



CSU and You



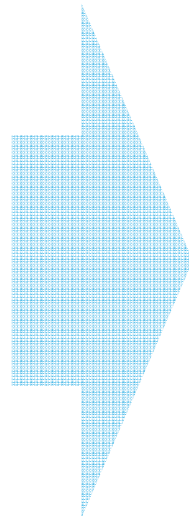
**ABN AMRO**

# Fairfax Media Strategy

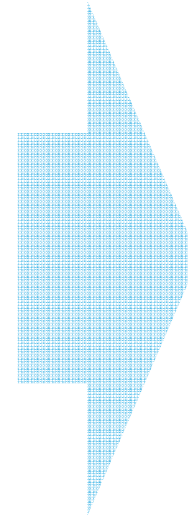
- Defend and grow our newspapers
- Build a strong online business
- Build an integrated, digital media company

# From metro publisher to leading multi-media company

- Unrivalled capability in digital content origination and aggregation
- Powerful multimedia brands extending audience reach
- Distributing and promoting content across multiple platforms
- Proven new media revenue models



Strongly positioned for changing technologies and media consumption habits



Driving sustained earnings per share growth

# The fundamental drivers of success for a media company – whatever the medium

- Compelling content creation, every minute, every hour, every day
- Innovative, creative advertising and content sales
- Reader, viewer, listener, community – audience - connection and management
- Production and distribution excellence
- People development, leadership and support

# The Benefits of a Strong Online Business

- It increases our profits
- We have grown audience and geographic reach
- It allows us to broaden our business model
- It supports print and an integrated media strategy
- It improves our competitive position in the media market

# Fairfax Digital

Fairfax Digital publishes more than 30 websites and reaches over 16 million unique browsers and 700 million page impressions per month

