



First Digital Media
influence. affluence.

BusinessSpectator

crikey

sm^artcompany

EUREKA*report*

Group Presentation



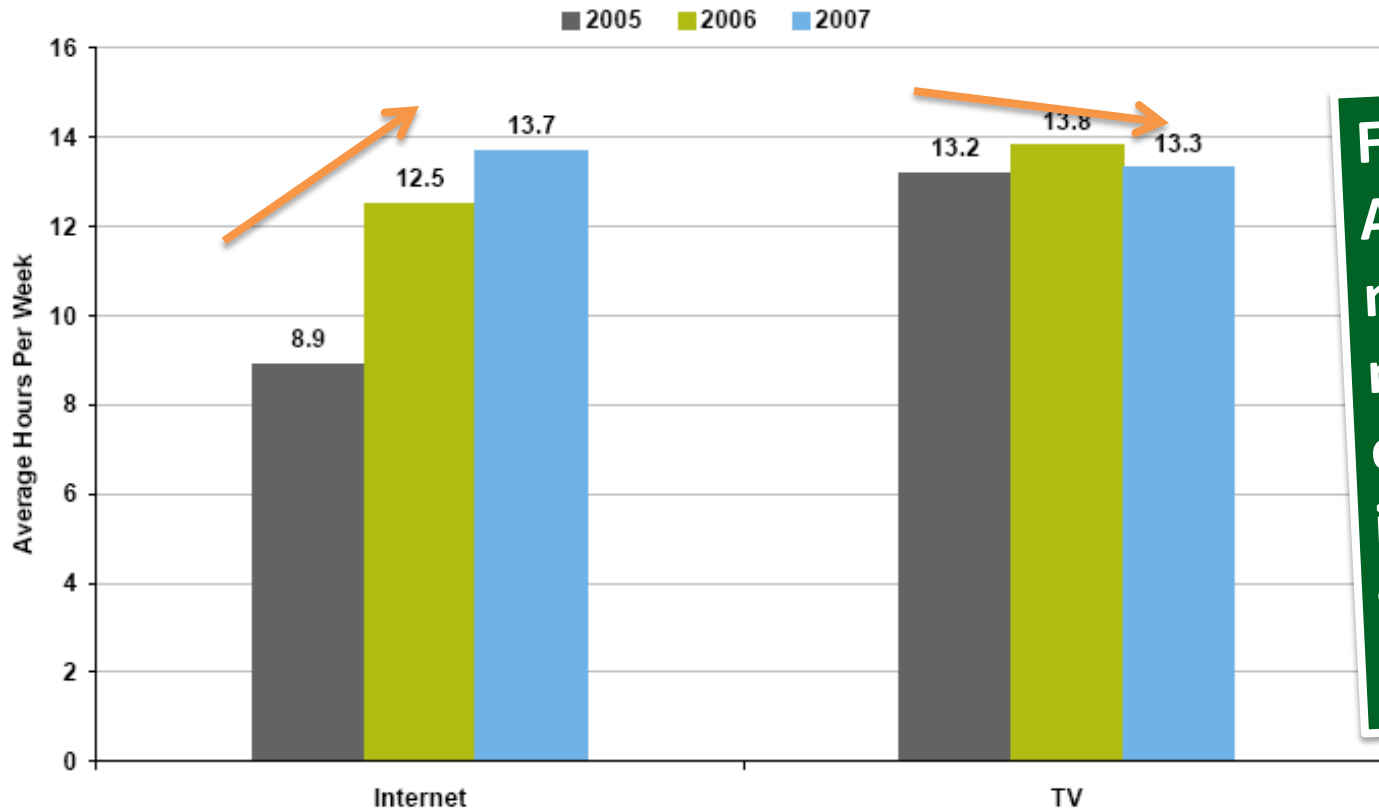
Media Trends

Changing Media Consumption



Internet is the most consumed Media in Australia

Chart 1: Media consumption Internet vs TV (hours per person per activity)



