

# Media Saturn Holding in Consumer Electronics (Austria)

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## Abstracts

As the leading electronics and appliance specialist retailer in Austria, Media Saturn's only true competition in Austria comes from online retailers. For this reason, both Media Markt and Saturn are constantly investing in their multichannel strategies, linking their store-based retail outlets and their online operations more closely together. Nevertheless, the company's major asset remains its extremely well located store-based outlets.

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