*(NNR- Site Census, Total Traffic, Nov07)*

theage.com.au  
THE AGE

smh.com.au  
The Sydney Morning Herald

Domain  
The easiest way to find property

cuisine.com.au

Business Day.com.au

AUSTRALIAN PROPERTY MONITORS

tradingroom.com.au

moneymanager.com.au

MyCareer

brisbanetimes.com.au

LEAGUE HQ

Invest SMART

Fairfax  
COMMUNITY NEWSPAPERS

Essential Baby

RSVP

stayz

6

Drive

REAL FOOTY

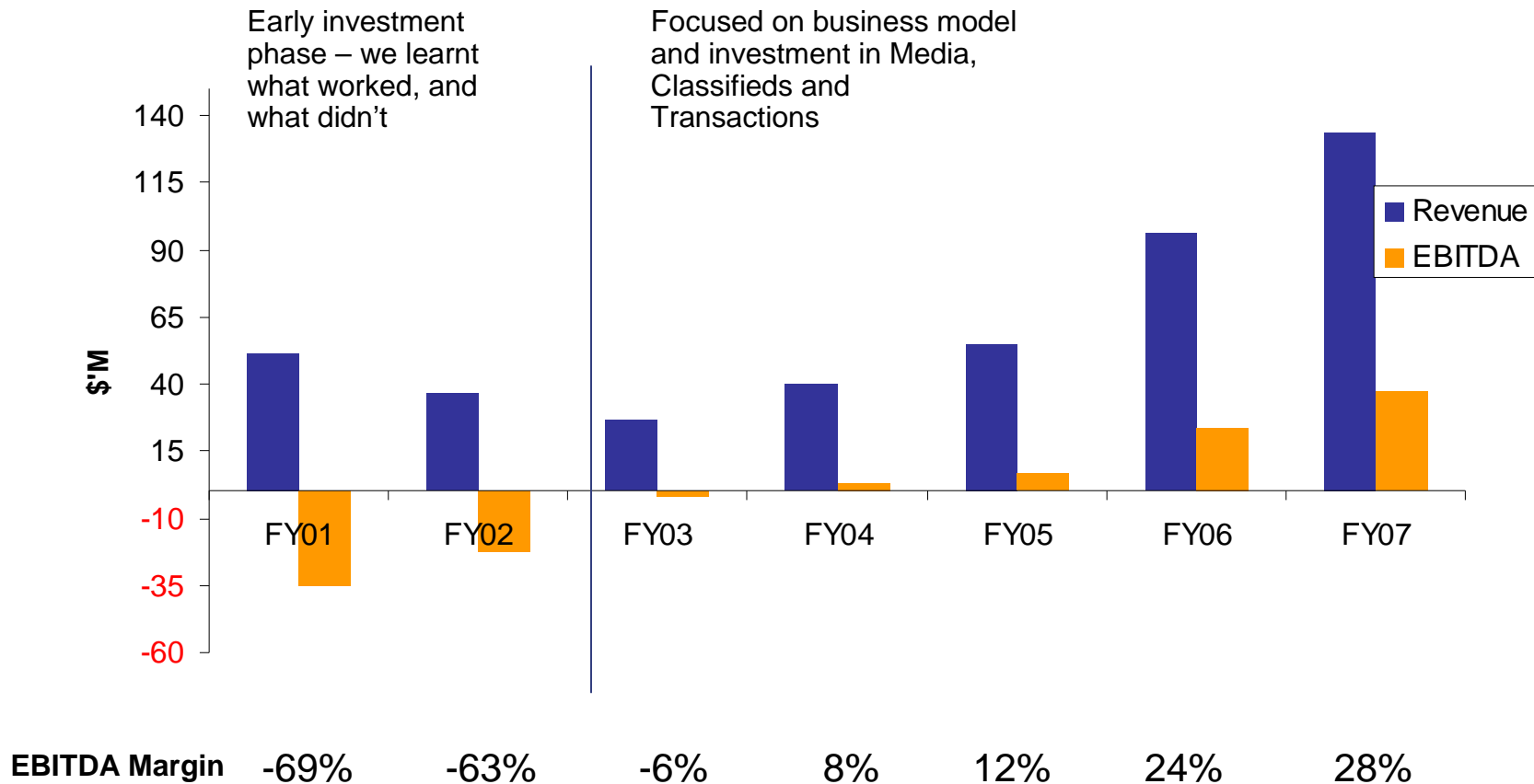
RUGBY HEAVEN

the big chair

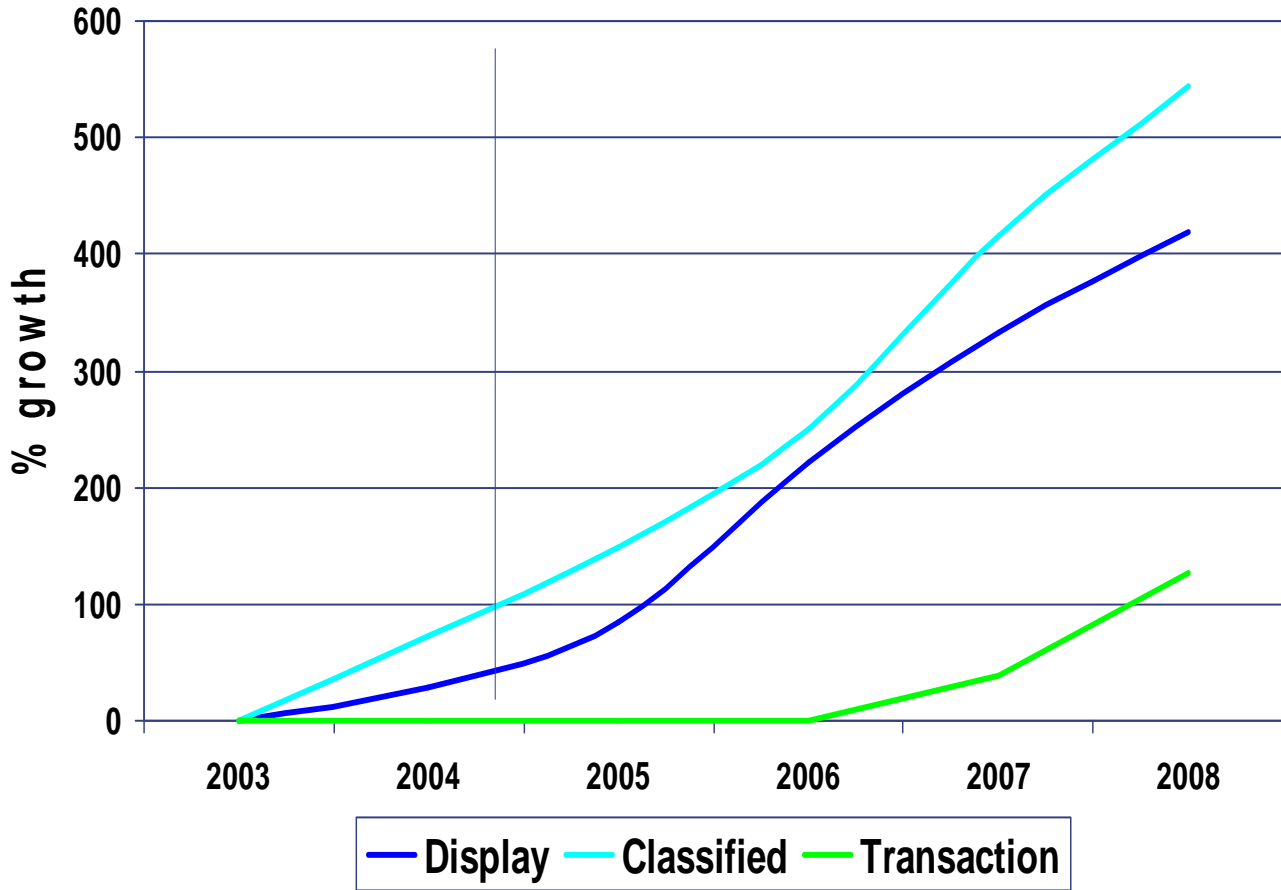
# Key Business Drivers

- Content depth
- Credibility
- Sydney & Melbourne leadership
- Integration with print (and now radio)
- Network effects
- Broad portfolio of sites
- Classified profit upside
- Step out into Transaction businesses

