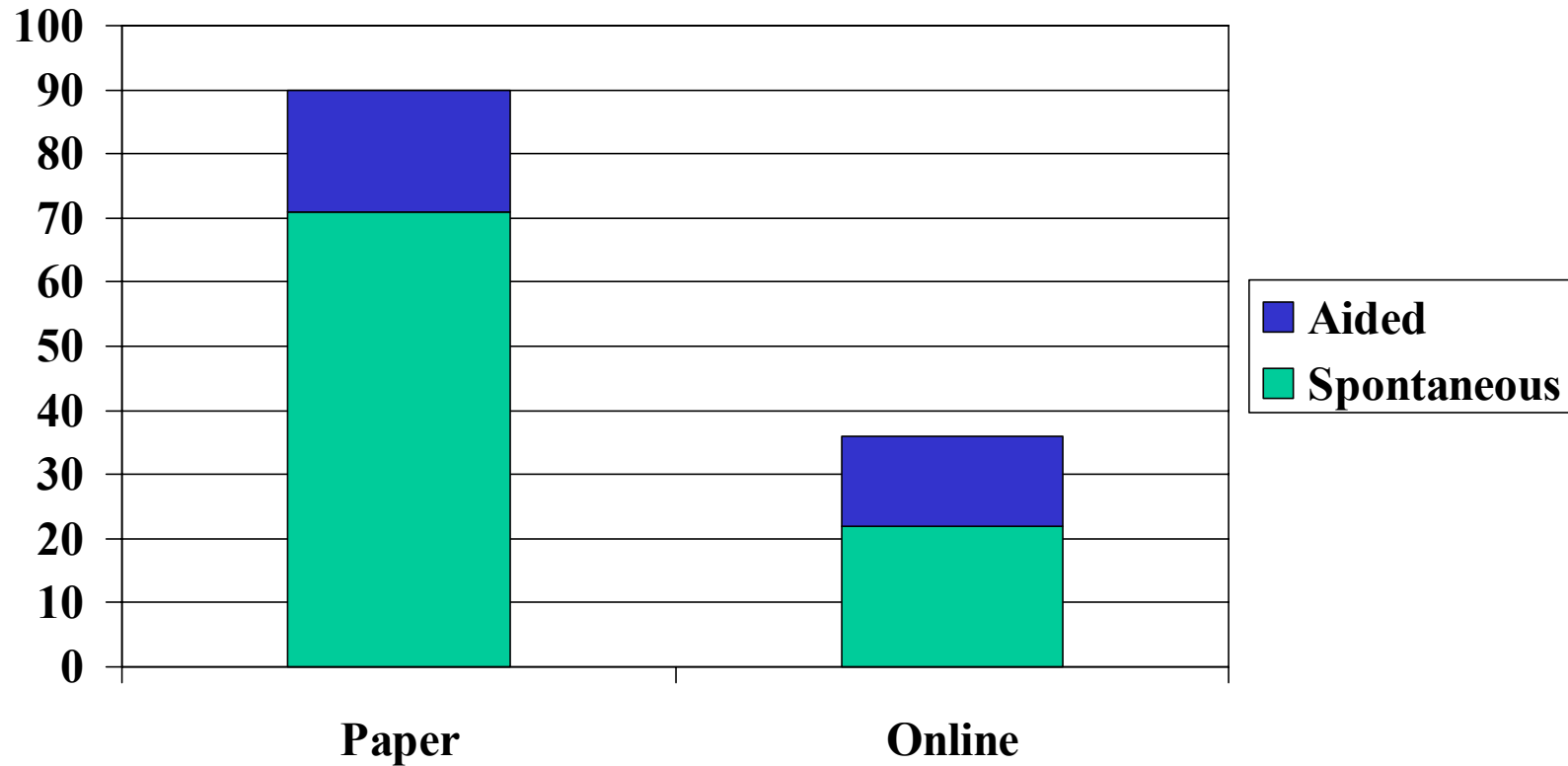


ICMA MARKETING PANEL

Portfolio management -
Keltainen Pörssi print vs online
(version 1)

