

In this issue:

Finland:

Esmerk Offers New Solution For Monitoring Public Image

pages 1 and 2

Russia:

Russian Press Gets More Business-Oriented

page 3

Sweden:

Media Monitoring Through Analyst's Eyes

page 4

Send us feedback!

See page 2

Publisher

Esmerk is part of the SanomaWSOY Group of Finland

Edition team

Timo Hämäläinen, Finland
Katya Levochskaya, Russia
Maria Andersson, Sweden

Address

Esmerk Oy, P.O. Box 31,
FIN-00089 SANOMAT
Telephone +358 9 122 4322
Fax +358 9 122 4325
E-mail esmerk@sanoma.fi
Internet www.esmerk.com
Lay-out Pirta Mikkola
Print Käpyläprint Oy

Quarter is published 4 times a year.

Finland

Esmerk Offers New Solution For Monitoring Public Image

Esmerk has developed a new service to help its customers monitor their public image and media exposure. Esmerk Tracking service provides information on what the press writes about the company, on the attention rate of the articles and the tone of the articles. Esmerk Tracking involves the most important newspapers on the market. So far the service has been available in Finland and in Sweden, however, Esmerk can expand the service also in the other Nordic countries when necessary.

Esmerk Tracking customers receive daily Media Reports in their e-mail or on the corporate intranet. The Media Report consists of abstracts on all the articles that mention the name of the company in question. Additionally, the report shows the source, date of publication, page number and the original title of each article. Other interesting factors reported to the

customer are the size of the article, if the article includes a picture, if the article is on the front page and if the company is the main subject of the article. One of the most important aspects indicated is whether the article was written in a negative, positive or neutral tone. The abstracts will be stored automatically in the customer's database.

The Tracking service includes also a web-based



– Tracking is an easy way to continuous and systematic monitoring of the public image, says Ilkka Räsänen, Regional Managing Director of Esmerk Oy. Photo by Sanna Liimatainen

Esmerk Offers New Solution For Monitoring Public Image, continues from page 1



– Tracking does not replace the traditional Esmerk news service, Räsänen says.

analysing tool. The tool can be used to monitor and analyse the development of the company’s public image during any specific period. The variables include for instance sources, circulation and number of readers or a particular key word, such as the name of a person. The results are presented in graphic form, with a direct link to the individual abstracts.

Customers Asked for Coverage of Public Image

Esmerk started to develop the Tracking service about a year ago. Regional Managing Director Ilkka Räsänen of Esmerk Oy says that the project was spurred on by several customers who were looking for a tool to monitor their public image “the Esmerk

way”, i.e. in the form of news abstracts delivered in electric format. Esmerk wanted to offer its customers a “next generation” service instead of the traditional clipping services.

– Initially, we delivered the customers only the information, and they used their own systems to analyse it. However, Esmerk considered it necessary to offer its customers also a database with analysing tool already at the early stages of developing the new service, Räsänen says.

Esmerk expects Tracking to become a significant part of its business operations within the next couple of years. The new service utilises the know-how Esmerk has gathered in processing and controlling media information over the past 26 years.

– We consider Tracking a revolutionary tool in monitoring corporate media exposure. Tracking is an easy way to continuous and systematic monitoring of the public image. The service will be of interest to companies that consider control of the public image an important factor in getting results but consider the time of newspaper clippings to be over, Räsänen says.

Tracking Does Not Replace the Traditional Esmerk News Service

One advantage of the Tracking service is a fixed pricing policy, which makes it easier

for the customer to budget for the service. The price will depend on the number of newspapers included in the service. The coverage can include either only the largest nationwide newspapers or also larger local newspapers. The full monitoring covers 80% of the entire circulation, which has been noted to give a sufficient enough perspective on monitoring the public image on the markets. The Tracking service does not include online sources for the time being.

– Online sources will be included in the service as soon as they become significant enough as sources. The source list will be reviewed and updated continuously, Räsänen asserts.