# We have learnt what works and have translated this into profits.



# All businesses growing strongly



Since 2003

Display + 419%

Classified + 544%

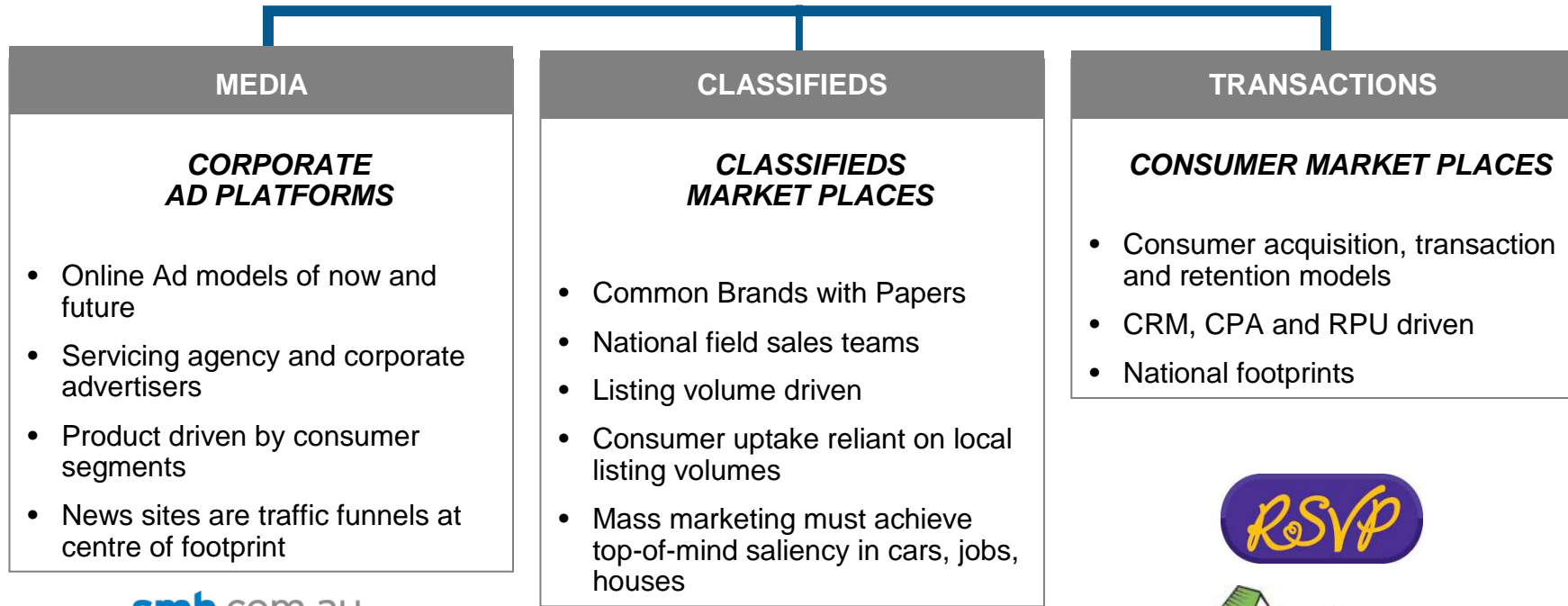
Transaction + 126% since 2006



# 3 Efficient and Effective Divisions



3 very different businesses with different business drivers



**smh.com.au**  
The Sydney Morning Herald

**theage.com.au**  
THE AGE

**brisbanetimes.com.au**

**MyCareer**

**Domain**  
The key to your property dreams

**Drive**



# We continue to innovate



New Homepage



Digital Life



thevine.com.au



Video



Essential Baby



Cuisine



Austereo Partnership



InvestSmart



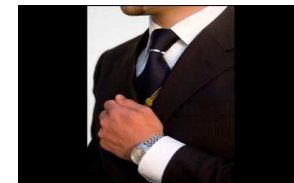
League HQ & Real Footy



Rural Press & Southern Cross



brisbanetimes.com.au



Business Day & Executive Style

