



1920



# 1950



# 1980



1980



1990



MUSIC TELEVISION®



2000



napster.



# 2002-2004





2006



2011

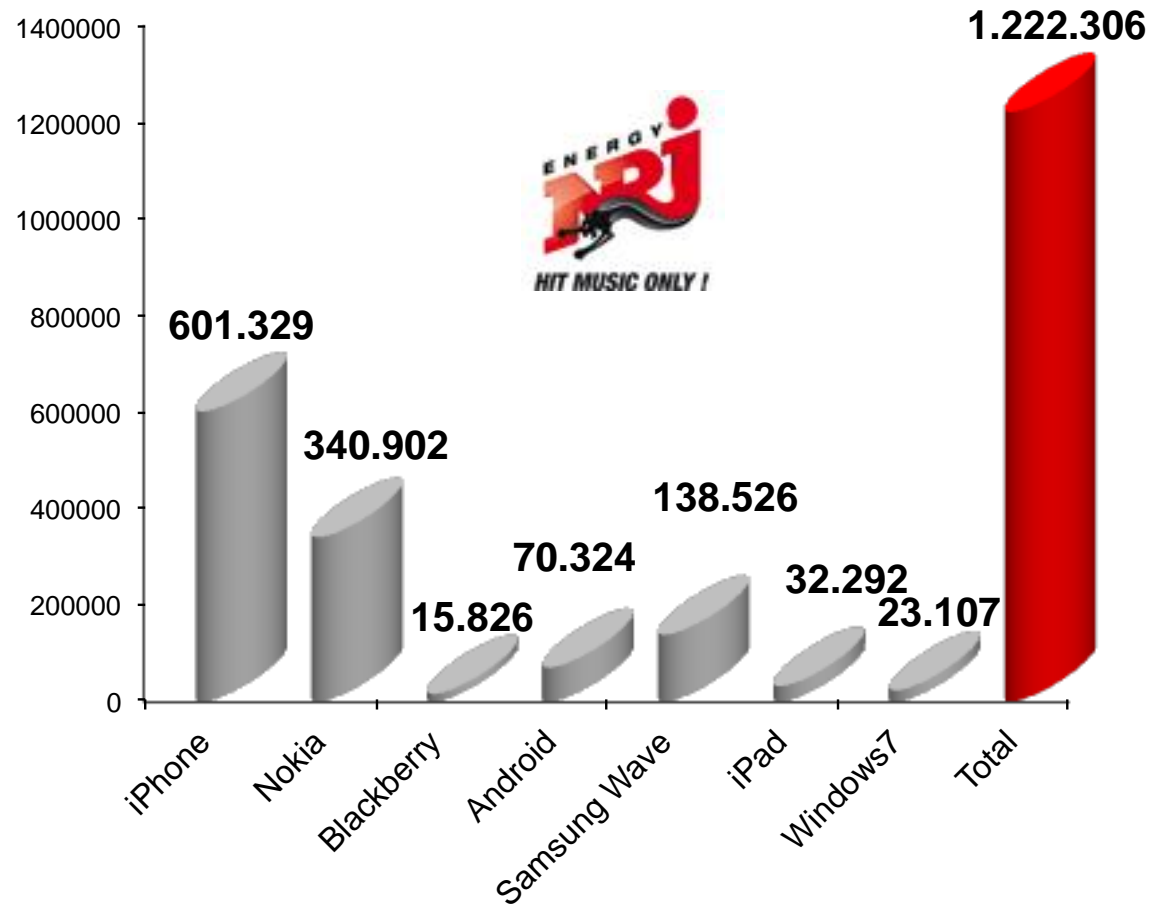


# 2011



# 2011

Okt 11



# ZUHAUSE



# WELTWEIT



# MULTIMEDIAL

The screenshot displays the iTunes website interface. At the top, a navigation bar includes icons for home, Musik, Filme, TV, App Store, Bücher, Podcasts, iTunes U, and Ping, along with the email address mail@carolinegraze.de. A large banner for the movie 'TRANSFORMERS Neuer Film' is featured on the left. To its right, a 'Diese Woche in Musik' section highlights new releases from artists like Aura Dione and Michael Jackson. Below this, there are promotional tiles for 'ACHTUNG BABY Deluxe Edition' and 'musik entdecken App Store Essentials'. The main content area is titled 'Musik' and has tabs for 'Alben' (selected) and 'Singles', with a link to 'Alle anzeigen >'. It displays a grid of album covers with their respective titles and artists, such as 'The Lost Children' by Disturbed and 'Crazy Clown Time' by David Lynch. On the right side, a user-specific section 'Halo Caroline!' offers quick access to various features like 'Erlösen', 'Mit iTunes schenken', and 'Gekaufte Artikel'. Below that, a 'TOP-CHARTS' section is visible with a 'Singles' tab and a 'Alle anzeigen >' link. The bottom of the page shows a grid of album covers that are currently faded out.

# LOKAL

The image shows a screenshot of the Radio ENERGY Facebook page. The page header includes the Facebook logo and the name 'Radio ENERGY' with a 'Radiosender' label and an 'Info bearbeiten' link. Below the header is a navigation bar with 'Pinwand' and 'Radio ENERGY - Alle Beliebte Beiträge'. A search bar is present with the text 'Schreib etwas...'. The main content area features a post from 'Radio ENERGY' with a profile picture of a woman. The post text reads: 'Das ist die schönste Frau der Welt. Am Sonntag wurde in London die »Miss World 2011« gekürt. Findet ihr auch, dass sie die Schönste ist?'. Below the text are interaction options: 'Gefällt mir · Kommentieren · Teilen · vor 35 Minuten · 10 Personen gefällt das'. There are also two comments from 'Marko Stanojevic' and 'Andreas Hänel'. The left sidebar contains promotional text: 'ERLEBE JESSIE J EX LUSIV!', 'ENERGY LIVE SESSIONS AM 09.11.11 IN BERLIN', 'ALLE INFOS AUF ENERGY.DE', and 'DAS ENERGY WEBRADIO UND WEITERE AKTIONEN FINDET IHR HIER'. At the bottom of the sidebar are links for 'Pinwand', 'Info', 'Aktivitäten von Freunde...', and 'Webradio'.