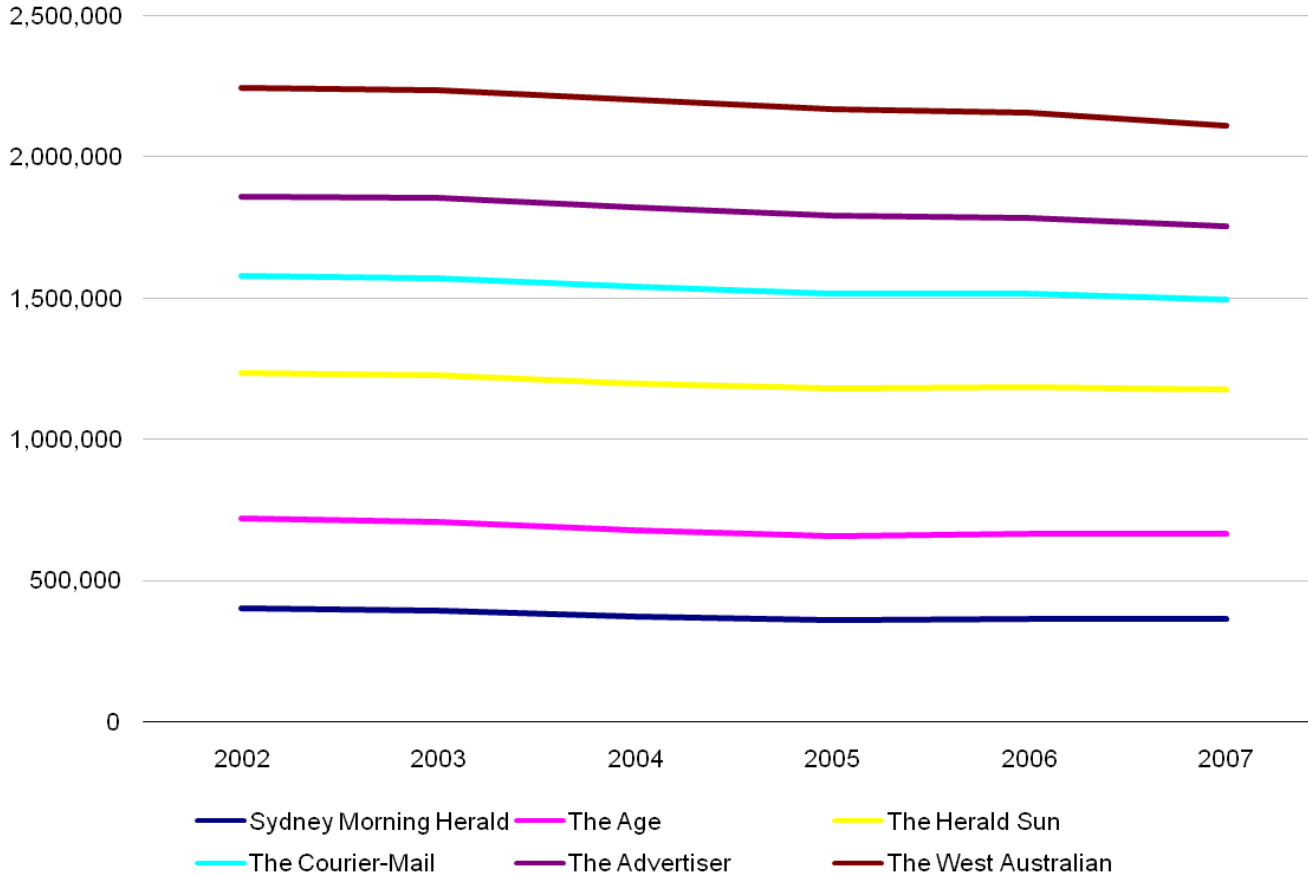
FACT:
Australians
now spend
more time
on the
internet
than they do
watching TV

Source: Nielsen Online, 2008

Changing Media Consumption



Newspaper Readership is in decline



FACT: Despite an increasing population, newspaper circulation has declined by an average of 7% in the past 5 years.

Source: Australian Press Council, 2008

Media \$ follows Media usage



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Marketers reloaded

STORY BY CATHERINE FOX

The digital nation is becoming reality. The 2008 AFR BOSS Marketing Directions survey—our seventh—finds a preoccupation with the internet, accompanied by a shift in advertising dollars

THE EYEBALLS are moving and the marketing dollars are going with them. Consumers around the country are no longer glued to the telly and Australians now spend more time at their computers than they do watching TV.

And don't our marketers know it. This is the year when online advertising became more than an experiment for many of Australia's top advertisers, according to the 2008 Marketing Directions survey. The indicators in last year's survey of a move to online marketing were on the mark – instead, it's been a boom. There has been a dramatic surge in activity around digital forms of promise and tracking confidence in traditional media's ability to get results. Likewise, as our study shows, the escalating interest in new media is also occurring as consumer spending slows, affecting advertising budgets that are earmarked for little real growth over the next two years.

"Aspic Home Loans" moves to switch its ad budget for March to online marketing as a sign of things to come (see page 36). The mortgage provider, which uses a typical advertising mix of TV, radio, print and online, spent 10 percent for the month before announcing it would increase to 20 percent of its media budget.

of digital marketing is on the menu. Most major marketers indicated their intention to keep trying new methods – many were considering using social networking sites for promotions or to build communities of customers. Some were starting to use mobile phone advertising. Email, online directories, paid search and display are the most popular forms of digital marketing currently used by respondents. Many indicated the future they would also see increased use of online video, as well as email and paid search.

Social networking is providing an intriguing opportunity for some marketers keen to turn the obsession with Facebook and MySpace into revenue-generating opportunities. "It's a social space where the consumer has so much more control over their information in a personalised space," said one respondent. "The challenge will be – how do advertisers own this space and structure the 'law' of advertising space to various companies?"

Not all marketers were overjoyed at the new options they face. For some, the social networking avenue is as much about increased challenges as exciting new opportunities. "This will segment the market even further, making it harder for brands and businesses like mine to target our prospect's key market segments – it's very challenging," said a senior marketing executive.

Responses to this year's survey show that some online marketers in Australia are increasingly finding the internet a more effective medium.