**smh.com.au**  
The Sydney Morning Herald

**theage.com.au**  
THE AGE

**brisbanetimes.com.au**

**MEDIA DIVISION**

**Business  
Day.com.au**

**THE  
VINE  
.COM.AU**

**cuisine  
.com.au**

**REAL  
FOOTY**

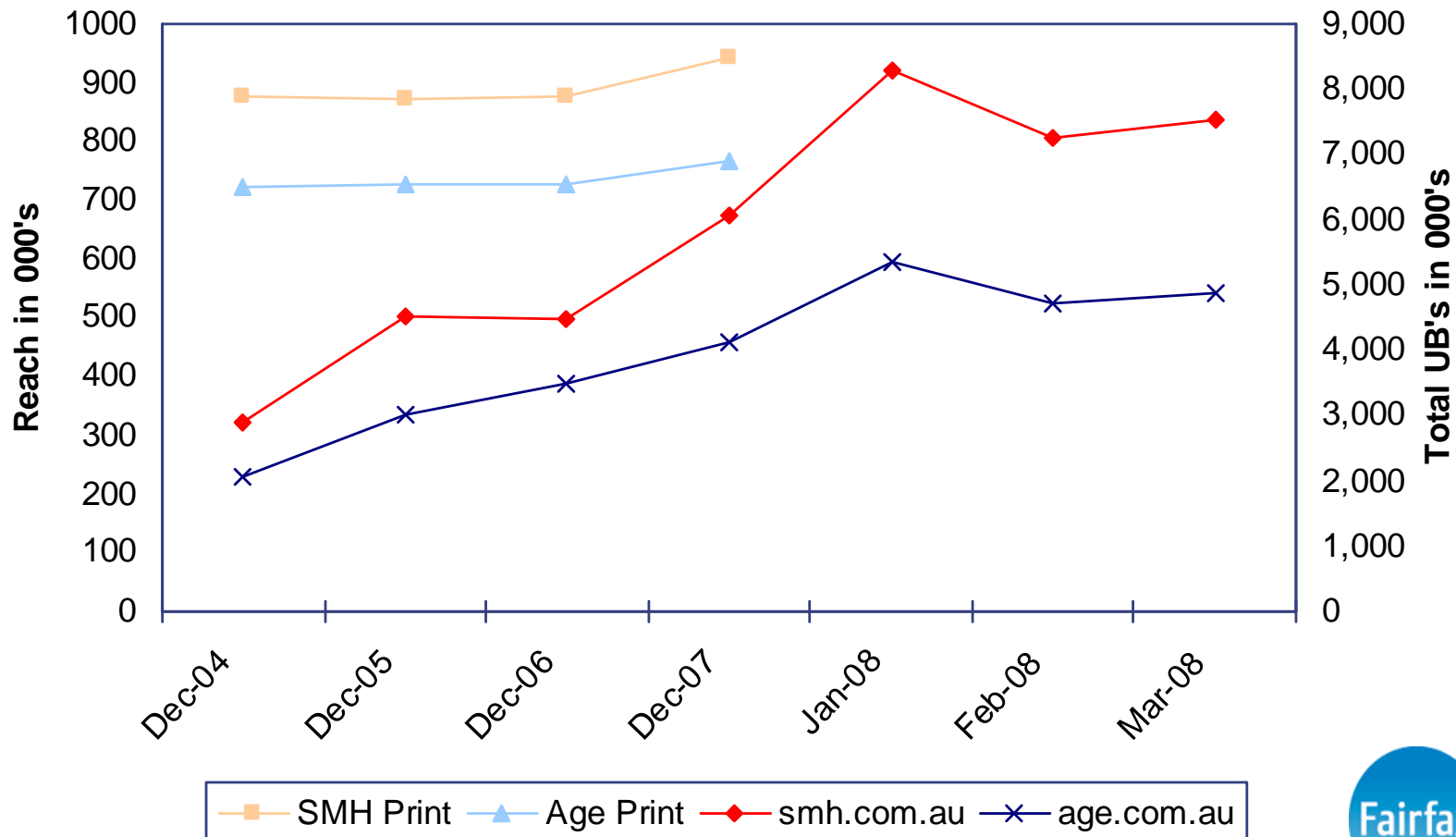
**RUGBY  
HEAVEN**

**LEAGUE  
HQ**

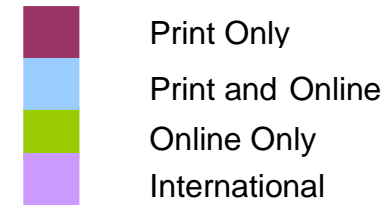
**Fairfax Digital**

# We are maintaining print reach while growing online

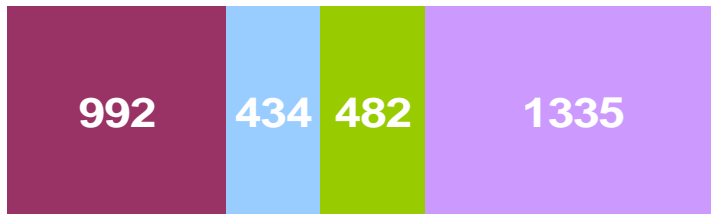
## Newspaper Readership and Internet Usage (Total)



# Going online has more than doubled our reach

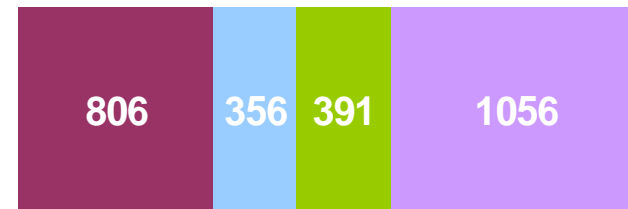


## The Sydney Morning Herald



smh.com.au reaches **482,000** people who do not read the print version and reaches over **1.3 million** people internationally – an increase in reach of 125%

