

To the Point

Through **WN**'s uniquely branded publications and special reports the network delivers instant and comprehensive overviews, as well as in-depth coverage.








The Whole Story

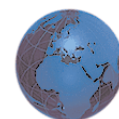
WN gives complete 360° coverage, with articles available from different socio-political and cultural perspectives, from diverse geographical locations and at multiple levels of depth. Each news event or 'fact' is thus constructed out of a variety of perspectives and viewpoints.

WN appeals to both the general reader and to the more specific user. With its range of news sources, **WN** defies all journalistic bias and gives the user the fullest possible picture. No other site offers as many interpretations on any event as quickly.

The Secret of Access

WN presents the world's news quickly and precisely by:

-  Offering a unique, proprietary search engine which draws from a pool of several hundred news providers in up to 20 languages
-  Packaging hundreds of news sources into clearly branded online publications and in-depth reports
-  Organizing site-structure around users' needs; the logic of the site empowers the user with a remarkable ease of navigation
-  **WN** takes users to specific Web pages related to a title, article or ad, and not to a home page from which the reader has to navigate to find the relevant information
-  Ensuring this site ergonomics means that the user is free to intuitively roam or research with minimal conscious effort, therefore concentrating on the content in hand
-  Referencing a wide range of news sources; from traditional providers such as AP, CNN and Reuters to specialised publications and governmental as well as non-governmental organisations
-  Being completely free and available to all; from school children to Business Professionals



The Expertise of Convergence

WN is the most comprehensive news network not derived from print or broadcasting brands. Our expertise is the net. We know how to exploit the flexibility of web-based media to offer multiple access points, grading of information and intrinsic customisation.

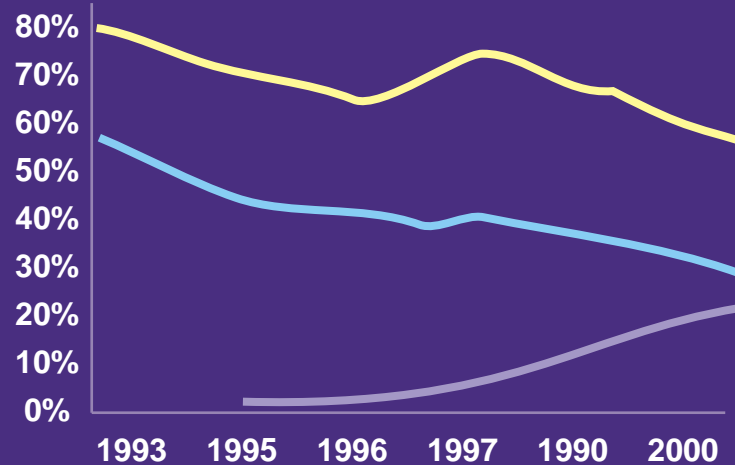
Tomorrow's media convergence is dominated by the intelligence of one medium: the net. Online consulting of news environments and services is rapidly growing.

Put news and the net together and you get the competitive edge of WN.

Patterns of News Use By Age*

	Total %	<30 %	30-49 %	50+ %
Goes Online	54	74	62	33
Online at least once a week for news	33	46	37	20
Online daily for news	15	17	18	10
Watched TV news yesterday	55	44	51	67
Read newspaper yesterday	46	29	43	58

* Based on total sample



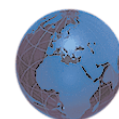
- Watch Local TV Regularly
- Watch Network TV News Regularly
- Online News (at least 3 days/week)

Brands in the Network Economy

WN's approach is already based on forming strategic alliances to reach both niche and massive audiences. New alliances are being formed to ensure WN's innovation and leadership in convergent news services.

WN is the departure point for any journey in the news data space of the net. In a network economy portal brands like WN will be the most powerful.

As the provider of global access in an information society WN becomes a personal agent: WN's relationship with its users is characterised by trust and fidelity. WN gives advertisers the chance to tap into these brand values.