Google's Keyword says the highest sums of online advertising

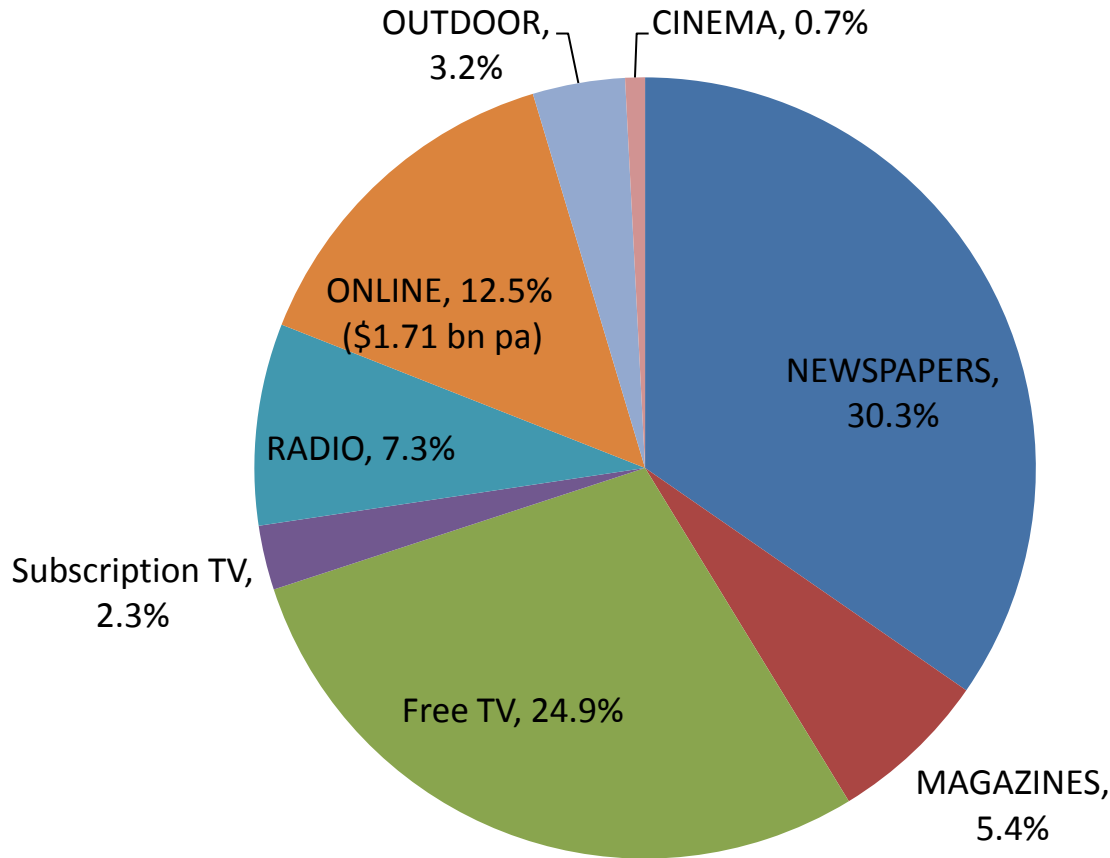
New marketing channels used for the first time in the last year %

Channel	Percentage
E-marketing	~35%
Direct marketing	~15%
Mobile marketing	~10%
Print advertising	~8%
Outdoor advertising	~5%
Other	~5%
Events sponsorship	~3%
Internet or online advertising	~3%
Business advertising	~2%

THE EYEBALLS are moving and the marketing dollars are going with them. Consumers around the country are no longer glued to the telly and Australians now spend more time at their computers than they do watching TV.

Source: AFR Boss Marketing Directions Annual survey, 2008

In Australia, Media spend doesn't reflect consumption....yet



In 2008, Online Media again achieved the fastest growth with 27% increase

FACT: In the UK, Online Media spend has overtaken Television

FACT: In the UK, Google UK's revenues exceed ITV (the largest commercial TV station)

Source: CEASA 2008 Advertising Expenditure report, April 2009

Our websites

Influence and affluence



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Group monthly statistics

714,400 de-duplicated UBs*

10,054,601 PIs*

2,301,810 email newsletters

The First Digital Media group delivers an undiluted audience of highly engaged, hard-to-reach, affluent and influential executives, professionals, business owners and investors.

BusinessSpectator

The business audience

Senior business executives

crikey

The influencer audience

Senior professionals

sm^artcompany.com.au

The SME audience

Small and medium businesses, entrepreneurs and business managers

EUREKA*report*

The investor audience

High net worth investors

*Nielsen MI Total, September 2009

BusinessSpectator

crikey

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EUREKA*report*

Engagement and loyalty



Sites in the group demonstrate significantly higher engagement and loyalty than competitors – judged by Average Session Duration, PIs per UB, and UB frequency.

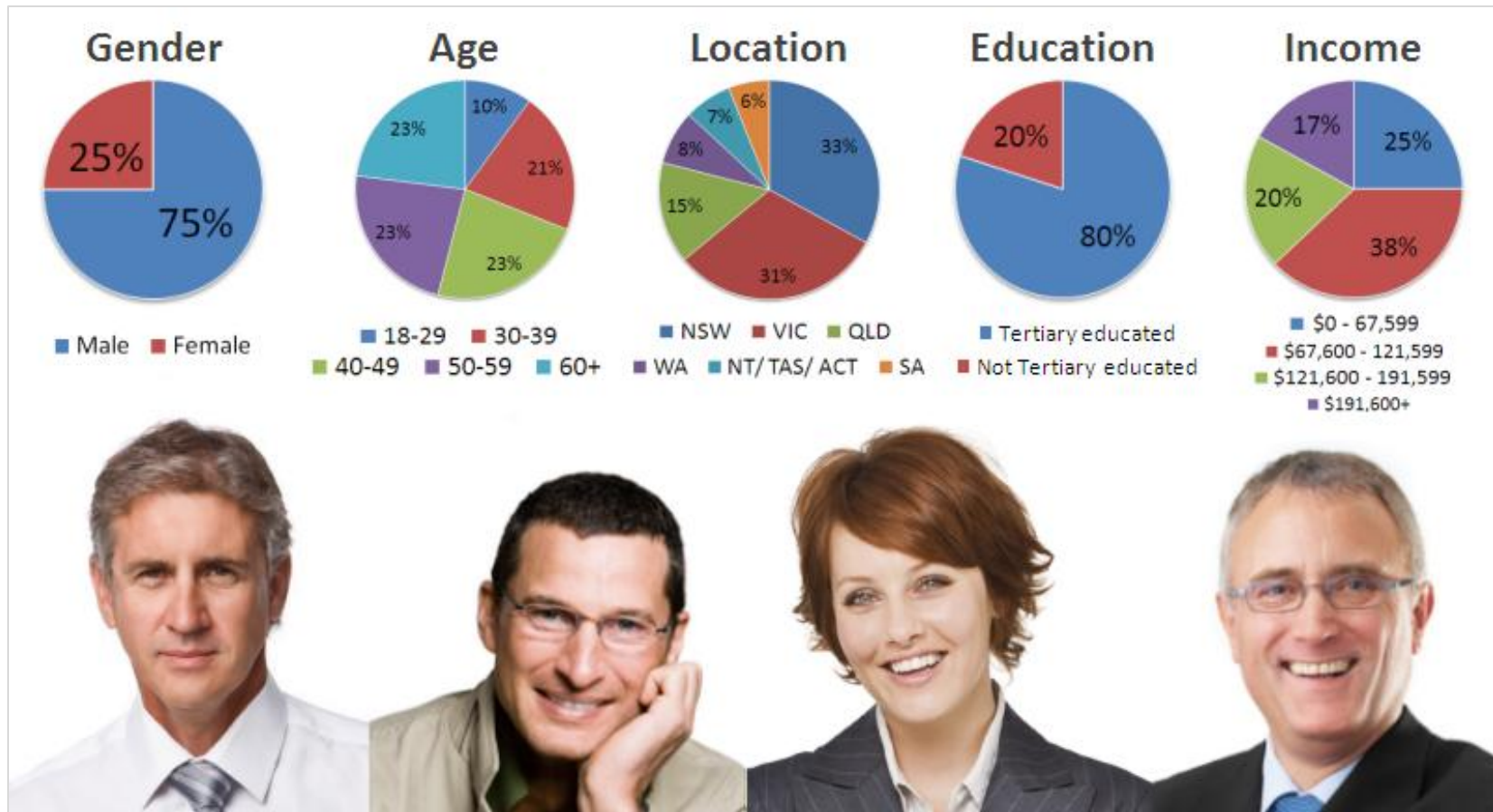
Australian Business & Finance Websites – September 2009, ranked by Average Session Duration*