## The Age

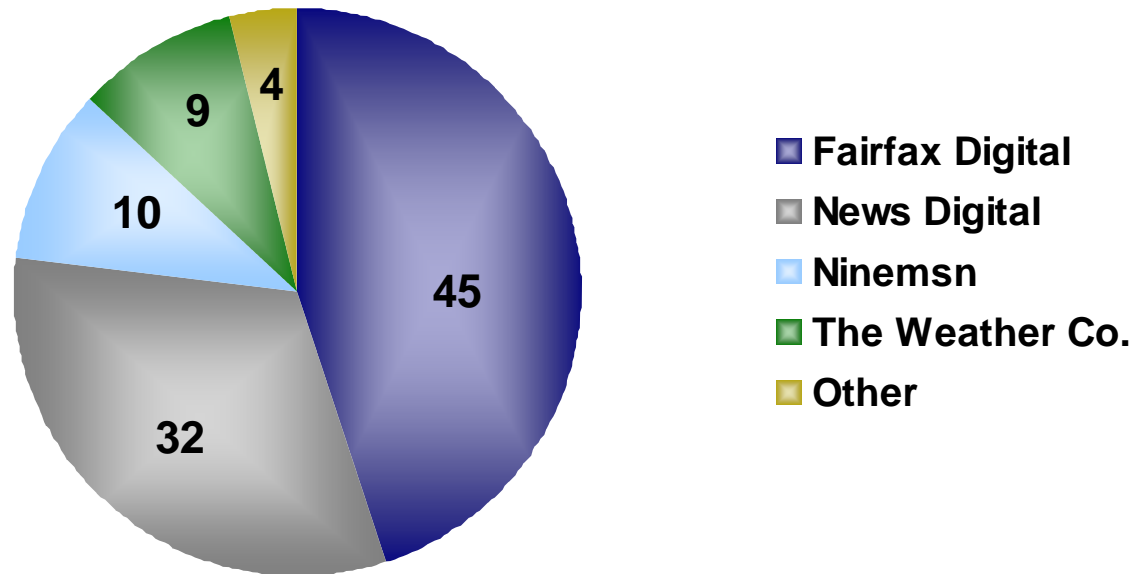


theage.com.au reaches **391,000** people who do not read the print version and reaches over **1 million** people internationally – an increase in reach of 120%

# Australian browsers spend 45% of their online news consumption time on FD sites

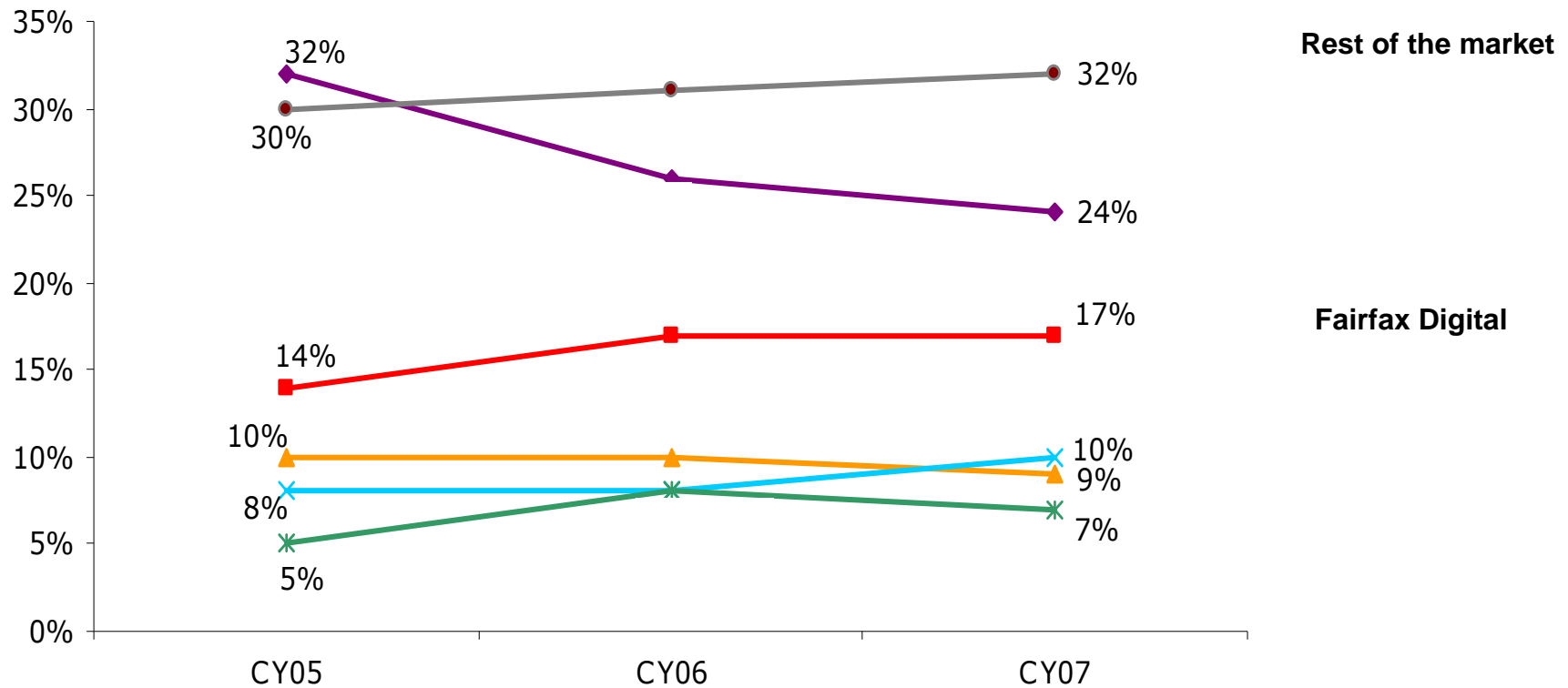
45% of Total Time spent by Australian Web Browsers consuming news online has been on FD sites.

