

PRESS RELEASE

lrv-PM-en-Learning-German-is-booming_20121212

Due to economic crisis German as a foreign language is booming

German learners hoping for better opportunities, especially in the labor market

Berlin - Dead live longer. This old adage proves true for the German language as a result of the economic crisis. A few years ago German as a foreign language was a discontinued model, but today schools and teachers as well as e-learning courses are now faced with a rapidly growing demand. "The sales of our web-based audiovisual German language courses are booming" confirms Philip Gienandt, managing director of online language learning platform LinguaTV (<http://www.LinguaTV.com>), the positive trend.

This is primarily driven by the influx of people from the Euro-crisis states. In countries like Spain, Portugal and Italy, youth unemployment is at a record high. Especially well-educated, young people increasingly turn their home's back and looking for their chance to be abroad - and especially in Germany, where many jobs even stay vacant due to a lack of skilled workers. The numbers of schools such as the prestigious Goethe Institute show: in Spain alone 35 percent more people signed-in for German courses in the past year, in Portugal, it was 20 and 14 percent in Italy. "We also feel the growing demand especially from the Southern European countries. Since German teachers are missing and many schools are now overcrowded, our online courses provide a good alternative and ideal supplement for many people willing to learn German online," says Philip Gienandt.



With its language training service LinguaTV.com offers especially for German companies the opportunity to capitalize on the growing interest of European specialists in employment in Germany. "We see that more and more companies are seizing the opportunity to recruit skilled workers from other European countries. The development of their linguistic skills is an important step for a successful, operational integration. With the practical relevant language video courses "German as a Foreign Language" and "Business German" - available as online course and as mobile app - improving your German skills is possible for everybody, anytime and everywhere, virtually during operation, in an efficient and sustainable way," said the e-learning expert.

For more information about the German language courses of LinguaTV please visit www.linguatv.com/p_Product/1/0?prodlang=1 .

About LinguaTV GmbH

The innovative language training platform www.linguatv.com offers professionally produced training videos that show in authentic communication situations, how native speakers use the respective foreign language in a context. Realistic dialogues provide practice-relevant vocabulary, correct pronunciation and distinct cultural characteristics of communication. The audio-visual learning material is complemented by an extensive range of online learning tools, interactive exercises and games for learning and individual learning reports and learning groups that allow for multimedia and personalization of language learning.

The language training is geared to the requirements of an effective job training, and has been optimized for use in businesses and educational institutions. The e-learning program is highly modular and flexible and allows a modern language training regardless of location and time. Online training is supplemented by language learning apps for iPhone and iPad.

LinguaTV's concept has received many international awards - among others the Comenius EduMedia Seal and the ELTons International Award by the British Council. Most recently LinguaTV.com was awarded the Innovation Prize-IT 2012 by the German Initiative for Small and Medium Enterprises as the language training courses as well as the best mobile application.

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