	UB	PI	UB Freq	APD	ASD	Pages per UB
BusinessSpectator	310,822	6,623,039	2.99	01:40	11:54	21
EUREKAreport	76,258	1,057,738	3.07	02:02	09:11	14
The Australian/Business	761,546	7,352,588	2.30	01:51	07:48	10
smartcompany.com.au	151,161	701,518	1.42	01:24	04:34	5
crikey	245,897	1,672,306	2.19	01:26	04:28	7
SMH - Business	1,229,174	11,018,375	2.93	01:22	04:11	9
The Age - Business	829,467	5,673,978	2.74	01:24	03:29	7
news.com.au/business	1,058,856	4,442,633	2.55	01:53	03:06	4
BNET	338,126	823,252	1.19	01:30	03:05	2
afr.com.au	139,367	1,041,572	2.58	00:59	02:50	7
brw.com.au	29,860	136,795	1.35	00:41	02:19	5

*Nielsen MI Total, September 2009

Network audience profile

Total network readers are mostly men aged 30 plus, employed in senior-level positions, mainly in industries such as finance, insurance, professional, information and media. They are highly educated, earn high incomes and have large assets.



Network audience profile



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- 48% earn over \$104,000 per year - 12 times the national population norm
- 76% have senior roles in their organisation
- 88% invest in shares
- 50% run a self-managed superannuation fund

Purchase intent

- 24% or higher have total influence on purchasing motor vehicles, training & education and professional services for their organisation
- 55% are likely to fly internationally in the next 12 months
- 31% are likely to fly business or first class when flying internationally





Business Spectator is the leading independent business and finance news and commentary website in Australia. It was established in 2007 by three of Australia's most respected business journalists - Alan Kohler, Robert Gottliebsen and Stephen Bartholomeusz.

Business Spectator provides indispensable real-time information, helping business professionals and investors make decisions about what is going on in the business community.

The expert Business Spectator analysis provides crucial commentary – publishing up to 1000 articles per day.

Site statistics

Unique Browsers:	310,822
Page Impressions:	6,623,039
Average session duration:	11:54
Daily Subscribers:	67,000

Source: Nielsen MI Total, September 2009





Engagement is the highest of all sites within the business news category, judged by average session duration, pages per UB, and UB frequency.*

- 62% of readers visit the site daily**
- Advocacy is strong, with 83% of readers saying they would recommend the site to others.**
- 69% of readers say they mainly use the site for Commentary and Analysis.
- 46% of readers consider the site to be 'indispensable'.

*Source: Nielsen MI Total, September 2009

**Source: Lewers independent research, July 2009

Site statistics

Unique Browsers:	310,822
Page Impressions:	6,623,039
Average session duration:	11:54
Daily Subscribers:	67,000

Source: Nielsen MI Total, September 2009





Audience profile



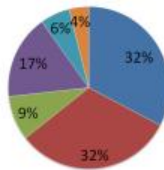
Gender

- Male
- Female



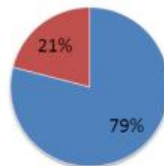
Age

- 18-29
- 30-39
- 40-49
- 50-59
- 60+



Location

- NSW
- VIC
- QLD
- WA
- NT/ TAS/ ACT
- SA



Education

- Tertiary educated
- Not Tertiary educated



Income

- \$0 - \$67,599
- \$67,600 - \$121,599
- \$121,600 - \$191,599
- \$191,600+



The Business Spectator audience is a conservative, high earning readership, largely in the finance and insurance industries.

They are predominantly men aged 30 plus, employed in senior positions within either very small, or very large, organisations. They are highly educated and extremely financially savvy, with 95% investing in shares.