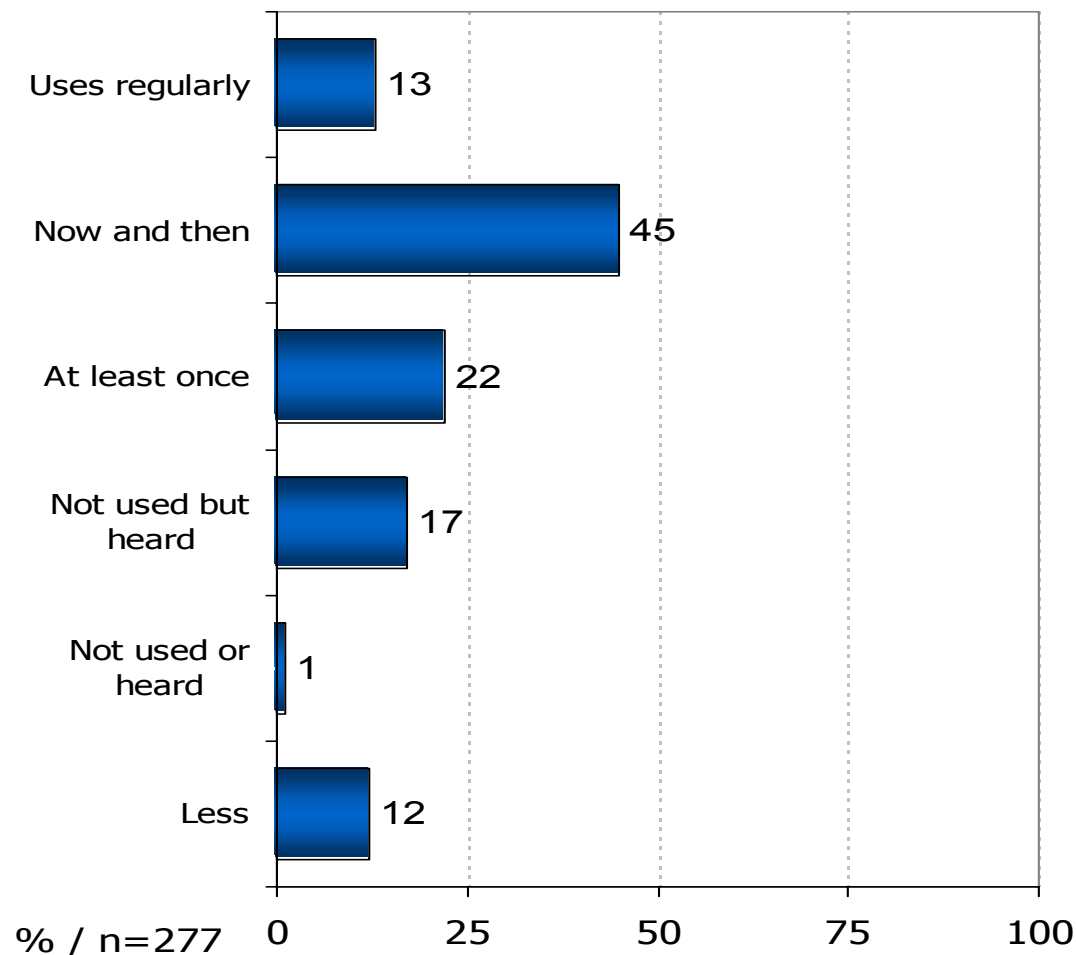
Keltainen Pörssi awareness*



Keltainen Pörssi: average readers/paper 6.7 (KMT 2002)

