

## Technology, Media and Telecommunications

---

### Industry insight and tailored solutions

#### Introduction

The Technology, Media and Telecommunications (TMT) industry team of Deloitte Financial Advisory Services Deloitte helps our clients to tailor industry specific requirements and solutions in the field of mergers & acquisitions, finance, pensions and real estate. We have a thorough understanding of TMT industry trends, the players and the dynamic environment they are operating in. We know the industry leaders, the challengers and the financiers. Deloitte supports and connects TMT companies, entrepreneurs and investors through our Technology Fast50 program ([www.fast50.nl](http://www.fast50.nl)) among others. Furthermore, we organize each year Deloitte Predictions ([www.dutchpredictions.nl](http://www.dutchpredictions.nl)). During this event the Deloitte TMT predictions for respectively the technology, media and telecommunications sector are launched.

Examples of the 2009 TMT predictions are:

#### Trojan horse:

Several appliances connected to the TV (video games, DVD player, Cable TV Box, etc.) has turned media attention in something difficult to attain. TV manufacturers are trying to integrate everything in one single TV set (games, movies and internet browsing), TV content providers should respond to it by adding more value to the current box

#### The digital ambulance chaser get supercharged:

Lack of clarity over ownership of digital rights by country and by industry, are likely to make the volume of digital ambulance chasing greater than ever. In 2009, there may be hundreds of class actions suits, billions of dollars claimed for copyright abuse, for media, software and other forms of content.

#### Communication deflation hits the digital nation:

In 2009, employees are communicating digitally with each other in more ways, and in greater volumes, than ever before. But a greater quantity and variety of communications, digital or otherwise, may not imply better communication. Companies need to make digital communication between workers, as well with customers and suppliers, useful again.

#### Mobile advertising finds its meaning:

Mobile advertising remains a promise unfulfilled. There are attempts at mobile advertising, but most fall within the experimentation category. But in 2009, the potential for mobile as an advertising medium is likely to be stronger than ever, and some of the most powerful advertising campaigns are likely to be run.

#### The markets get anti-social with social networks:

Social Networks gather tens of millions of unique users. However, there is an inability to monetize the volumes of signed-up user. Social networks are thus likely to be under increased financial scrutiny in 2009. They must articulate and deliver upon a clear, credible route to revenues.

#### More information:

Daan Witteveen  
+31 (0)88 288 0236  
+31 (0)6 1234 4886

---

**Financial Advisory Services**

**HgCapital**

has acquired

**SiTel Semiconductor**

the digital cordless business unit of National

Semiconductor Corp

June 2006

**Deloitte Corporate Finance**

acted as financial advisor to the acquirer

---

---

**Financial Advisory Services**

**Kaslion Acquisition**

a consortium led by Kohlberg Kravis

Roberts & Co.

has acquired

**NXP**

September 2006

**Deloitte Transaction Services**

acquisition due diligence services

---

---

**Financial Advisory Services**

**Sanoma Magazines**

has acquired

**European Auto Trader**

August 2008

**Deloitte Transaction Services**

integrated acquisition support services

---

---

**Financial Advisory Services**

**KPN**

has acquired

**Debitel**

December 2008

**Deloitte Transaction Services**

acquisition due diligence services

---

---

**Financial Advisory Services**

**Kohlberg Kravis Roberts & Co.**

has sold its stake in

**SBS Broadcasting**

to ProSiebenSat.1 Media

June 2007

**Deloitte Transaction Services**

vendor due diligence services

---

---

**Financial Advisory Services**

**Bouwfonds Asset Management**

has acquired

**CAIW Holding**

June 2008

**Deloitte Transaction Services**

acquisition due diligence services

---

---

**Financial Advisory Services**

**NOB Holding**

has sold

**NOB Cross media facilities**

to Thomson

October 2006

**Deloitte Corporate Finance**

acted as financial advisor to the vendor

---

---

**Financial Advisory Services**

**AAC Capital Partners, together with**

**Allianz Capital Partners**

has acquired

**Sdu**

March 2007

**Deloitte Transaction Services**

acquisition due diligence services

---

---

**Financial Advisory Services**

**Telegraaf Media Groep**

has sold

**Keesing Noordervliet**

to Thieme Grafimedia

December 2006

**Deloitte Corporate Finance**

acted as financial advisor to the vendor

---

© 2010 Deloitte Touche Tohmatsu. All rights reserved.

Please see [deloitte.nl/about](http://deloitte.nl/about) for a detailed description of the legal structure of Deloitte Touche Tohmatsu and its member firms.

In The Netherlands the services are provided by independent subsidiaries or affiliates of Deloitte Holding B.V., which entity is registered with the trade register in The Netherlands under number 40346342.