Audience profile



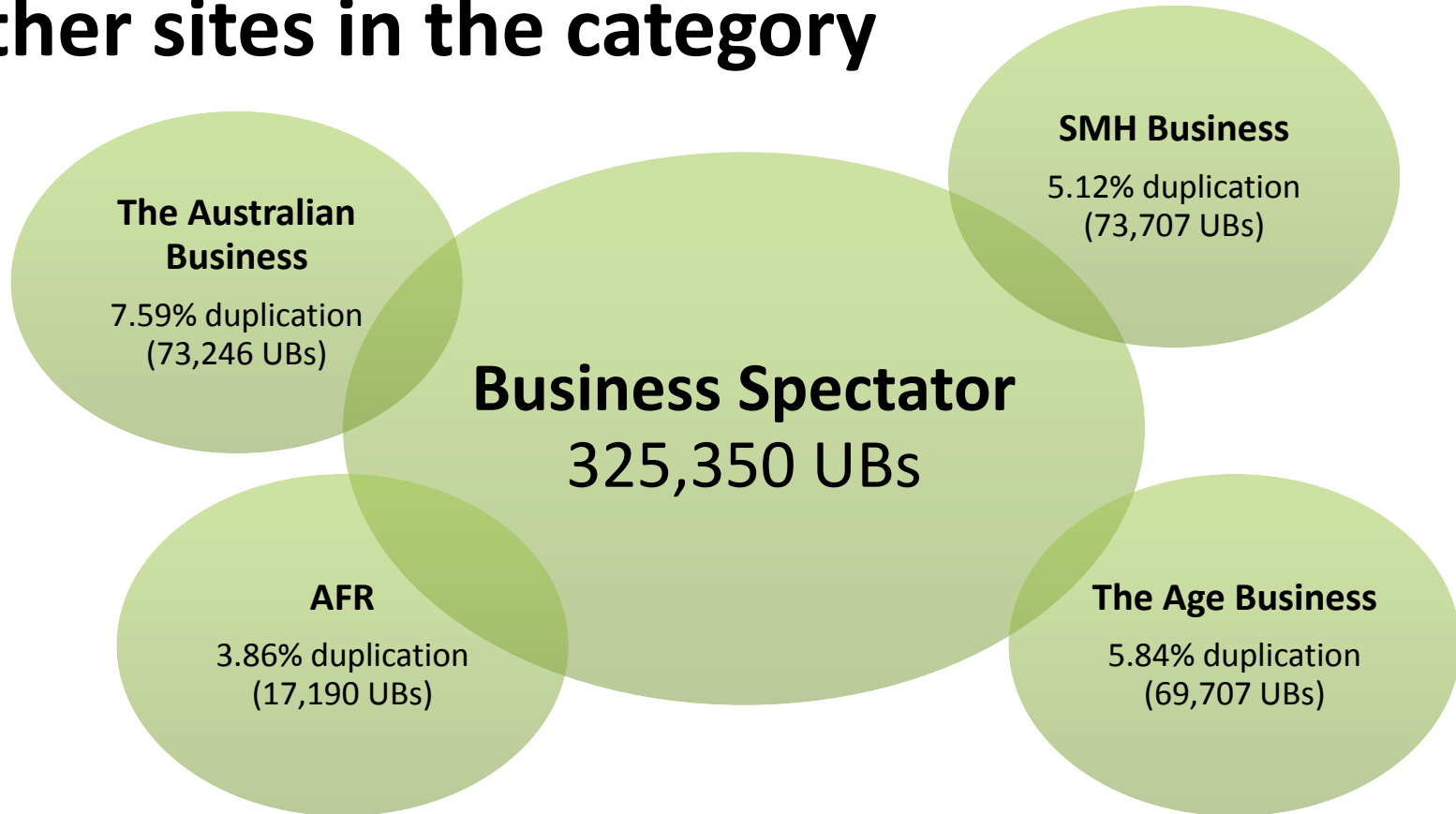
- 31% employed in the financial services industry
- 51% earn over \$104,000 per annum - 14 times the population norm
- 13% earn over \$245,000 per annum
- 60% have purchased an online subscription

Purchase intent

- 73% are likely to purchase professional services in the next 12 months
- 55% are likely to fly internationally in the next 12 months
- 30% are likely to fly business or first class when flying internationally



Only a small percentage of the audience visit other sites in the category



*Nielsen MI Total, August 2009



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Crikey is Australia's #1 source of independent online commentary and analysis.

Crikey offers you a unique opportunity to get your brand in front of a highly influential, affluent audience via a trusted publication that is considered an indispensable source of information.

Every lunchtime via email and through the day on the website, Crikey delivers a pure audience of engaged, highly educated and loyal decision makers that are almost impossible to reach via other advertising channels.

Crikey, launched in 2000, is owned by experienced media identities with a staff of professional journalists, and award-winning contributors.

Site statistics

Unique Browsers:	245,897
Page Impressions:	1,672,306
Average session duration:	4:28
Daily subscribers:	13,000
Weekly subscribers:	28,000

Source: Nielsen MI Total, September 2009



Engagement is amongst the highest of all sites within the business news category, judged by average session duration, pages per UB, and UB frequency.*

- 94% of subscribers read the email each day**
- Advocacy is strong, with 86% of readers saying they would recommend the site to others.**
- 54% of readers say they mainly read Crikey for Commentary and Analysis.
- 54% of subscribers consider the site to be 'indispensable'.
- Due to high loyalty and forwarding, the average total open rate averages 175%.

*Source: Nielsen MI Total, August 2009

**Source: Lewers independent research, July 2009

Site statistics

Unique Browsers:	245,897
Page Impressions:	1,672,306
Average session duration:	4:28
Daily subscribers:	13,000
Weekly subscribers:	28,000

Source: Nielsen MI Total, September 2009



Audience profile



Crikey’s audience is made up of affluent, decision-making professionals. They are attracted to innovative products and services – and will adopt them early, often regardless of the cost.