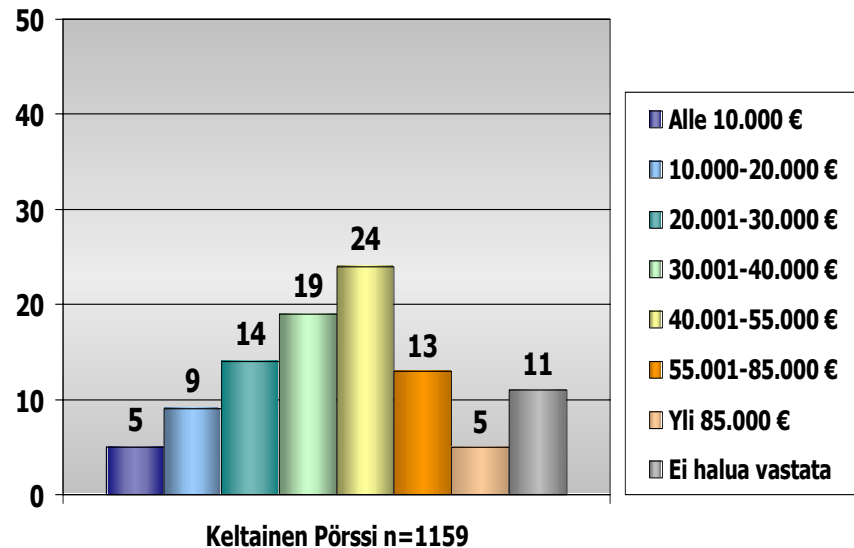
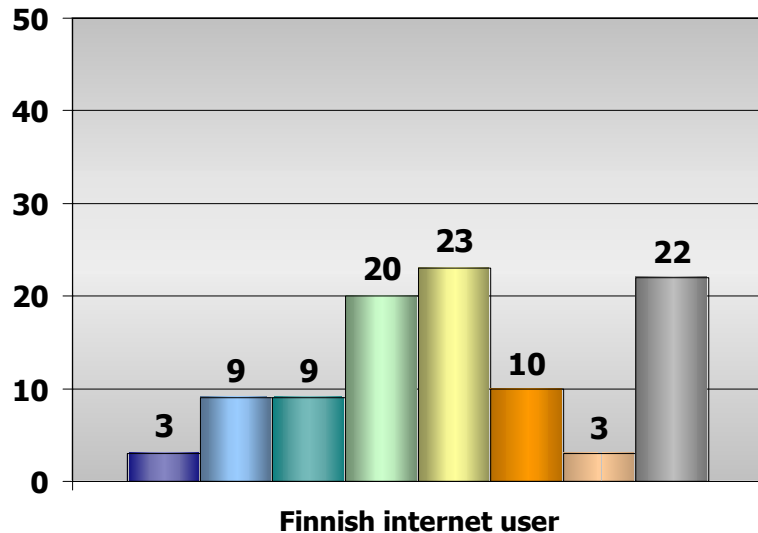
* Gallup Nov, 2002

