

Welcome

CASH

**The First Multimedia Platform for
Business Information and News**

Agenda

Media

Trends in Media Business

Switzerland

Market Overview

CASH Group

Multimedia for Business People

CASH daily

Results and Experiences

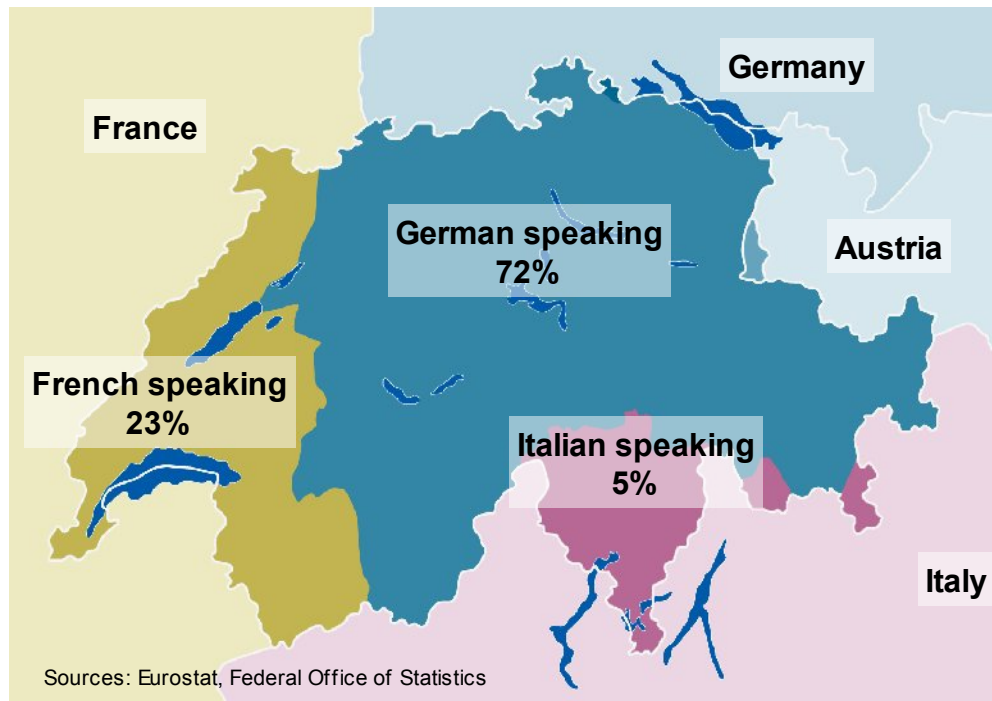
Media Trends an Consequences

Media trends – and the consequences

- Usage of electronic media growing rapidly
- Distinctive loss of market share of printed media
- Users and readers are no longer willing to pay for content: Focusing on advertising revenue (TV, Internet, Free Newspapers)
- New Business approaches:
Search Engines, Communities, Blogs, Games
- Advertising industry uses new marketing tools:
Viral-Marketing, In-Game Marketing, Celebrity Marketing
- New competitors: Google, Telcos, Bloggers, etc.