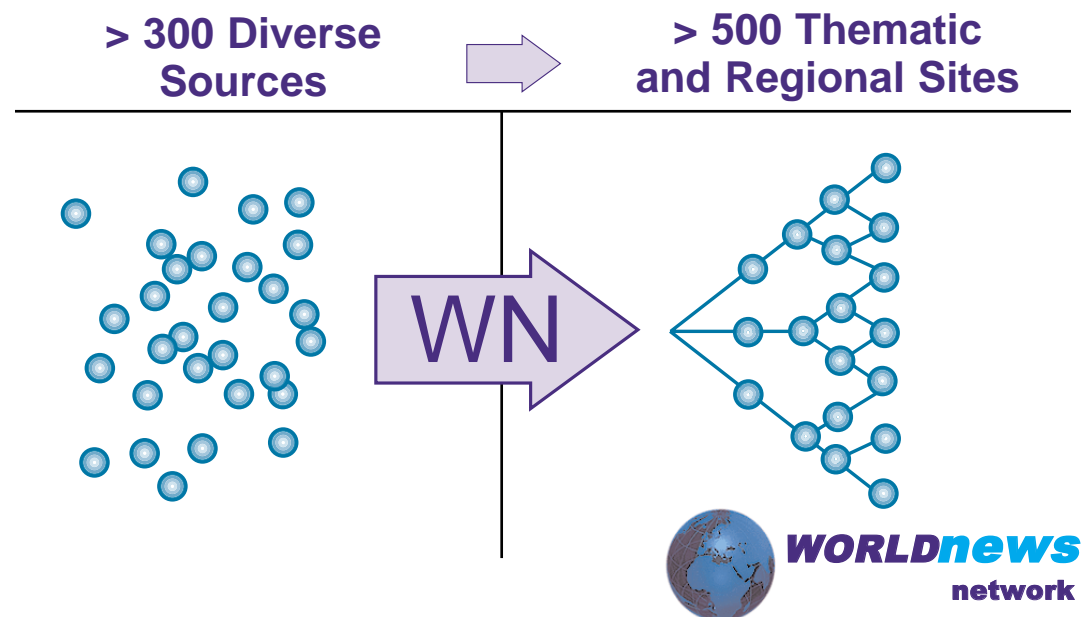


WorldNews is a global leader in online news and information delivery.

Multicultural Communication

- 30% of the Network's traffic is generated by **WN.com** and **WorldNews.com**, our main English language sites
- The Network covers 20 languages enabling advertisers to communicate with regional audiences in their own language
- **WN's** structure organizes massive localised content making it the leader in regionalisation - enabling advertisers to navigate complex and fragmented information markets (such as China)

Networking the News and Information World



B2B targeting

- Industry leaders rank b2b media as influencing purchase decisions far more than newspapers, television and general business magazines (Yankelovich/Harris 2001)
- **WN's** impressive range of industry-specific sites with domain names that place them highest on search engines (eg oil.com, electricity.com) allows advertisers to reach key target business audiences
- Sponsorship of specific content areas can also be negotiated

Worldnews.com: TOP Website for Global News coverage

- *Britannica.com*

Best of the Web

- *Forbes Magazine*

WN.com: favourite information site for current events

- *US News*
- *World Report*

WN Network is a Selected Resource for

- *Hoovers.com*

wnbusiness.com

Some WN business sites:

businessdaily.com	cocoa.com	marinefocus.com
electricity.com	globaltrading.com	marineindustry.com
gas.com	offshoredrilling.com	maritimeglobe.com
maritime.com	businessjournal.com	pensionfunds.com
oil.com	cranes.com	phones.com
ports.com	diamondnews.com	shippingnow.com
steel.com	financeinc.com	telecommunication.com
textiles.com	helicopters.com	wallstreetpress.com
biotechs.com	investmentglobe.com	webfinance.com



Event-based targeting

- **WN's** highly mobile, rapid response corporate structure allows it to offer a flexible, fast and personalised service to advertisers: breaking news traffic spikes can be exploited almost instantly according to your needs
- With events-driven audiences on the rise **WN's** deep content in vertical areas gives advertisers' close association with the most specific sources of information

Range of influential targets

- **WN** Network allows you to reach select niches such as the international air travellers' community or lifestyle-specific communities as well as top management and top income earners
- **WN's** multi-site strategy gives you the most cost-effective means to achieve unprecedented reach to diverse segments of the Web audience, often in one media buy

Some WN Custom News Channels

wn.com/allianz
wn.com/pdv
wn.com/northcastle
wn.com/thomsontravel
wn.com/burrenenergy
wn.com/waterfrontpartnership
wn.com/cw1
wn.com/bankofjapan

Easy and Effective Media Plans With WN's Customised Services

- We can tailor your advertising to suit local markets and custom design specific pages as necessary
- The multiple domain structure not only attracts traffic but also allows the domains themselves to segment traffic and create precise demographics for strategic media plans
- **WN's** ethical standpoint means we track audiences, not individual users: segmenting needs, not users
- Range of ad products and banners, targeting variables, range of promotional opportunities





WorldNews

WN: An Idea Made for Tomorrow

The principles behind The WorldNews Network - Access, Impartiality and Reach - place it at the forefront of a new era in news media services.

WN harnesses the potential of the Internet to promote the knowledge and understanding that will drive the multicultural Global Village of the future. Via the WN Network's powerful brand environment, the advertiser and user communicate on the basis of the shared values of tomorrow.

Advertising Enquiries

For all enquires regarding advertising and sponsorship etc. contact:

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