

Our premium content strategy starts to pay off

Brand	BILD	DIE WELT	HAMBURGER ABENDBLATT	BERLINER MORGENPOST	AUTO BILD	COMPUTER BILD SPIELE	THE ICONIST
Digital sales per issue ¹⁾	108,543	16,838	3,114	1,091	2,867	939	748
thereof iPad sales	17,492	9,132	sales not yet started	251	2,867	939	748
Print subscribers with digital activation	n.a.	n.a.	44,798	10,128	n.a.	n.a.	n.a.

Total digital sales per issue: 134,140 / Total digital customers: 189,066

¹⁾ Number of sales, sum of iPad, iPhone, ePaper, Online-Subscriptions, Android; (excl. activated print subscribers)
Sources: iTunes Connect, Android Market, company data, July 31, 2011

Customer research confirms the tablet's ideal positioning for publishers

- 1 The tablet is an **indispensable and constant companion** for 78% of the users.
- 2 62% of the users have more fun reading newspaper and magazine **content** on the tablet.
- 3 52% of the users **read more newspaper and magazine content** than without a tablet.
- 4 Tablet users are a **very attractive target group**: 76% in a „good“ or „very good“ economic situation.
- 5 The tablet is the **perfect advertising medium**: 43% of the users tip on adverts.
- 6 The tablet is **perfect for paid content!** Tablet users spend about 100 Euro per year for apps.

Source: Axel Springer Media Impact iPad Panel, May 2011; 2,284 respondents during recruiting; 705 respondents in panel

The Axel Springer tablet products are used frequently and intensely

App	BILD HD	WELT HD	Hamburger ABENDBLATT HD	Berliner MORGENPOST HD ²⁾	AUTO BILD	COMPUTER BILD SPIELE	THE ICONIST HD ²⁾
Number of reading sessions ¹⁾	3.1	2.8	2.7	2.1	4.2	6.6	3.3
Usage time in min. ¹⁾	25	33	36 ³⁾	22	69 ³⁾	72 ³⁾	21

¹⁾ per issue



²⁾ Figures for Berliner Morgenpost and The Iconist HD are projections due to small number of cases in research

³⁾ In-app research

Source: Axel Springer Media Impact iPad Panel, June 2011

Axel Springer apps lead the sales rankings in the iTunes Store

Top grossing iPad Apps¹⁾

News category	Total
 <ol style="list-style-type: none">1. BILD HD Nachrichten2. DIE WELT Nachrichten3. DER SPIEGEL Nachrichten4. F.A.Z. Zeitung Nachrichten5. iKiosk Nachrichten6. Macwelt Nachrichten7. c't Magazin Nachrichten8. Zinio Magazine Newsstand & R... Nachrichten9. AUTO BILD Nachrichten10. stern eMagazine Nachrichten	 <ol style="list-style-type: none">1. BILD HD Nachrichten2. DIE WELT Nachrichten3. Pages Produktivität4. Numbers Produktivität5. Mensch ärgere Dich nicht! HD Spiele6. BBC iPlayer (Global) Unterhaltung7. Keynote Produktivität8. GoodReader for iPad Produktivität9. NAVIGON MobileNavigator Eur... Navigation10. Umfrage Pro Dienstprogramme

Source: iTunes iPad App Store Germany 1) August 2, 2011 (exemplary)

- **News apps lead the ranking of top selling apps** in the German iPad App-Store
- BILD HD is not only the the top selling news app, but also the **No.1 selling app over all categories** most of the time
- In the category of the top selling news apps for the iPad **Axel Springer** regularly **ranks with 4 of our apps within the top 10!** (BILD, WELT, iKiosk, AUTO BILD)