Switzerland: Market Overview

Switzerland in comparison with Europe



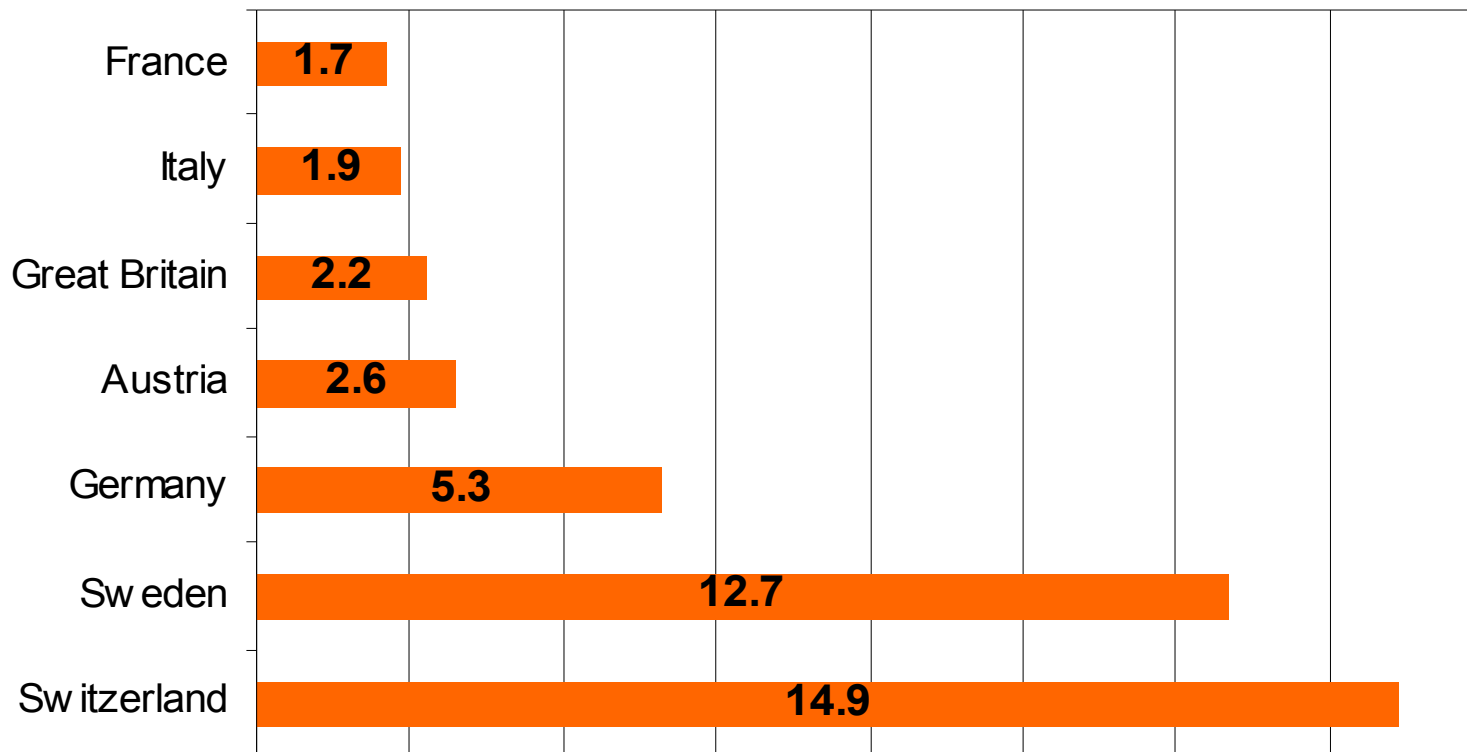
	Total population	Surface area in km ²	Population per km ²	No. of households
Switzerland	7.5 m.	41,000	178	3.2 m.
Germany	82.5 m.	357,000	231	37.7 m.
United Kingdom	60.4 m.	245,000	249	25.0 m.

Switzerland in comparison to Europe

Newspaper Penetration

Daily Newspaper Penetration

Per 1'000'000 inhabitants



Source: WAN 2005

2005: High daily newspaper penetration but no daily business newspaper established yet

CASH Group: „First Mover“

Since the launch of CASH as weekly newspaper the CASH group is a trend-setter in business information. With unique products CASH was and still is „First Mover“ in Switzerland.