They are highly educated and active seekers of premium entertainment and leisure experiences.

They are very light consumers of commercial television, preferring the ABC and SBS, making them hard to reach through traditional media

Audience profile

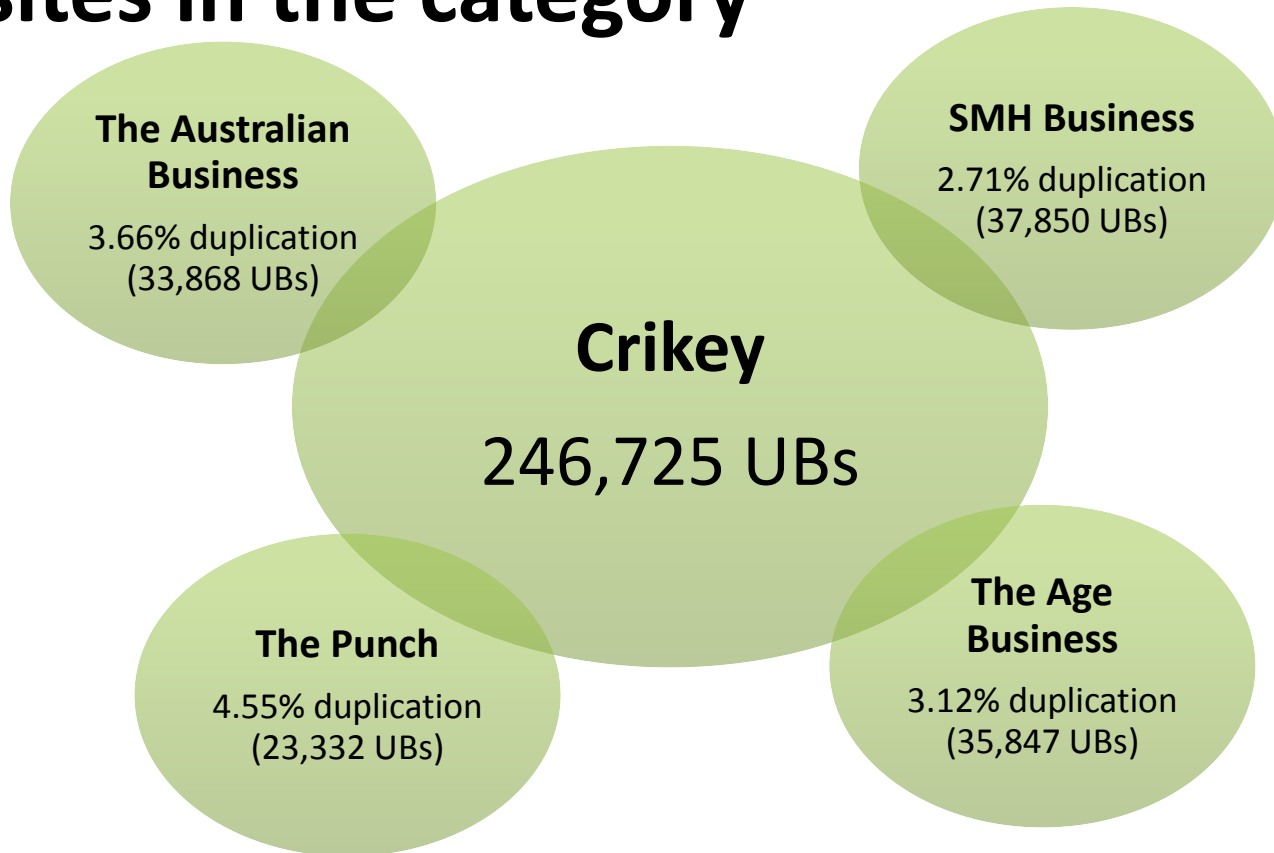


- 44% earn over \$104,000 pa - 12 times the national population norm
- 94% watch the ABC, and 83% watch SBS each week
- ABC is viewed 6.8 times more often than Channel 9, and ABC2 is viewed more often as Channel 9
- 10% live in the ACT - 6 times the population norm

Purchase intent

- 81% are likely to purchase office equipment or supplies for their organisation in the next 12 months
- 29% are likely to fly business or first class when flying internationally
- 64% are likely to pay more for products or services from organisations that practice ethical or environment policies

Only a small percentage of the audience visit other sites in the category



*Nielsen MI Total, August 2009

SmartCompany is Australia's largest online magazine for entrepreneurs, SMEs and business managers.

Australia's decision-makers visit SmartCompany for the latest news, trends, insights, advice, blogs, tax and legal updates – all from a unique entrepreneurial perspective.

Financially literate and tech savvy, these opinion leaders are seeking information and commentary on the best tools, products and services to help them build bigger, smarter businesses.

SmartCompany was founded by Amanda Gome, former editor of BRW, in 2007, and is an adjunct Professor of Business at RMIT.

Site statistics:

Unique Browsers:	151,161
Page Impressions:	701,518
Average time on site:	4:34
Daily Subscribers:	15,400

Source: Nielsen MI Total, September 2009



Engagement is amongst the highest of all sites within the business news category, judged by average session duration, pages per UB, and UB frequency.*

- 87% of subscribers visit the site daily**
- Advocacy is strong, with 84% of readers saying they would recommend the site to others.**
- The site is read predominantly for business advice, closely followed by News & Current Affairs and Commentary & Analysis.
- 44% of readers consider the site to be 'indispensable'.

