

New On The Market: Golden Media



■ Golden Media's headquarters in Rudersberg near Stuttgart, Germany. 10 employees work here in a 500 Sq-m building. The General Manager Rose Chakir lives in a house just to the left of the office.

Shortly after you open this issue of TELE-satellite, a young company will be celebrating its first birthday, namely Golden Media, based in Rudersberg near Stuttgart in Germany. It was only first founded in September 2009 and has had surprising growth since then. We wanted to find out the secret to their quick success.





ment with the European Union in which manufactured products coming out of the Tangier Free Zone can be shipped to Europe for very low customs tariffs. She adds, "Shipping times from Morocco to Germany are just three days!"

Golden Media has discovered a very interesting niche: a production location near Europe but with labor costs from outside of Europe. Rose Chakir has some other reasons for this business strategy: "We operate here not only with very short transport distances but we also have the flexibility to modify contracts with very short notice. This wouldn't be possible if we had to ship by sea, a method that could take several weeks." And there's even another reason: "We can monitor quality with our own engineers on site since travel times between Germany and Morocco are minimal."

This business concept is interesting and the success they've had since the founding of the company proves the strategy was correct. With just 10 employees Golden Media managed sales of nearly 100,000 receivers in just their first half year.

We wanted more details about this and went to speak to Daniel Schaal. He is the company's Technical Manager and therefore knows how the receivers are equipped. He explained to us what types of receivers were sold the first six months: "60% of all of our receiver sales were HDTV models and 10% were SD models. The remaining 30% were terrestrial boxes of which 10% were MPEG2 models and 20% were MPEG4 models."

Daniel Schaal also notes that, "We're selling MPEG4 models even in countries where terrestrial is still in MPEG2 because sooner or later MPEG4 will also find its way there and customers want receivers now that won't become obsolete when that day comes."

In addition to satellite, terrestrial and cable receivers, Golden Media also provides accessories such as coax cable, satellite dishes and LNBS. As far as LNBS go, Golden Media is very nicely stocked. "We even have Combo LNBS for the C-band and Ku-band", comments Daniel Schaal, "Another highlight is our twin LNB for circular polarization." According to Rose Chakir, "we've already sold 250,000 LNBS in our first six months."

Knowledgeable readers will recognize

In one of the many small towns that surround Stuttgart that have many small but very hard working businesses, you will find three satellite dishes in front of an administration building that tells everyone driving by that this is the headquarters of a satellite company. That company is Golden Media.

Just the appearance of the building itself suits the company name but the term "gold" reminds you of the Gold Soukhs in The Middle East. Actually, this association is exactly right; Golden Media developed a concept where

a manufacturer and distributor can manage to have success even in times where price is becoming more and more important.

Who better to explain this company concept than the General Manager Rose Chakir. She explains to us: "We are working very closely with a manufacturer that produces their products in the Tangier Free Zone in Morocco."

This location all by itself doesn't quite explain Golden Media's success; she continues: "Morocco has a special arrange-

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Available online starting from 30 July 2010

■ GIM's fabrication building in the Tangier Free Zone in Morocco. Golden Media's receivers are produced here. The capacity of GIM allows production for other distributors under other brand names.



that circular LNBs aren't really used in Western Europe. So where is Golden Media shipping all of these products?

The right person to pose this question to is Ilia Velitchko, Sales Manager. He's responsible for the Baltics and Eastern Europe and explains, "40% of our sales go to the Baltics and Eastern Europe, 35% to Western Europe and 25% to North Africa."

The company was an international business from the beginning and from that we get the final reason why Golden Media was so successful right from the starting block: the employees of the company are very experienced professionals in this field.

Rose Chakir has been selling satellite receivers since 1994. Her office was her living room and her stockroom was her Grandfather's tool shed behind the house. She still lives there today and Golden Media's buildings are only four meters away on the same plot of land. She certainly doesn't have a long commute to work!

"But our warehouse here is no longer big enough", she explains, "we've rented a professional warehouse in a neighbor-



■ Ilia Velitchko is responsible for Golden Media sales in the Baltics and Eastern Europe.

■ Rose Chakir shows us Golden Media receivers in the showroom. The company also sells accessories such as cable, LNBs and multiswitches.



■ Technical Manager Daniel Schaal is heavily involved with defining the right technical parameters for their receiver products.



"Currently we're bringing the Uni-box series to the market", explains Daniel Schaal, "The speciality here is the tuner sockets - you can insert whatever tuners you need, for example, a satellite and terrestrial combo or even two satellite tuners."

The interesting thing about the Uni-box concept is that for all the different variations only one main board is needed. "We worked out this idea together with our development partners", says Daniel Schaal, "and production is being handled by GIM in Morocco." But there's more: "We are about to release a Linux based single tuner receiver for DVB-S/T/C; It should become available in the third quarter."

Daniel Schaal continues, "There will also soon be a DVB-T2 receiver that is being developed primarily for the British market but will also be available in Europe. In the first quarter of 2011 there will be a combo receiver for IPTV and HDTV and in the third quarter of 2011 we will have a 3D box." Obviously, Golden Media has planned its future for the near term and is focusing on products that the market wants.

We went back to Rose Chakir: what is Golden Media focusing on? "We offer excellent quality in the medium range price market and with the upcoming Linux boxes we are expanding into the higher priced market."

But Rose Chakir also sees opportuni-

ing town." From there shipments go to Eastern and Western Europe. "Shipments to North Africa naturally go through our office in Morocco. We are on an expansion course and would love to work with other distributors in other countries."

Golden Media is deeply involved with local dealers in Morocco. "We're working on expanding our business into Algeria and other African countries", comments Rose Chakir regarding the company's

strategy, "but we're also expanding in Europe and are negotiating with additional distributors."

Golden Media is clearly growth oriented and is even looking for more employees: "We need people for sales positions."

A look at the future takes us once again to Technical Manager Daniel Schaal. What kind of boxes should we expect from Golden Media?



■ Exporting formalities are handled here. Nadja Chakir, in the back, handles the Baltics and Eastern Europe while Claudia Hauger is responsible for Western Europe and North Africa.



■ Helga Pohl, in the foreground, takes care of administrative issues and in the background is Brigitte Widmaier who handles Western European sales.

ties in the lower priced market as well, "above all in the African market, but not with cheap receivers, rather with HDTV models at inexpensive prices." This is being made possible by their cooperation with the manufacturer GIM. "130 people are employed there", she says and notes that the transport costs to North African countries are even less than those to Europe.

Another important aspect is the various agreements between Morocco and many African countries. Morocco is an excellent location to lock in these new locations. "Other distributors in these areas can also link up with us", explains Rose Chakir, "either directly through us or in direct cooperation with GIM." GIM anyhow gets all the technical guidelines from Golden Media.



■ The most important part of a business: Hanan Wieland handles invoices and payments.

Golden Media has discovered an interesting niche with production in North Africa which in turn means lower transportation costs to Europe and naturally also for Africa.

With the right product selection and the willingness to work with new distributors, there's really nothing to stop this company from growing!