1989



1993



1996



Sept 2006

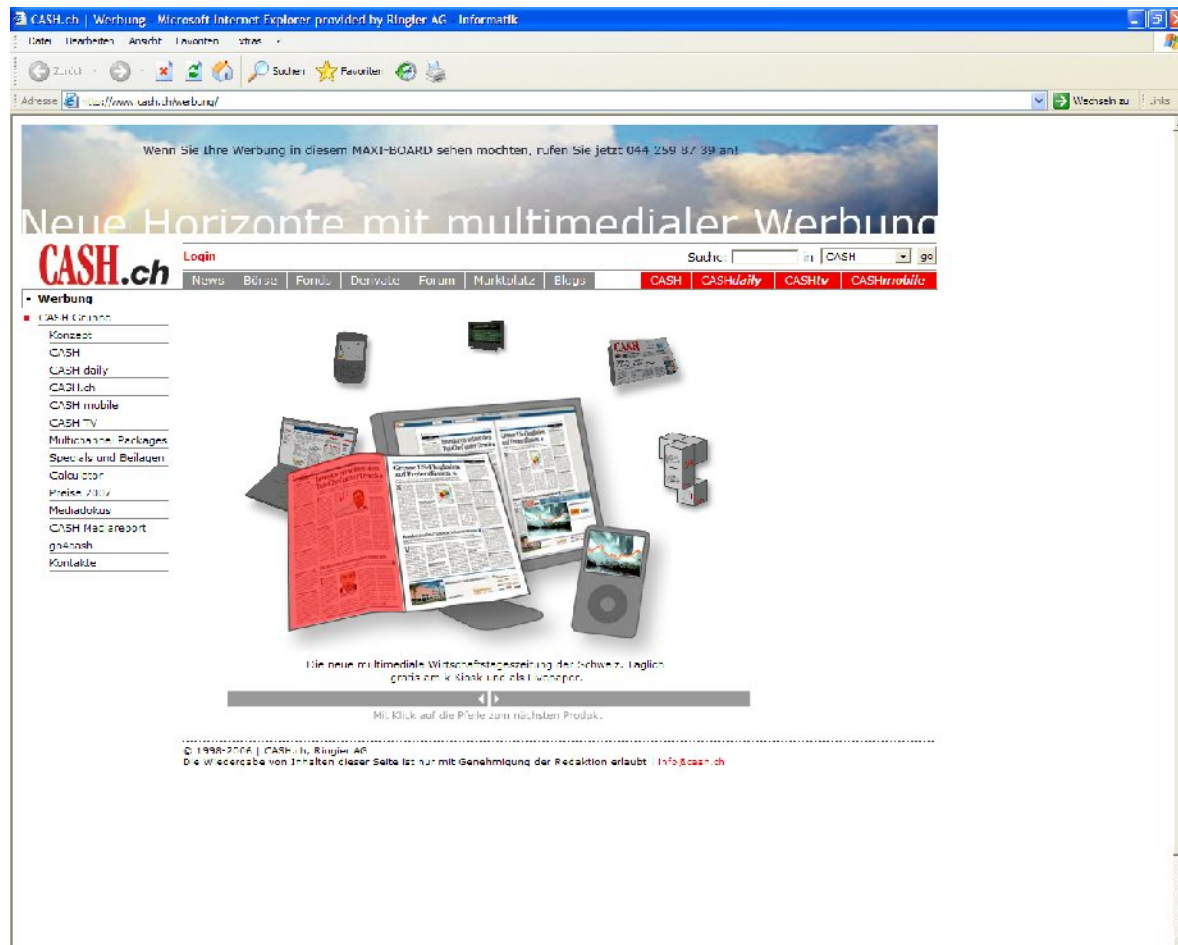
Movie 1 - Launch of CASH daily



Sept 8th 2006

CASH Group: Today

Today the leading Swiss Business News Platform is a combination of various media with one strong brand.



CASH daily: Reason why

CASH daily was launched to achieve these objectives

- CASH daily being the core that helps turning the entire CASH Group into a pioneer.
- First media combination to include print, TV, online, electronic newspaper, mobile applications (Vodcasts / Podcasts) to create an unbeatable new tool for business information.
- Current CASH users will benefit from new info channels and CASH daily will reach new user segments.

CASH daily: Portrait

CASH daily is not a simple product – it's the fusion of unique and customised business information. Our key approaches:

- Free business information
- Multichannel delivery
- Prospective journalism
- Customised content for each channel
- Mode of delivery is defined by the mobility of the target group and their information acquisition habits
- Innovative in the multimedia sector
- Offering new, interactive advertising formats and new options for first movers in the advertising industry

CASH daily: Channels

Daily Newspaper and Livepaper



■ Printed Edition

Daily from Monday to Friday

Delivered to companies, points of interest

Available by 06.00 am

Distributed as free newspaper at 1200 k-Kiosks

Circulation: 75'000

Language: German

16 to 24 Pages



■ Livepaper: www.cashdaily.ch

Monday to Friday

Distributed by Internet

Free registration needed

Content same as printed version

Enriched by audio and video-contents and links

Dynamic advertisements

Newspaper outfit

Available by midnight

CASH daily: Channels

CASH.ch as homebase for multimedia services and mobile applications.



■ cash.ch

Podcast (1/day)

Web-TV (3/day)

Audio Files

Stock Exchange Information (2/day)