www.keltainenporssi.fi –awareness and usage*



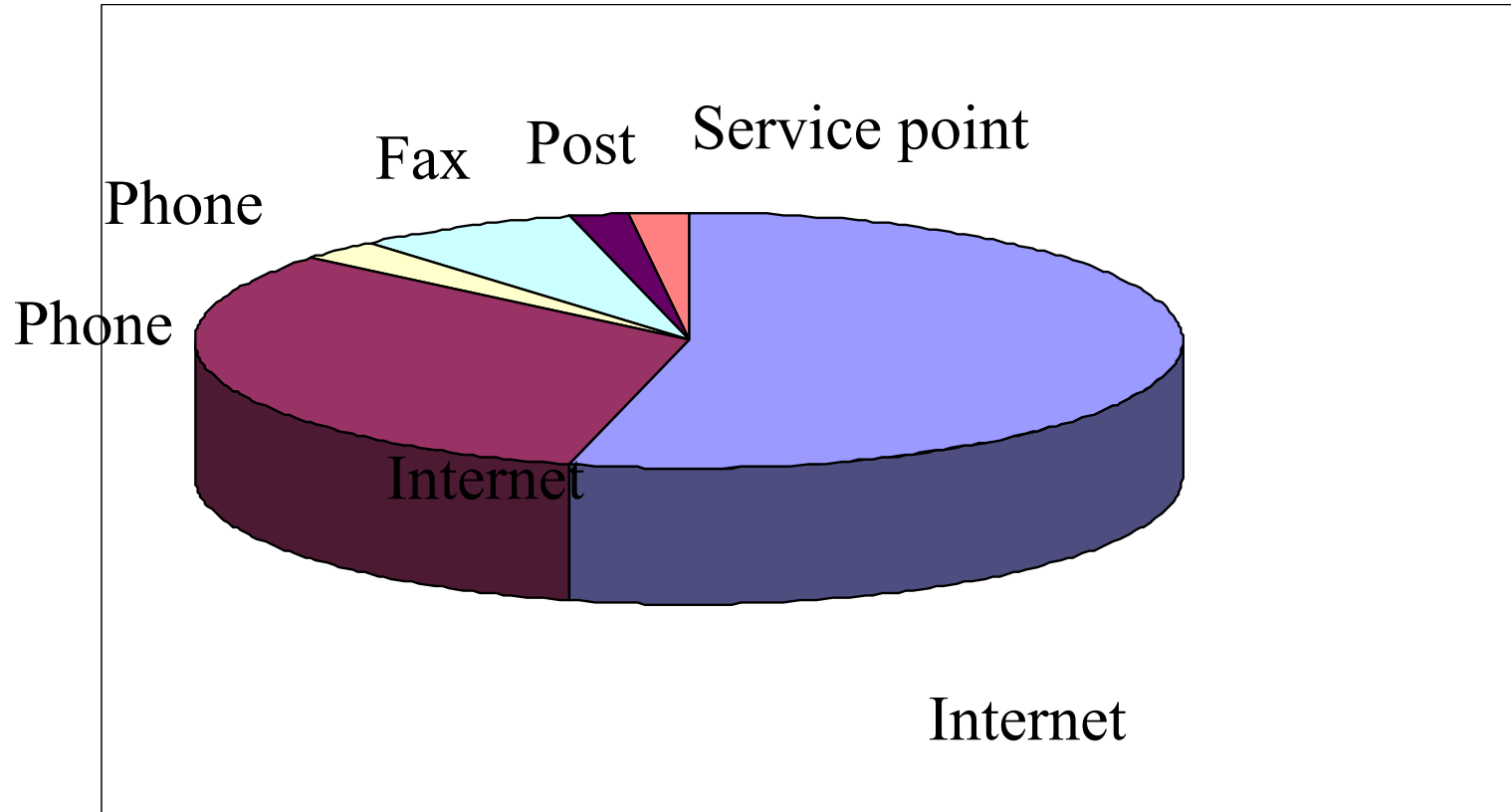
* If use internet

Keltaisen Pörssi Online users annual income vs average internet user

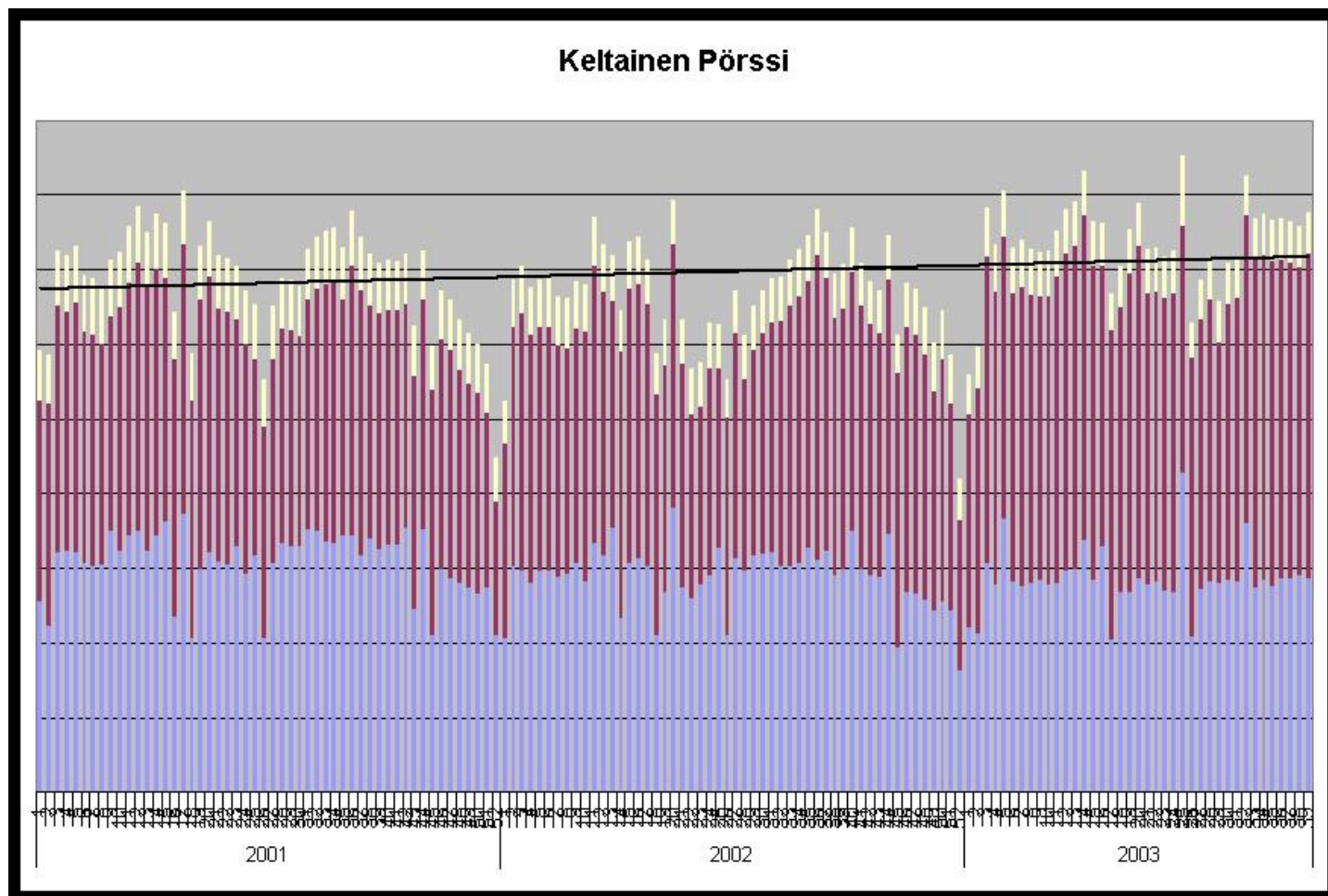


The profile is also distinctively different from the profile of the paper reader's: paper = "blue collar" and online = "white collar"

Ad reception



Keltainen Pörssi readers



Webservice



Keltainen Pörssi:

1 reading time 1,64 / 1,66 (sms)

