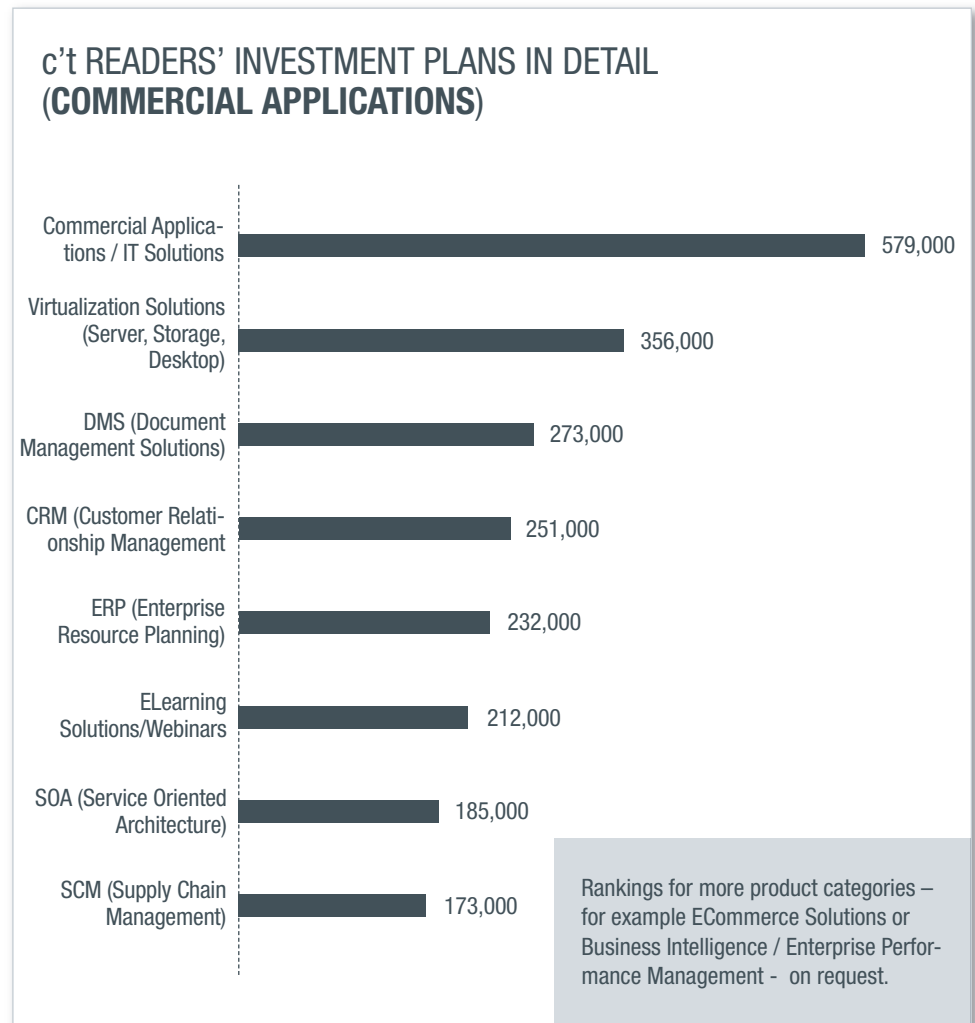
Source: LAC 2011, Business purchase planned (certain/possible) - Software Imaging, Graphics

File Management / Commercial Applications

579,000 c't READERS
PLAN THE PURCHASE
OF COMMERCIAL
APPLICATIONS



Source: LAC 2011, Business purchase planned (certain/possible) - Software File Management, Systems Tools



Source: LAC 2011, Business purchase planned (certain/possible) - Software Commercial Applications, IT Solutions

Key Executives - First Class IT Decision Makers in c't

54,000 IT-Chairmen/CIOs

46,000 Director Information Systems

38,000 Director Organization and DP

54,000 Director Network

32,000 Director Telecommunication

23,000 Director Computer Center

26,000 Director Service Center

506,000
ICT investment decision-maker in
companies with 1-99 employees

146,000
ICT investment decision-maker in
companies with 100-499 employees

54,000
ICT investment decision-maker in
companies with 500-999 employees

35,000
ICT investment decision-maker in
companies with 1,000 – 4,999 employees

35,000
ICT investment decision-maker in
companies with 5,000 and more employees

WITH c't YOU REACH
THE MOST IMPORTANT
IT DECISION-MAKERS
IN ALL COMPANY
SIZES.