Portfolio Services

Trading / Real time finance information

Blogs

RSS feeds



■ CASH mobile

Internet based mobile information

Business news

Stock Exchange news

News about business people

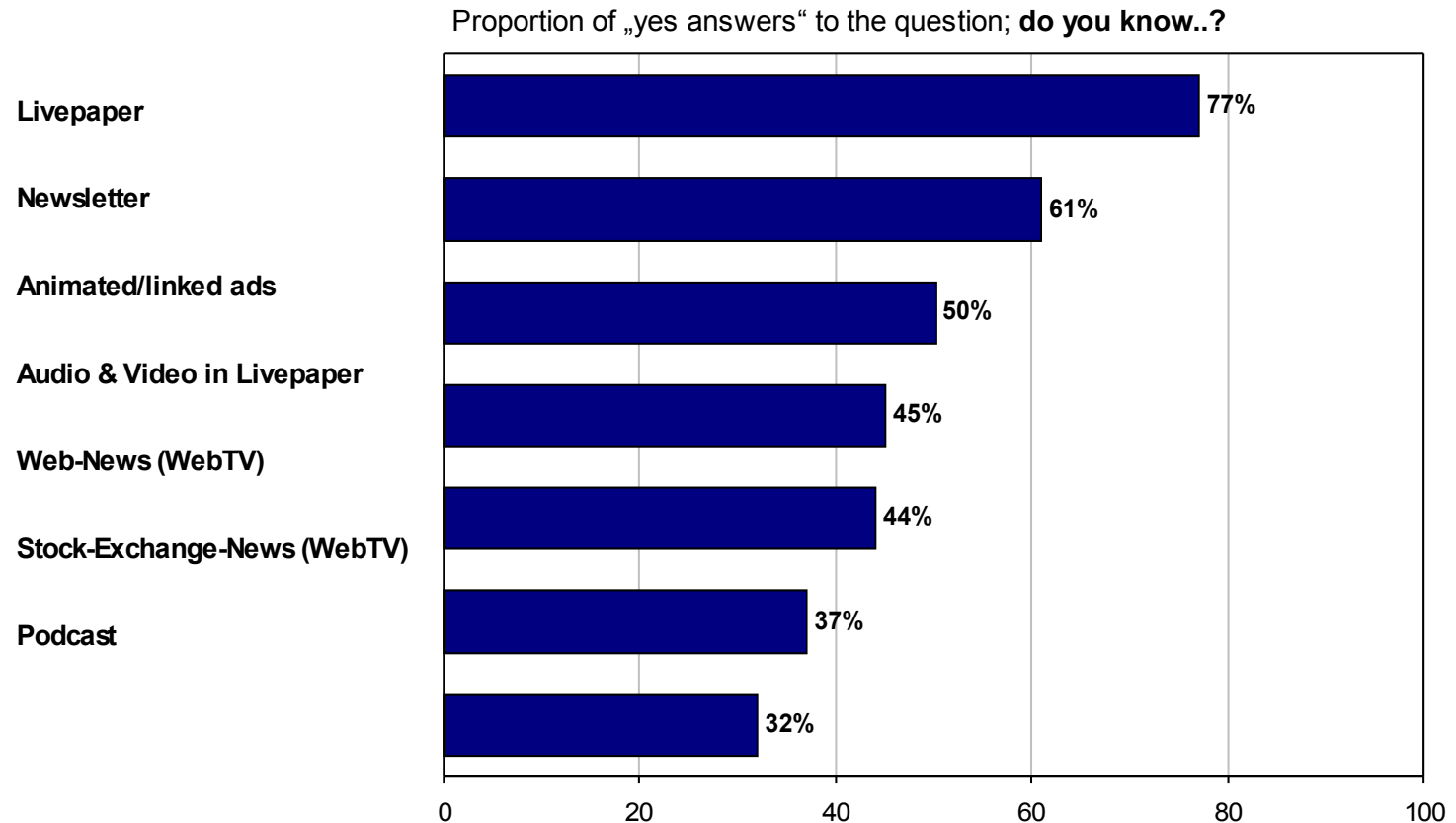
➤ Show Web-TV

CASH daily: Facts

CASH daily was launched september 8th 2006. Our learnings during the last months...

- The need for a free business newsplatform is there but distribution is hard work.
- No cannibalisation of other CASH products.
- Livepaper gets a lot of positive feedback and the registration rate is good.
- Multichannel journalism is possible but is a major challenge. Permanent training and encouragement needed.
- Advertising industry is not completely ready yet for multichannel campaigns but supports our approach.