3 days 2,46 e

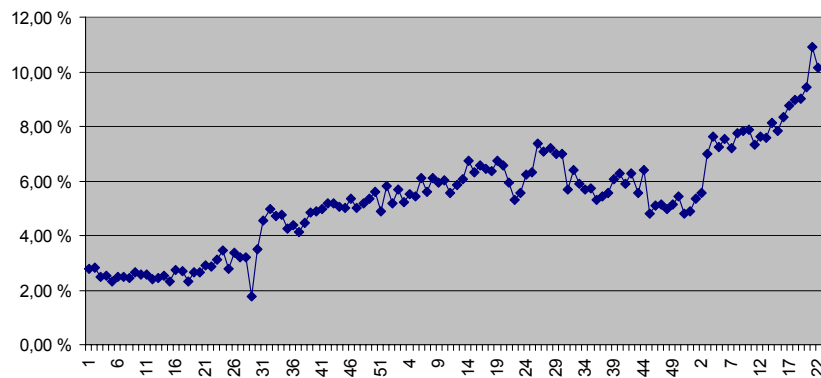
7 days 5,05 e

4 weeks 16,48 e

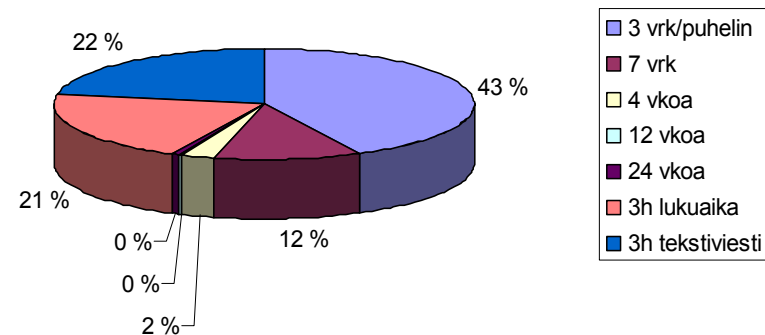
12 weeks 40,37 e

