



schibsted.com

Selskapsoversikt og besøksstatistikk



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"schibsted.com"

Scandinavia Online

- **SOL N 64%**
- **SOL S 50%**
- **SOL DK 86.5%**

Avisenes on-line aktiviteter

- **Aftenposten.no 100%**
- **VG.no 100%**
- **Aftonbladet.se 100%**
- **Svenska DB.se 74%**

Schibsted Multimedia

- **Hugin AS 30%**
- **TicNet AB 50%**
- **Startsiden 32%**
- **SOL Børs 51%**
- **Bokkilden AS 100%**
- **Alt om København 49%**
- **Alt om Stockholm 100%**
- **Lommelegen AS 18%**
- **Skiinfo 11%**
- **Filminfo AS 66%**
- **Ecomda/Referanse 38%**
- **Imedia AS 50%**
- **Musikklink.com 100%**



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Scandinavia Online

Scandinavia Online AS	64%	64%
Infostream (OSE: INF)	9%	5.8%
Reisefeber *	14.25%	36%
Billettservice AS	17%	10.9%
SOL Børs AS	45.0%	51%
Nettmarked (Netbonus)*	36%	57%
Bid2Day*	24%	38%
FreeTrax*	10.4%	12.4%
Radio SOL	49.0%	31.4%
"SOL OY"	100%	100%

Scandinavia Online AS DK	86.5%	86.5%
Reisefeber*	14.25%	36%
Bid2Day*	12%	38%
Billettnet	0%	(royalty agr.)
Netbonus AS*	18%	57%
FreeTrax*	2.4%	12.5%
Netstationen AS	50%	43.25%

Schibsted owns 56% of "Pan-SOL"

Scandinavia Online AB	50%	50%
Netbonus Holding AB*	36%	57%
Avanza AB (Inside)	11%	6%
Resfeber*	28%	36%
Bilguiden/Bilweb AB	53%	27%
Bid2Day AB*	24%	38%
FreeTrax*	7.2%	12.4%

left column; ownership
right column: Schibsted's total ownership



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Newspapers' on-line activities



Aftonbladet

Aftonbladet Hierta AB	100.0%	100%
Aftonbladet Nya Medier AB	100%	100%
Hierta Venture AB	90%	90%
Top Jobs.se	25%	23%
Leknet	8.7%	8%
Bidlet	12%	11%
Adress Direkt	48%	43%
Boomeranger	30%	27%
Co-shoppers	40%	36%
Top Jobs on the net plc	2%	3.2 %
NASDAQ:TJOBS		

Aftenposten

Aftenposten Interaktiv	100%	100%
Net2 Interactive	12%	41%
FINN	62%	73%

VG

VG på nett	100%	100%
VG TopJobs AS	49%	49%
Top Jobs on the net plc	1.2%	3%
NASDAQ; TJOBS		

Svenska Dagbladet

Svenska Dagbladet	74%	74%
SvD Venture AB	100%	74 %
Kompetensguiden.net	10%	7.4 %
Intersearch	20%	14.8 %

left column; ownership

right column: Schibsted's total ownership



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Schibsted Multimedia AS



<u>Imedia AS</u>	50%	<i>Telenor 50%</i>	50%
<u>Hugin AS</u>	30%		30%
<u>Alt om København AS</u>	49%		49%
<u>Allt om Stockholm AB</u>	100%		100%
<u>Startsiden</u>	32%	<i>Telenor 36%</i>	32%
Kvinneguiden AS	75%		24%
<u>Lommelegen AS</u>	18%		18%
<u>Skiinfo</u>	11%		11%
<u>Musikklink.com</u>	100%		100%
<u>SOL Børs</u>	22.5%		51%
<u>Sch. Interactive Studio AS</u>	100%		100%
Bokkilden AS	100%		100%
Filminfo AS	66%		66%
<u>Ecomda GmbH</u>	38%		38%
Referanse	100%		38%
<u>Sch. Interaktive AB</u>	66%	<i>Telenor 34%</i>	66%
Ticnet AB	75%		50%



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left column; ownership
right column: Schibsted's total ownership



Fact sheet Scandinavia Online AS

Founded	1995 (Schibsted Nett merged with SOL 1996)
Business:	Portal with search engine Kvasir
Employees as of December 1999	47
Unique visitors December 1999	1.1 mill. (calculated)
Pageviews December 1999	60 mill. (not counting homepages)
Registered members	126 000 by December 1999
Turnover 31.12.1998*	93.5 MNOK
Turnover 31.12.1999*	183,6 MNOK
Relative position	Leading in Norway
URL:	www.sol.no www.kvasir.no



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* including profit from sale of shares

Fact sheet Scandinavia Online AB



Founded	1998
Business	Portal with search engine Evreka
Employees as of December 1999	76
Unique visitors December 1999	1 916 000
Pageviews December 1999	96 million
Registered members	220 000 (December 1999)
Turnover 31.12.1998	34,5 MSEK
Turnover 31.12.1999	54,1 MSEK
Relative position	No 2 in Sweden
URL:	www.passagen.se www.evreka.se



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Fact sheet SOL DK



Founded	1998
Business	Portal with search engine Kvasir
Employees as of December 1999	34
Unique visitors December 1999	913 000
Pageviews December 1999	13.5 mill.
Registered users/sub. Dec. 1999	Mail: 108 000/ComOn: 11 000
Turnover 31.12.1998	4.5 MDKK
Turnover 31.12.1999	9.9 MDKK
Relative position	No 3 in Denmark (incl. Netstationen)
URL:	www.sol.dk www.netstationen.dk www.kvasir.dk

