

# MediaMarketMonitor

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To: Print Media Analysts Worldwide

From: Stein B. Ellingsen  
Oslo, October 2003

## MMM Publication Paper & Print Media Monitoring Program

Dear Colleague,

MMM is closely monitoring world newsprint & publication paper markets as well as the development of major publishers of newspapers and magazines. Paper industry executives will find our information of great help in regards to price negotiations, production & investment planning, mergers, acquisitions, etc. Publishers and Paper manufacturers will likewise be able to monitor their relative performance compared to their competitors and peers. Publishers will find excellent support for their efforts to reduce costs in their newsprint and magazine paper purchasing activities.

### **The Performance of World**

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**Quarterly Profitability:** In addition to 4 quarterly CD's containing updated financial data for each individual company we shall also provide you with a brief quarterly profitability report (newsletter) outlining the business development of the main actors of the industry. Separate issues on:

1. Profitability of Paper Manufacturers
2. Profitability of Publishers

The reports contain time-series of all key financial data and ratios as well as graphs describing profitability trends and forecasts for individual companies - as well as for the industry in general (indexes). Analysis of the interaction between the supply and demand side of the business. EUR 1460.-

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