## News & Weather Engagement Breakdown



# Market share of online display

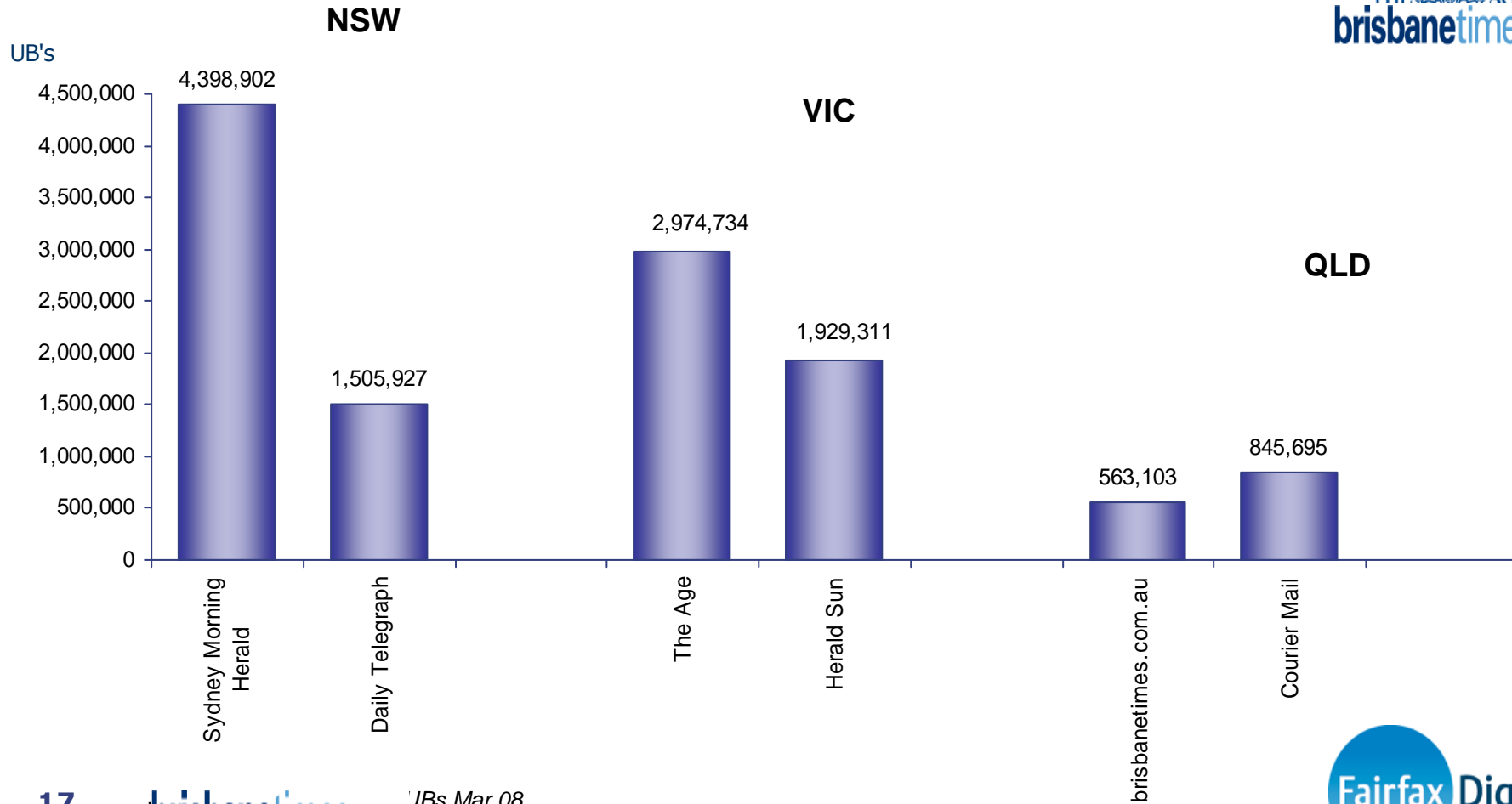
## Trend of online display



# Our Properties Are Strong Leaders in NSW & Victoria

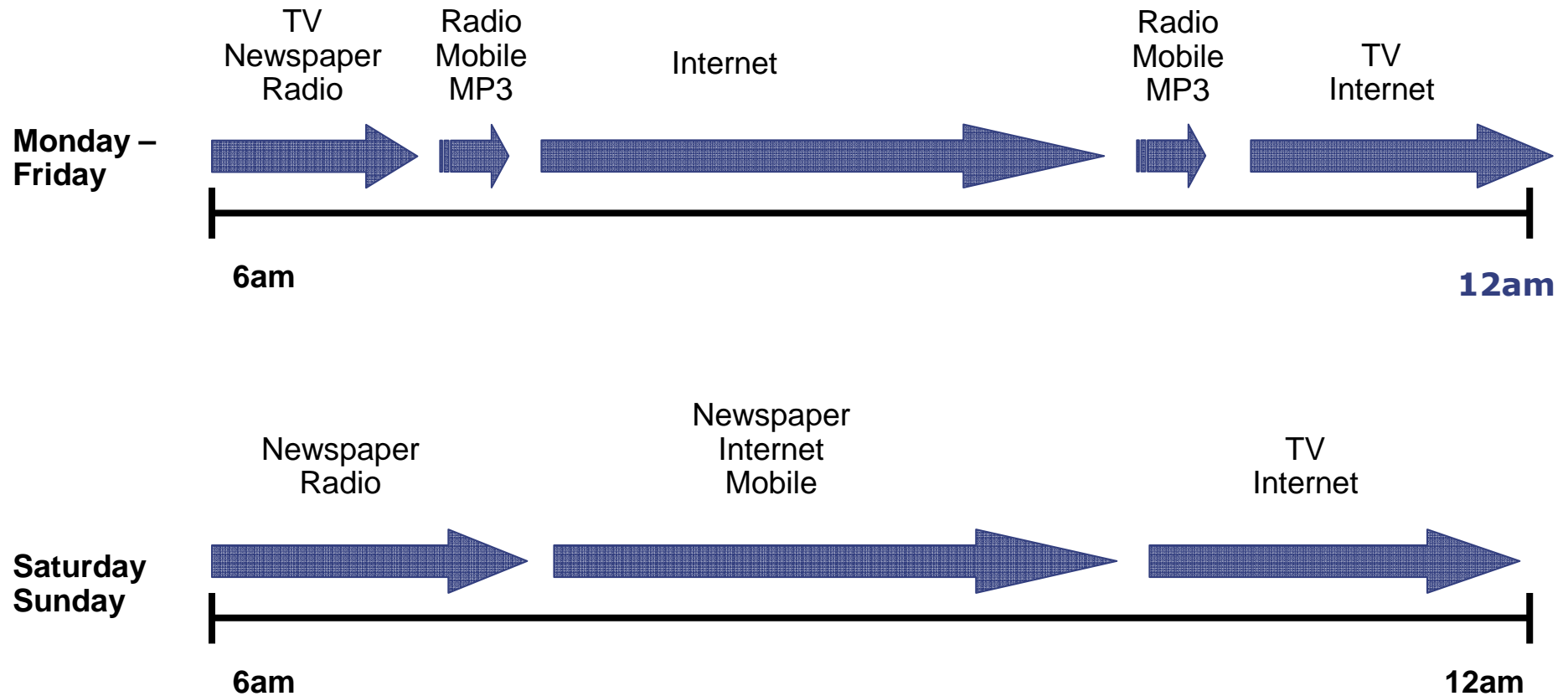
[smh.com.au](http://smh.com.au)  
 The Sydney Morning Herald  
[theage.com.au](http://theage.com.au)  
 THE AGE  
[brisbanetimes.com.au](http://brisbanetimes.com.au)

