Gazeta Wyborcza

- No. 1 media voice in Poland
- No. 1 in circulation
- No. 1 in advertising
- World class operating performance

Success driven by unique market and product approach
Internet - Why now?

- Polish Internet market is starting to take off
- Momentum from deregulation of fixed lines
- Strong economy is increasing household income
- Polish consumers catch up rapidly
- Competition is also mobilising

Agora must lead not follow
Agora’s key strengths for the Internet
Powerful Gazeta brand

Universal recognition

Credibility and integrity

Richness of content

Advice

Accessibility

Quality

User friendly/interactive

Engaging

Relevant brand attributes for online product
Extensive content resources

General
Thematic

National
Local

Newspaper
Radio

Editorial
Advertising

Agora
Online

Easily transferable online
Powerful national and local presence

Both content and advertising
Advertising powerhouse

- **Market Share**
  - Display
  - Classifieds
  - National and local
  - Key categories

- **Client Relationships**
  - Extensive sales force
  - Product design pioneers

- **Market Research**
  - Leading press advertising monitoring system

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**Proven marketing excellence**
Technology

- The newspaper has fully integrated digital process
  - From input of text/photos/adverts to films for printing presses
  - Also fully digitised archives
- Entire company already has e-mail access with @gazeta.pl addresses
- Automatic digital transfer from newspaper editorial to gazeta-on-line
- Will now buy scaleable web system for the portal
  - Ideally one supplier
  - International, recognised systems eg IPS, Inktomi, Oracle, AltaVista ZIP2

*Leading edge publishing technology positions for online*
Our approach

- Agora-level undertaking
- Resourced as our major strategic priority
- Expand addressable market
- Consumer focus initially
  - B2B may follow
- Independent but may consider strategic alliances
- Focussed but flexible
  - Recognise fast changing environment

Move fast, stay flexible
Already - www.gazeta.pl

- Number 3 site in Poland
- 500,000 visits, 3.5 m page views in December 1999
- Rich content
- Advertising
  - Banners
  - Classifieds
- Verticals started

A stepping stone for the future
Development plan

ACCESS

Gazeta.pl

Information

Decision making

e-commerce

Local Portal

Information

Decision making

e-commerce

National Portal

Information

Decision making

e-commerce

Rapidly building a complete online offering
Extensive cross promotional opportunities

- Multimedia advertiser products
- Mutual advertising & promotional support
- Cross fertilization of content-rich sources for verticals
- National and local level
- Cross promotion of content features across media, content “extensions”

Content, advertising and transactional links across media

Newspaper
Radio
Online

Compelling strategic proposition
Positioned to capture market leadership in this flourishing new medium