The new product will bring an important addition to the operations of Esmerk, however, it does not compete with the traditional Esmerk service. News service will continue to be the core of Esmerk’s business, and the markets are growing constantly.

– Both services offer a solution to entirely different problems. The traditional Esmerk Current Awareness Service provides information on the events and changes in the business environment of the company, thus, the two services do not substitute for each other in any respect, Räsänen points out. ■

HELINÄ KUJALA
TRANSLATED BY SANNA TERMONEN

PLEASE, SEND US FEEDBACK

Please, tell us Your opinion about articles in this Quarter

	Highly interesting	Moderate	Not in my area of interest
Esmerk Offers New Solution For Monitoring Public Image	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Russian Press Gets More Business-Oriented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Media Monitoring Through Analyst’s Eyes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

I would like to read more about _____

Name _____ Title _____

Company _____ E-mail _____

Address _____

Telephone and fax _____

SEND THIS FORM to Your nearest Esmerk office: Finland fax +358 9 122 4325, e-mail esmerk@sanoma.fi Sweden fax +46 8 6458 866, e-mail sweden@esmerk.net Russia fax +7 812 3295 709, e-mail sales@esmerk.ru

Russia

Russian Press Gets More Business-Oriented

The Russian press has been developing together with Russia's emerging free-market economy. By now it has diversified, got financially independent from the state and achieved a new level – both from the standpoint of quality and content. These changes, no doubt, reflect major economic changes in the country. With business activities on the Russian market growing rapidly, the press is becoming more and more informative and business-oriented.

While in the first years of Russia's post-glasnost period (started in 1992) the primary function of the press, as well as of other mass media, was to provide large audience for individual politicians, now it provides audience for advertisers and businesses.

Quite a good number of industry journals have lately appeared in Russia, dedicated to such sectors as food and drink, printing, timber, pharmaceuticals and many other. Many domestic newspapers today tend to publish results of consumer market studies, which was never the case in the Soviet-era days when there was no such thing in Russia as a consumer market.

The attitude of Russians towards the press has also changed with time – they started to see the press and other mass media as suppliers of information and

entertainment rather than promoters of ideology and certain political ideas.

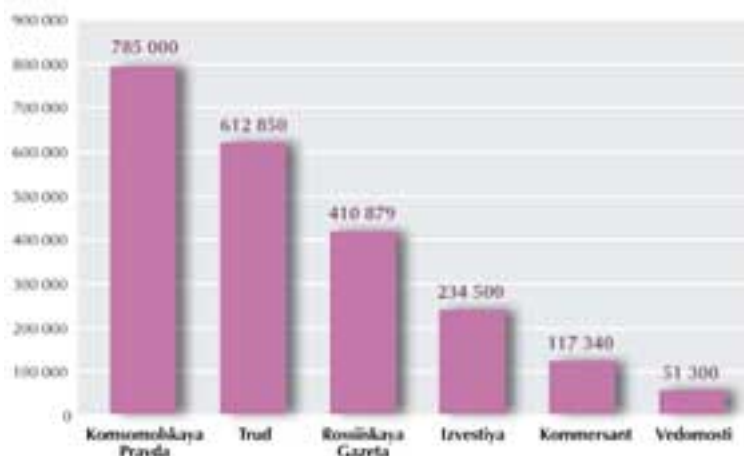
One major problem Esmerk analysts come across when handling information in the Russian press is "paid-for" stories. Hidden advertising in the press is quite widely used in Russia nowadays and credibility of the information published in newspapers and journals can sometimes be questioned. So analysts picking up information that is of interest to Esmerk clients should be very careful and able to tell "ordered stories" from facts.

In the long run, the Russian press and other mass media should become more sophisticated and further business-oriented, developing in line with the growing free economy of Russia. ■

SVETLANA SOLOVIEVA

TOP DAILIES IN RUSSIA

Circulation 20 November 2001



Circulation figures in the graph gathered from the newspapers.

