

## FT's multimedia contents



### Video series:

FT.com brings business to life with a wide range of regular videos, including established channels such as View from the Top, Daily View, Lex, View from the Markets, Short View and Special Reports.



### Interactive graphics:

Comprehensive descriptions on several topics that may include photos, maps, and data.



### Microsites (adfeature):

Present your client message in an editorial style with interactive graphics, video and custom content.

### Precision targeting options

We do this by pinpointing a particular demographic group, linking your ads to relevant editorial and by identifying our users' interests so you can target them wherever they are on the site.

You can target by:

- User demographic
- Behavioural targeting
- Site section
- Time zone & time of day
- Contextual
- IP/domain targeting
- Geographic region

## FTChinese.com – reaching the Chinese business elites

FTChinese.com (FTC) is the FT's Chinese language business news information site serving the mainland China market. FTC offers access to unrivalled news and information, giving users a global perspective with a local flavour. FTC has more than 1.57 million registered users and serves over 16 million pages of content per month.

Busy executives on the move can now access FTC through various mobile platforms. The FTC iPad app allows users to browse online, or download the app before leaving the house to read offline on the way to work when no connection is available.

The newly revamped mobile website, launched in April 2011, is well adapted for mainstream smartphones and blackberry and now includes enhanced market data and commentaries.



**FTCHINESE IPAD APP – RANKED NO.1 FREE NEWS APP IN CHINA\***

### FTChinese iPad app

81,000 downloads (as of April 14, 2011)  
600,000 page views/month

### FTChinese mobile site

600,000 page views/month

\*iTunes, March 24, 2011

## New FT web app

In June 2011, we launched a new, faster, more complete app for the iPad and iPhone which is now available via your browser.

Using the new app has a number of benefits:

- No download needed
- No need to visit an app store for the latest version
- The latest edition is automatically stored for offline access
- Improved performance on most connections
- Includes FT video on iPhone

**Go to [app.ft.com](http://app.ft.com) on your iPad or iPhone**

### Not on iPad or iPhone?

You can access the FT on the move with our other mobile products and services, such as our **mobile website (m.ft.com)** or **Android app** for tablet devices such as the Samsung Galaxy Tab and Motorola Xoom.



**A BETTER, FASTER APP  
USE YOUR EXISTING FT.COM ID**

## For more information

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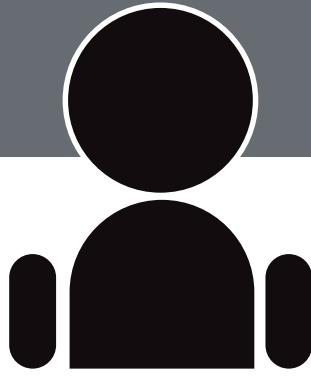
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**FT.com** is one of the world's leading business information websites providing an essential source of news, comment, data and analysis for the global business community. FT.com attracts **over 12 million unique users**, generating **96 million page views** and now has **over 3.5 million registered users**.

Source: Web Analytics Figures, March 2011

# FT DIGITAL



## FT.com user profile

- Average age is 46 years old
- Average household income is US\$205K
- US\$1,269,190 average personal net worth
- 55% of FT.com users are C-Levels/SVPs
- 64% own 3+ investment products (excl. pensions, insurance and property)
- 25% own investment property
- 80% of FT.com users are business purchase decision makers/influencers