This is a faded version of the Radio ENERGY Facebook page screenshot shown in the first block. It contains the same content, including the page header, navigation bar, post text, and sidebar, but with significantly reduced contrast and opacity.





# WERTE

## DATEN FÜR ENERGY.DE

[www.energy.de](http://www.energy.de) und [www.energy.de/sachsen](http://www.energy.de/sachsen)  
> 7,0 Mio Page Impressions / Monat  
IVW, Oktober 2011

> 1,5 Mio Visits / Monat:  
IVW, Oktober 2011

330.000 Unique User / Monat  
AGOF internet facts 2011-07, durchschnittl. Monat

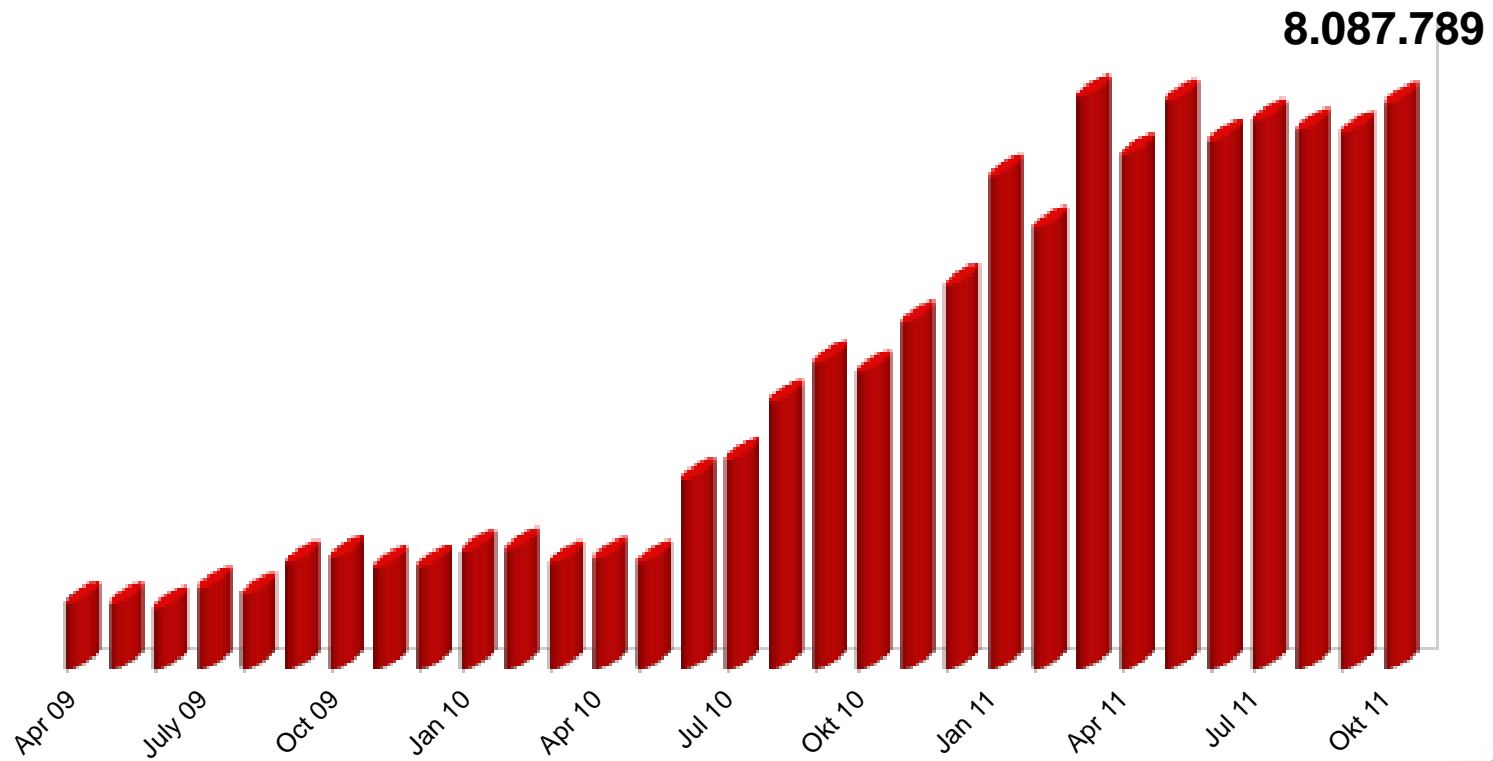
90.000 Podcast Downloads / Monat  
Radio NRJ GmbH, Oktober 2011

> 8,2 Webradio Sessions  
Radio NRJ GmbH, Oktober 2011

Über 320.000 Fans & Follower bei Facebook, Twitter & StudIVZ  
Radio NRJ GmbH, Oktober 2011



# WERTE



360°



***CROSSMEDIAL***

***(ONAIR, ONLINE, OFFLINE)***

***FLEXIBEL***

***(GEOLOKAL,  
DEVICEGENAU)***

***TRANSPARENT***



*VIELEN **DANK***