*Source: Nielsen MI Total, August 2009

**Source: Lewers independent research, July 2009

Site statistics:

Unique Browsers:	151,161
Page Impressions:	701,518
Average time on site:	4:34
Daily Subscribers:	15,400

Source: Nielsen MI Total, September 2009



Audience profile

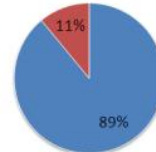
Gender

- Male
- Female



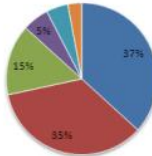
Business size

- SME businesses (below 250 employees)
- Large businesses (above 250 employees)



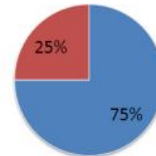
Location

- NSW
- WA
- VIC
- SA
- QLD
- NT/ TAS/ ACT

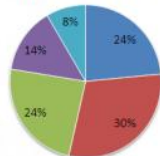


Education

- Tertiary educated
- Not Tertiary educated



Income



- Below \$67,599
- \$67,600 - \$103,999
- \$104,000 - \$147,599
- \$147,600 - \$244,999
- \$245,000+



The SmartCompany audience are predominantly entrepreneurs, SME owners and managers seeking to grow and develop their business.

They have a high business purchasing power, and are key decision makers for business. 89% work in the SME sector.

SmartCompany readers are highly educated and affluent. They are financially savvy, with 82% investing in shares, and 51% running self-managed superannuation funds.

Audience profile

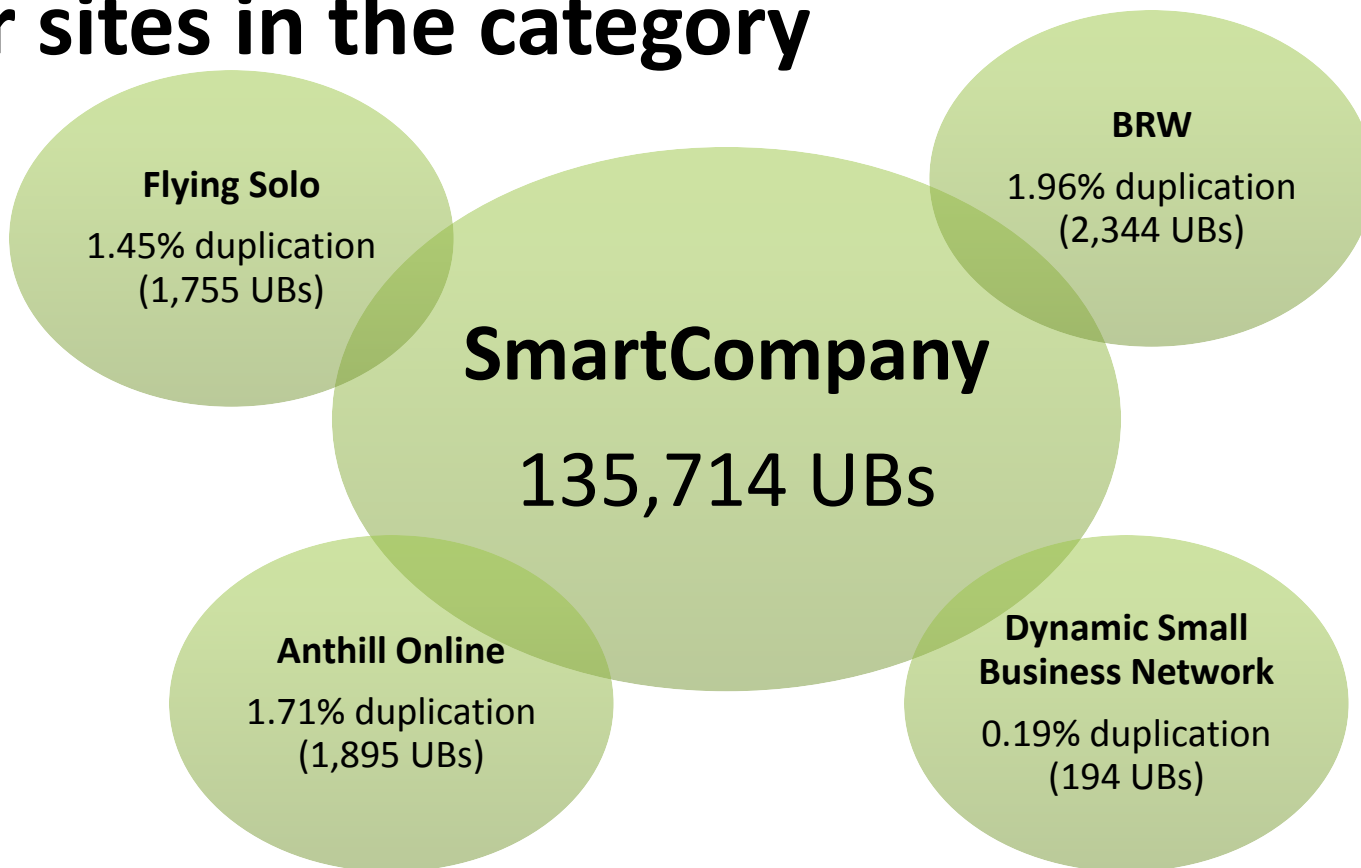


- 89% work in organisations within the SME sector
- 44% are Owners or Proprietors
- 46% earn over \$104,000 per annum - 12 times the national population norm
- 42% have personal investments worth over \$500,000
- ABC is the most viewed TV station

Purchase intent

- 75% are likely to purchase office equipment or supplies for their organisation in the next 12 months
- 74% are likely to purchase professional services for their organisation in the next 12 months
- 68% are likely to purchase computer software or hardware for their organisation in the next 12 months
- 50% are likely to pay more for products or services from organisations that practice ethical or environment policies

Only a small percentage of the audience visit other sites in the category



*Nielsen MI Domestic, August 2009



Eureka Report is one of Australia's leading investing publications, providing a broad range of insight from experts such as Alan Kohler, Robert Gottliebsen, Michael Pascoe, James Kirby, Bruce Brammall, Charlie Aitken, Monique Wakelin and many more.