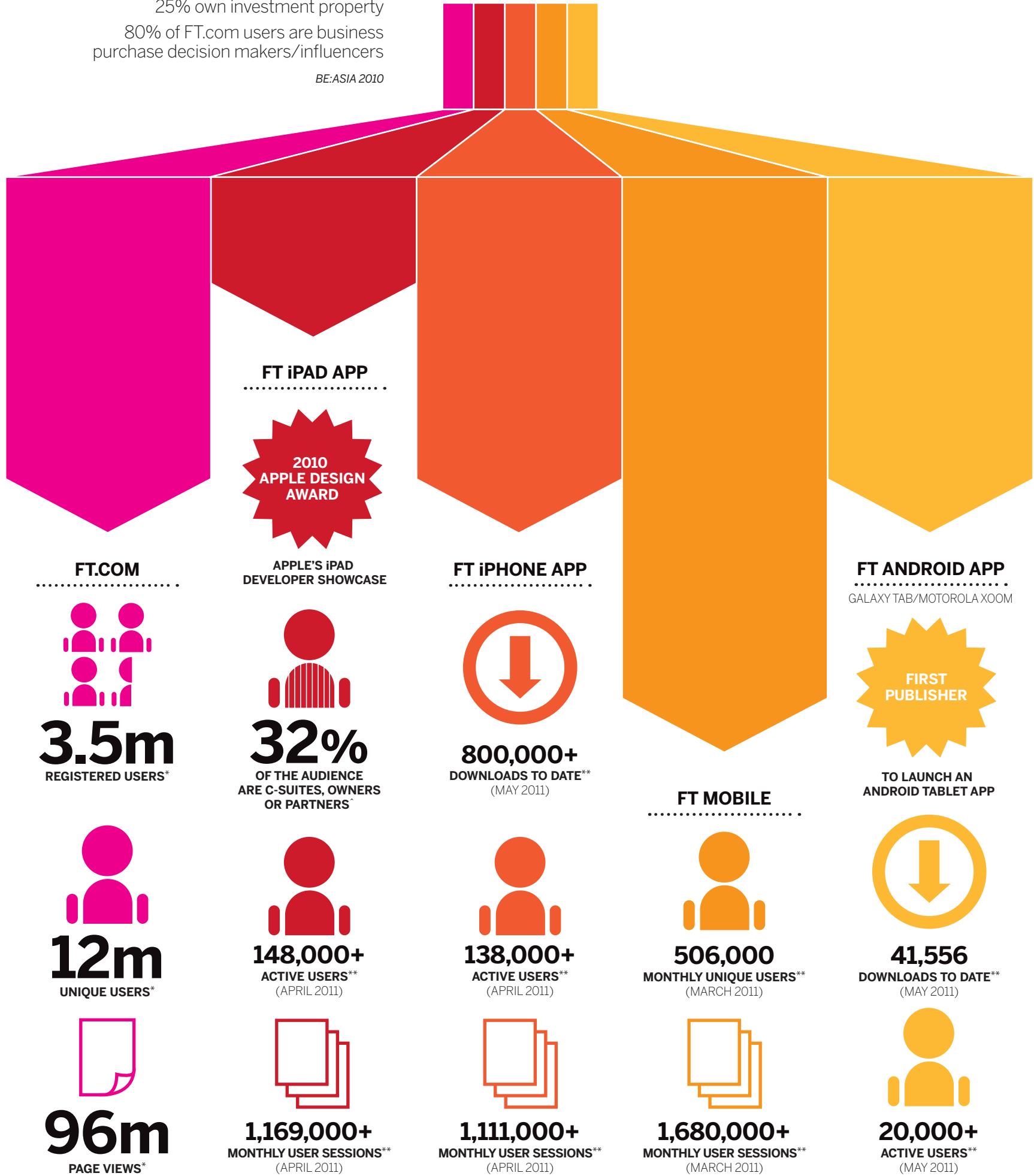
BE: ASIA 2010

## ACCESSIBLE WITH FT.COM ID

FT.com access rules apply (see right)

## FT.com access model

- All section top page and homepages are free to air
- Registration unlocks a further 10 articles a month free
- Paid subscription required for 11 or more articles per month



\*Web Analytics Figures, March 2011 \*\*FT internal figure 2011 \*FT Mobile & Tablet Survey 2010

## KEY FACTS

The number of FT readers, print and online combined, who have annual income over one million dollars is 7% higher than The WSJA and 40% more than IHT. BE: ASIA 2010

In the Asia Pacific region, FT.com reaches almost 1 in 5 senior financial executives, reaching 16% more of the GCM universe than WSJ.com and 83% more than Economist.com. GCM 2009

The FT is the title of choice for 155,473 people in the Asia Pacific region, which more than the WSJA and IHT combined. FT reaches more opinion leaders in this region than any other International daily business titles. PAX Q1-Q4 2010

FT and FT.com audience profile remains extremely influential, senior and affluent – profiling no.1 in the number of CEO, largest corporate budgets, international business involvement, high earners and frequent travellers. EMS 2010

The FT is the most read publication by institutional investors in the UK and Europe. Not to be outdone, FT.com is also the most read/visited website in the UK and Europe. Worldwide Professional Investment Community Study 2009/10 (PIC)

The FT has the highest ranking website (PC/Desktop/Laptop), iPad and cross-digital channel integration of all the UK print titles digital offerings, in terms of its consumer experience. Webcredible 2011