24 weeks 66,94 e

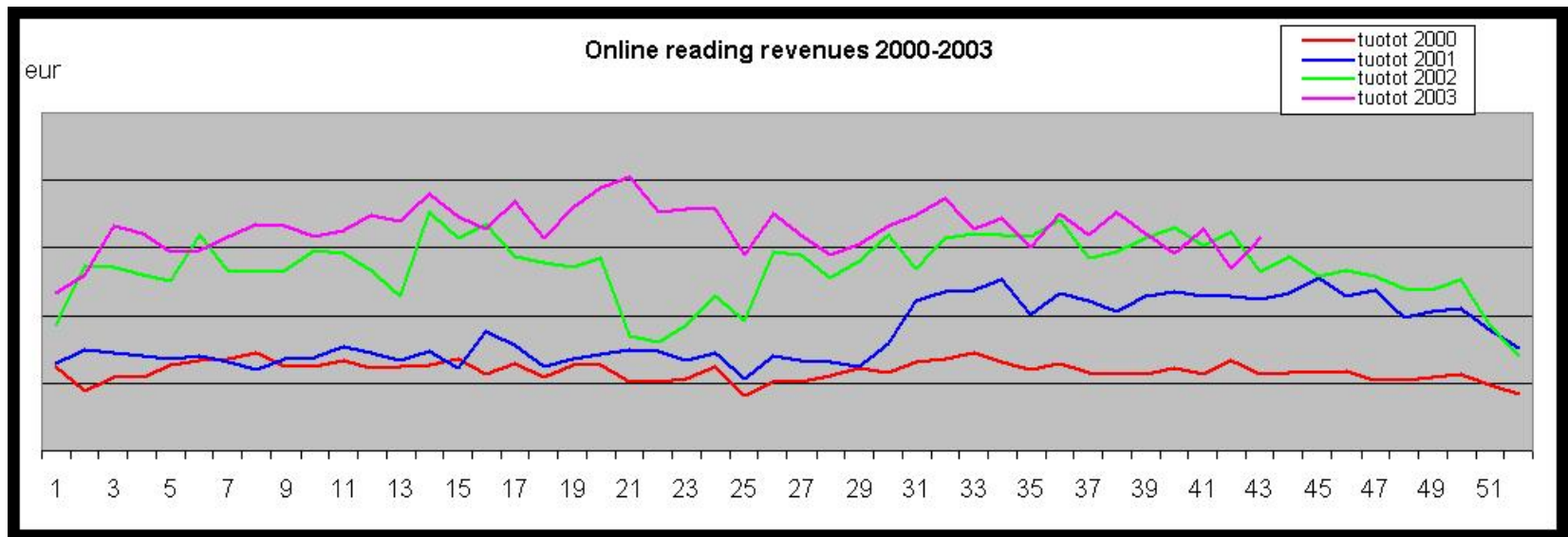
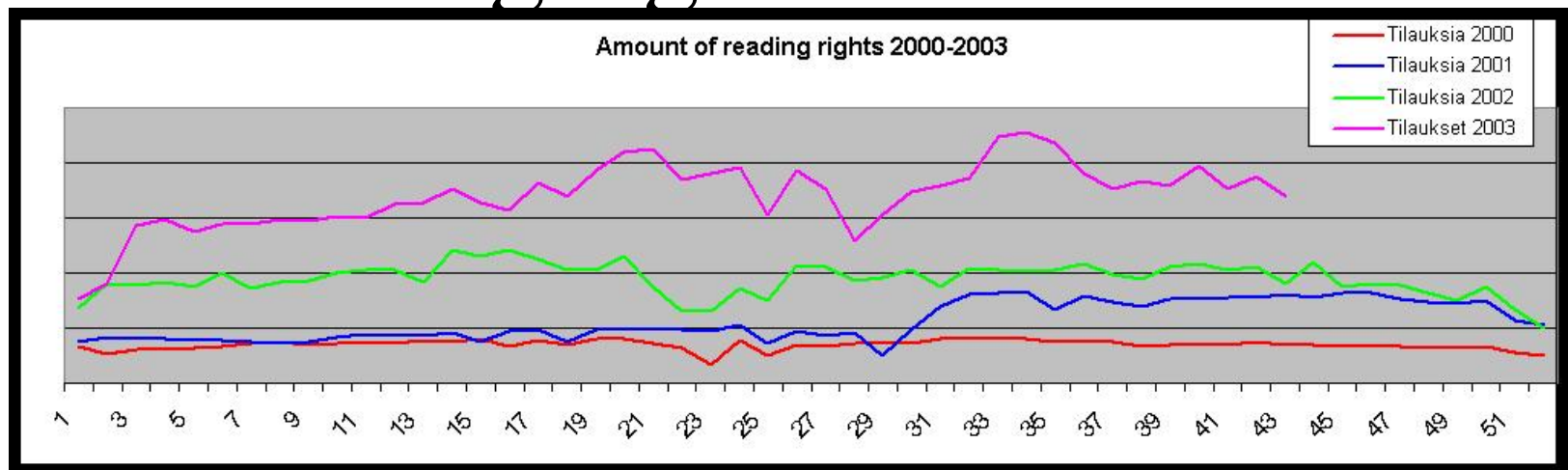
KELTAINEN PÖRSSI ONLINE
CONVERSION RATE