## Reach of Online News Sites

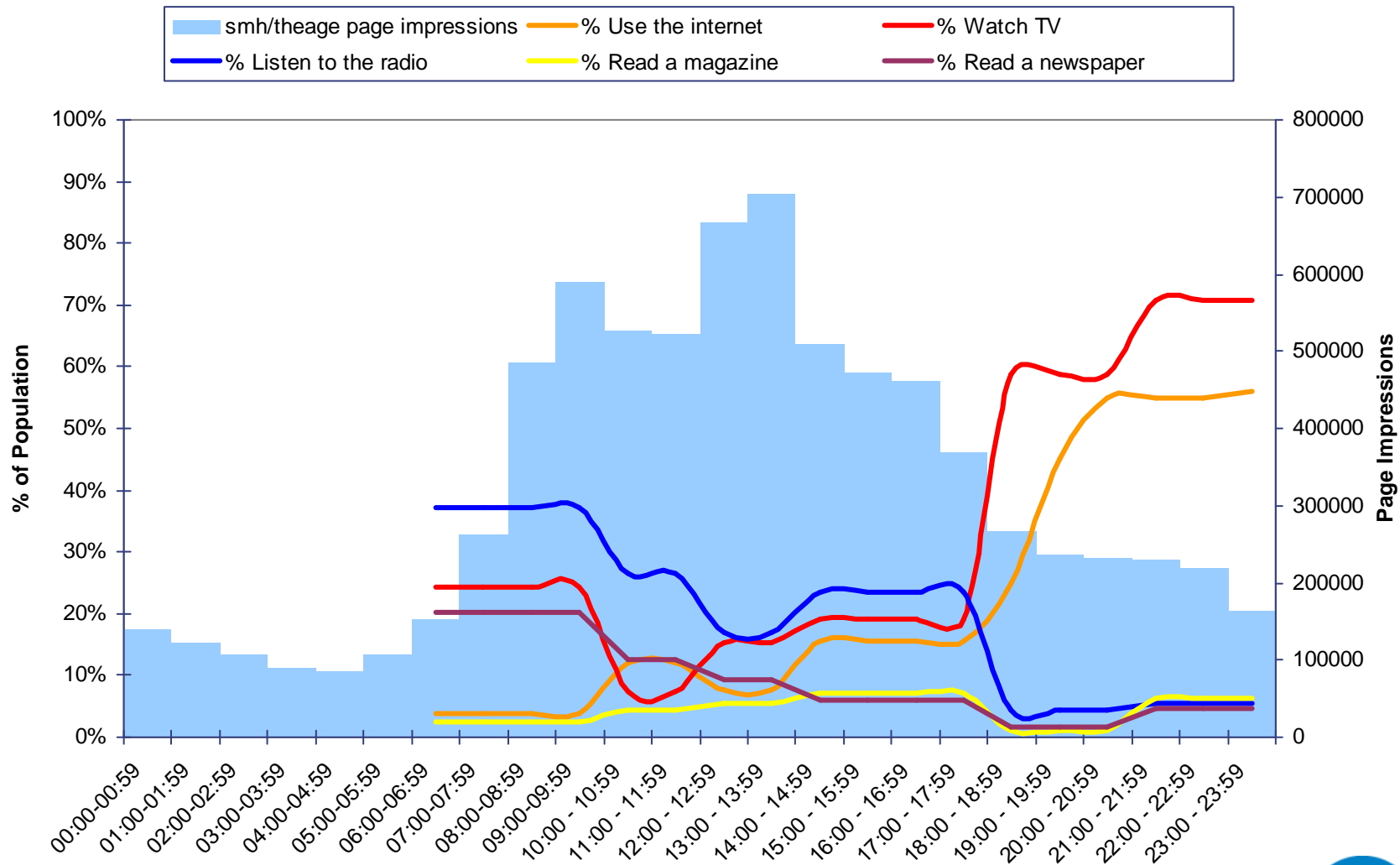


# Media consumption trends have changed dramatically

Media consumption has increased but the daily news cycle has fragmented.



# Lunch Time is the new Prime Time for news – dominated by online



# Extend Reach & Engagement

How Will We Get There?

Get more National

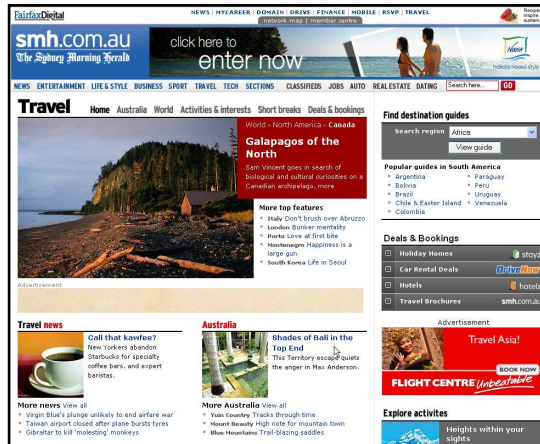


smh.com.au  
The Sydney Morning Herald  
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THE AGE  
brisbanetimes.com.au

Extend into new audiences



Focus on engagement –publishing and web 2.0 with DCDS – comments, ratings



# CLASSIFIEDS DIVISION

**MyCareer** 

**Domain**  
The key to your property dreams

**Drive**

the  
big  
chair  


  
CountryCars.com.au  


 **Fairfax Digital**

# We have invested heavily in our classified businesses and will now drive higher profits



Investment in sales has driven revenue growth

Focus on growing profits through

- higher yields
- better efficiencies in marketing, technology and operations
- bundling with print

# TRANSACTIONS DIVISION



# Transactions Division: A Network of B-to-C “Retailers”

## *Fairfax Digital’s Next Horizon of Revenue Growth*

### **CURRENT PORTFOLIO**

Leaders in Niche Categories, leveraging our audience quality and volume



*No. 1 Dating*



*No. 1 Independent  
Funds Broker*



*No. 1  
Holiday Rentals*



*No. 1 Parenting*

### **FUTURE PORTFOLIO**

Building through targeted, bolt-on acquisitions in high-value, high-growth categories that match our audience and our brands.

- Financial Services
- Travel
- eTail



Thank You