ESMERK ABSTRACTS RELATED TO THIS ARTICLE:

Russia: Business press independent
Kommersant-Daily, 22 Nov 2001,
p. 4:-
/ESMERK/RUSSIAN/SM.EVA

...

Russia: Periodicals, books printing market to shrink
Izvestiya, 10 Oct 2001, p.3:-
/ESMERK/RUSSIAN/SM.EVA

...

Russia: Problems of periodicals market in Moscow
PRNEWS On-line, 26 Sep 2001,
p.:-
/ESMERK/RUSSIAN/SM.JUL

...

Russia: Periodicals to rise in price
Finansovaya Rossiya, 6-12 Sep 2001, p.3:-
/ESMERK/RUSSIAN/SM.JUL

...

Russia: Moscow authorities to support periodicals
Kommersant-Daily, 29 Aug 2001,
p.2:-
/ESMERK/RUSSIAN/SM.JUL

Sweden

Media Monitoring Through Analyst's Eyes

Working at Esmerk is no longer simply about being awake in the early hours and having the ability to write abstracts. The new Tracking service demands more of the analysts and is of significant value to the client.

Sara Larsson works as an analyst at Esmerk's Swedish office. She is responsible, among other things, for monitoring the insurance sector. Every morning she reads the four major Swedish newspapers and writes abstracts on strategically significant news affecting the insurance sector as well as interest rates, savings and loans.

– Sometimes the work is stressful. Before big events such as the publication of corporate financial reports, I usually come

in a little earlier, she says.

Sara came to Esmerk in the spring 2001 after completing studies in economics and French at Lund University.

– I have always been interested in current awareness and I also like to write, that is why I accepted the position at Esmerk. The most fun part is being able to read the newspaper during working hours.

Adding extra value

Sara also works with Esmerk's Tracking service for the insurance and savings company Skandia. Skandia is a unique client for Esmerk as, in addition to the traditional Esmerk service, the contract involves monitoring the company

name in thirty Swedish sources. Analysts have the help of Internet search engines to assist their well-trained eyes. Tracking service adds extra value to Esmerk's abstracts because it provides information on how companies are presented in the media over time. The abstract is accompanied by details as to the size of the article, the inclusion of pictures and a definition on whether the article is positive, negative or neutral.

Collaboration with the client

It is sometimes difficult to judge if the article is positive or negative, for example if the company's result is weak but the stock price climbs. Esmerk's Swedish office therefore works closely with the client and regularly discusses articles that are ambiguous. This feedback is of great value for both the client and the analyst as this contributes to improving the quality of the monitoring in the long run.

– When we know what the client wants, it becomes easier to choose the correct point of view and adjust the service to the demands of the client, Sara says.

Useful information

Sara relates that, even on a personal level, she has gained much from working at Esmerk.

– I have recently bought an apartment and thanks to the fact that I write so much about loans and interest rates I have gained a good idea of which type of property loan is the best.

Tracking is one of Esmerk's newest products. In Finland, Sweden and Russia there are high expectations that "tracking" can be developed further, preferably in close cooperation with clients, as with Skandia, and in time it will become a natural part of Esmerk's range of products and services. ■

KARIN LAGERSTRÖM
TRANSLATED BY PETER SIMPSON



For Sara Larsson the Tracking service has brought along new responsibilities to her work as an analyst at Esmerk Sweden.

ESMERK QUARTER 3/2001 DRAW

Last issue of Quarter included a competition to review the articles. We are glad to announce that the following people have won themselves the Esmerk watch: **Auli Lahtela, Leena Mänttari, Peter Jansson, Riitta Lähdemäki-Taipalus, Juha Kirstilä, Eija Rajakangas.**

Congratulations once more to all the winners!

Esmerk supplies leading international companies with intelligently tailored essential information of their business environments. We now have tens of thousands end users throughout the world, being serviced by a network of offices around the world.



Next Quarter will be published in February 2002