Keltainen Pörssi



Reading rights and revenues

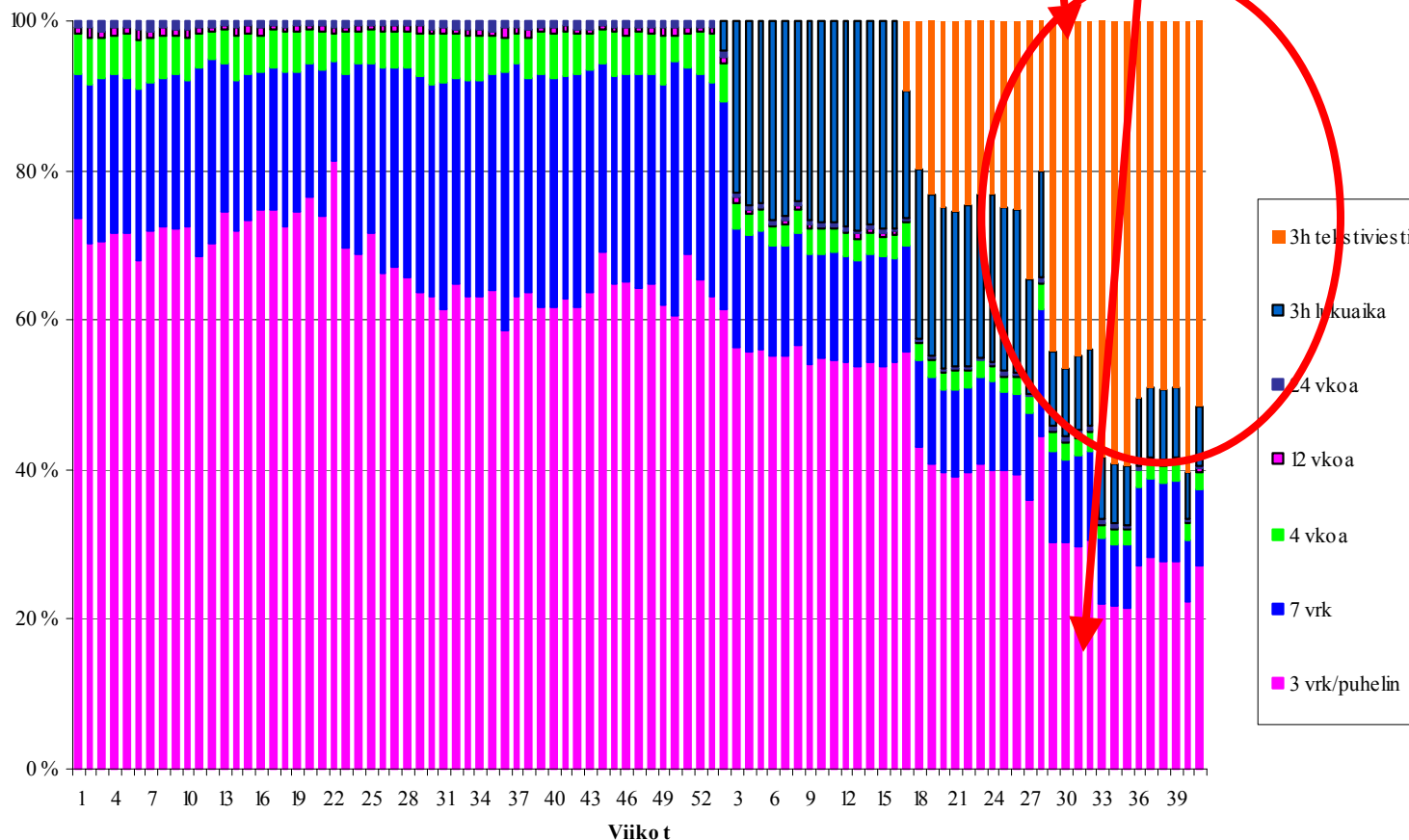


Online reading fees 2003

Ads from 6 papers (3 weeks) can be viewed free of charge – but w/o price and contact info

3h reading fees share has increased to 60% of orders. Biggest loser is 3 days with a 30% decrease

Reading time fees/week
2002-2003



3 hour sms

3 hour phone

24 weeks

12 weeks

4 weeks

7 days

3 days phone

So...

- Internet is important and growing
- People can't really tell the difference between the paper and web
 - Strong consistent branding ☺
- We are attracting new users into our franchise via the web
- ...but we're also converting people from paper to the web (which is in theory great as the profit margin is half to double the better)
- We are getting more people paying for using our product portfolio
- BUT we are not getting the right amount of money from the market

Conclusions

- The Keltainen Pörssi brand is well-known, but there is a "confusion" between the media
 - Does it matter...or does it call for pedagogic actions?
- We have been able to attract a large chunk of the Finnish population with this "multi-media" strategy
- It is strategically right to ensure a strong internet position taken the consumer behaviour into account
- Our hunt for increased conversion rate has hampered our financial success
 - The complete pricing strategy needs to be revisited
- We must put more emphasis on "cross media behaviour" market research + how consumer really use our service