Awareness

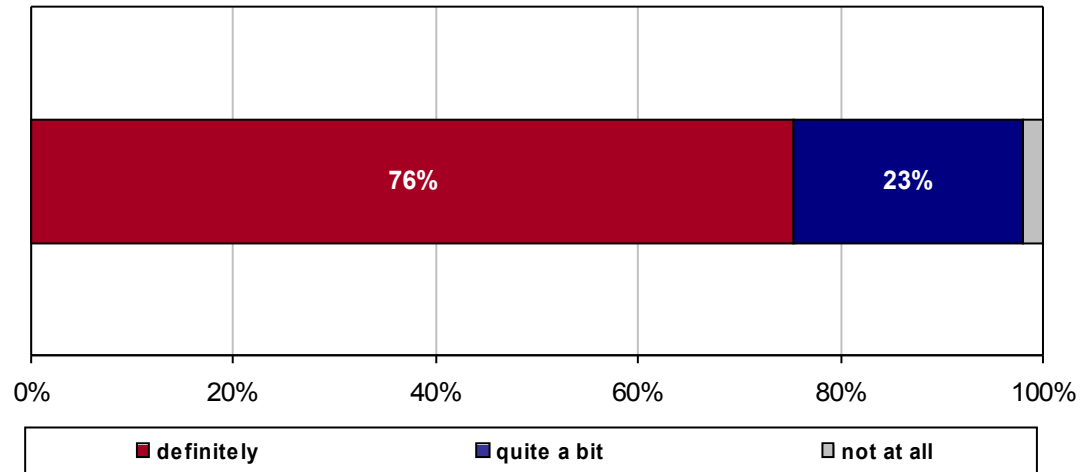


Source: CASH daily-Panell „PubliDialogue“ 2007

Commitment

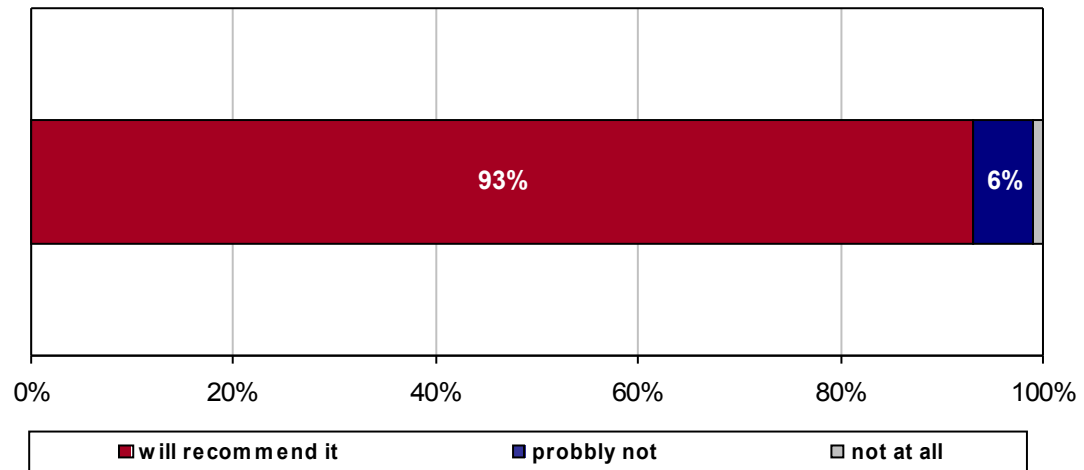
To miss – question

Would you miss CASH daily if you didn't receive it anymore?



Recommendation

Would you recommend CASH daily?



Source: CASH daily-Panell „PubliDialogue“ 2007

CASH Group: Figures

It's too early to show real figures about success of CASH daily.
Panels show the following trends...

CASH Group	daily	weekly	monthly	
CASH		282'000		Readers
CASH TV		180'000		Spectators
CASH daily Print und Livepaper	120'000	600'000		Contacts
CASH.ch Visits		398'825	1'595'301	Visits
OTS (Opportunity to see)		1'460'825		

CASH Group: Figures

Research results show that CASH daily has high potential. Readers remark the content quality and appreciate the various channels to access business news....

Key findings

- With its Multimedia concept CASH daily addresses an exclusive and business-focussed community
- **Average age of 42.6 years** is lowest average age within business media
- Education level and average income is significantly higher than Swiss average
- CASH daily users accompany leader jobs
- **40% of users are women**, highest ratio of women within business media
- Large proportion of commuters
- Topics of high interest: Business, finance, politics, professional life, technology, travel, with preferences on stories about companies and economical backgrounds
- Panel participants read and appreciate above all CASH daily and Neue Zürcher Zeitung

Method: Online-Panel, 10 Questionnaires, October – December 06, n = 700, Publicom AG, Switzerland

Movie 2 – Making of CASH daily



CASH daily: Future

Electronic Paper



Sony ePaper
2006 3GSM Congress Barcelona



Plastic Logic
Design Study



E-Ink
Colour prototype



Polymer Vision
2007 3GSM Congress Barcelona



Plastic Logic

CASH

Thank you