Eureka Report is proudly independent and covers investing topics such as economic insight, managed funds, DIY Super, property, shares, mining, financials, emerging markets, commodities and fixed interest securities.

Site statistics

Unique Browsers:	76,258
Page Impressions:	1,057,738
Average session duration:	9:11
Weekly Subscribers:	79,000

Source: Nielsen MI Total, September 2009



Engagement is second highest of all sites within the business news category (after Business Spectator), judged by average session duration, pages per UB, and UB frequency.*

- 92% of readers visit the site daily or every couple of days**
- Advocacy is strong, with 87% of readers saying they would recommend the site to others.**
- 75% of readers say they mainly use the site for Commentary and Analysis
- 60% of subscribers consider the site to be 'indispensable'.

*Source: Nielsen MI Total, August 2009

**Source: Lewers independent research, July 2009

Site statistics

Unique Browsers:	76,258
Page Impressions:	1,057,738
Average session duration:	9:11
Weekly Subscribers:	79,000

Source: Nielsen MI Total, September 2009





Audience profile



The Eureka Report audience are an older, traditional group of high net worth individuals. They have high value personal investments.

Eureka Report readers are predominantly men aged 60 plus, with an extremely high financial literacy.

98% invest in shares. They are highly educated and earn high incomes. 24% have more than \$2m in personal investments.

Audience profile

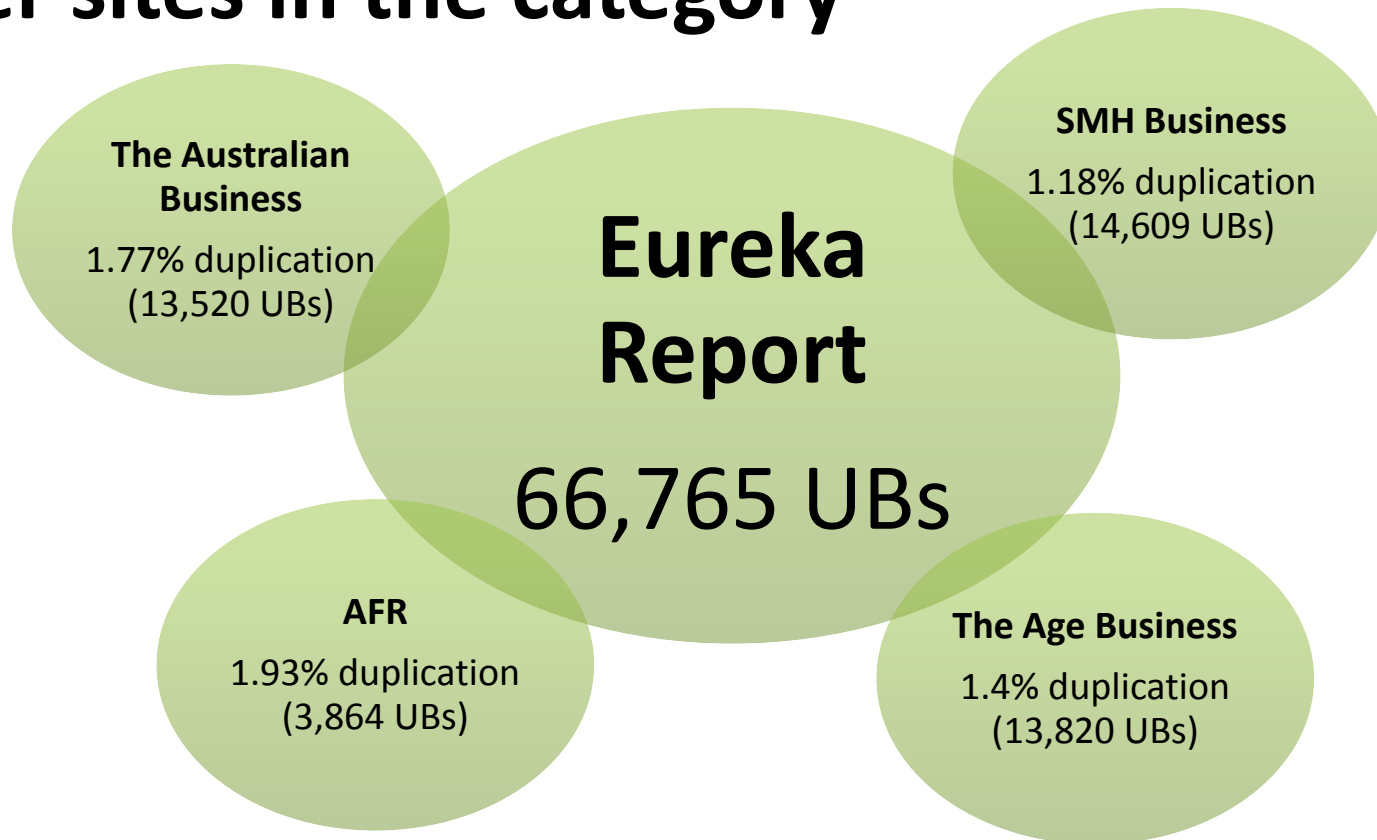


- 24% have personal investments worth over \$2m
- 49% earn over \$104,000 per annum - 14 times the population norm
- 67% run a self-managed superannuation fund
- 35% are self-funded retirees
- Most viewed station is ABC - 3.4 times the amount of hours per week as Channel 9

Purchase intent

- 53% are likely to fly internationally in the next 12 months
- 40% are likely to fly business or first class when flying internationally

Only a small percentage of the audience visit other sites in the category



*Nielsen MI Total, August 2009



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Thank you