*

Netstationen is not included in the accounts,
but in traffic figures



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Fact sheet SOL owned companies



Bid2Day	
Founded	1999 (launch Jan. 2000)
Business	Auction site
Employees:	20
Unique visitors Dec.99	48 000 (S)
Members	55 000 (Feb. 2000)
URL	www.bid2day.com www.bid2day.se www.bid2day.dk

Netbonus Holding	
Founded	1999
Business	Discount Clup
Employees	13
Members Dec. 99	10 000
Turnover 1999	13 MSEK (memberships)
URL	www.nettmarked.com (N) http://netbonus.passagen.se www.n1marked.dk
Member potential (will be offered membership through customer loyalty programmes); over 500 000	

Reisefeber	
Founded	1998
Business	Travelagent/Portal
Employees	13
Members	60 000 in Scandinavia
Unique visitors	140 000 Dec.99 in S
Relative position	No 1 S, leading N, DK
URL	www.reisefeber.no www.rejsfeber.dk www.resfeber.se
Most visited Scandinavian travelsite, also leading in terms of tickets sold on-line. Strong increase in ticketsales Q 4 99	

Bilguiden AS /Bilweb AB	
Founded	1996
Business	Automobile site
Employees	8
Unique visitors (avr/mth)	200 000
Pageviews (average/mth)	5 mill.
Turnover & ad. rev.3Q99	N:2.3 - S:2,0 MNOK
Relative position	Leading in N & S
URL	www.bilweb.se www.bilguiden.no www.bilguiden.com www.bilguiden.dk



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Fact Sheet SOL owned companies

Billettservice AS

Employees 30
Business Ticket sales
 2 mill tickets anually (N)
URL www.billettservice.no

Avanza

Founded 1997
Business On-line stockbroker
Employees 25
Unique visitors Dec.1999 79 000
Relative position No. 3 Sweden
URL www.avanza.com

Freetrax

Founded 1999
Business Digital music site
URL www.freetrax.com

Cooperates with Universal and Warner, catalogue with more than 200 artists from 10 countries. More than 700 000 musicfiles has been downloaded since the beginning in September 1999

Radio SOL

Founded 2000
Business Radiostation
URL www.sol.no



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Fact sheet - Aftenposten Interaktiv

Business	On-line newspaper
Employees	15.5
Unique visitors December 1999	480 000 (calculated)
Pageviews average Q4 1999	267 000 daily/1 867 000 weekly
Turnover 31.12.1998	14,6 MNOK
Ad revenue 31.12.1998	9.4 MNOK
Turnover 31.12.1999	12,5 MNOK
Ad revenue 31.12.1999	5,2 MNOK
Relative position	No 2 on-line newspaper in Norway
URL:	www.aftenposten.no



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Fact sheet Aftenposten Interaktiv

Founded	2000	Finn
Business	Portal Classifieds	
Employees	12	
Unique visitors Q 4 1999	218 000 (calc. month)	
Pageviews week 52 1999	457 000	
Relative position	No 1 in Norway	
URL	www.finn.no	

FINN AS established 1.1.2000. Earlier on this was an integrated part of the newspapers that own Finn.

		Net2
Founded	1993	
Business	Porta/Tekst TV	
Unique visitors Dec. 99	442 000 (calculated)	
Turnover 31.12.98	53 593 290	
Ad.revenue 31.12.98	42 014 891	
Turnover 31.09.99	53 286 612	
Ad. revenue 31.09.99	41 500 401	
Relative position	No. 1 on-line TV in N	
URL	www.tv2.no	



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Fact sheet VG på nett

Business:	On-line newspaper
Employees:	30
Unique visitors December 99:	970 000
Turnover 31.12. 1998	8.7 MNOK
Ad revenue 31.12.1998	6.7 MNOK
Turnover 31.12.1999	13.4 MNOK
Ad revenue 31.12.1999	11,2 MNOK
Relative position	No. 1 on-line newspaper in Norway
URL:	www.vg.no



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Fact sheet VG på nett

Top Jobs

Founded	1999
Business	Job search
Employees	4
URL	www.topjobs.no



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Fact sheet Aftonbladet

Business	On-line newspaper
Employees	45
Unique visitors December 1999	1 322 000
Pageviews Dec. 1999	43.3 mill.
Turnover 31.12.1998	21.2 MSEK
Ad.revenue 31.12.1998	21.2 MSEK
Turnover 31.12.1999	46,5 MSEK
Ad.revenue 31.12.1999	44,4 MSEK
Relative position	No. 1 on-line newspaper in Sweden
URL:	www.aftonbladet.se



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Leknet

Fact sheet Aftonbladet

Hierta Venture AB

Founded	1999
Business	Holding company
Resultat før skatt 1999	34.7 MSEK

Venture company with primary focus on the Internet

Founded	1998
Business	On-line toy store
Unique visitors Dec. 1999	67 000
Pageviews Dec. 1999	525 547
URL	www.leknet.se

Offers a large and varied selection of toys in their on-line store with a genuine and personal touch. Voted one of the 15 best e-commerce sites by Forrester research

Boomeranger

Business	On-line travel agent
URL	www.boomeranger.se

Topjobs

Founded	1999
Business	Job search
Unique visitors Dec. 1999	79 000
Pageviews Dec. 1999	1.26 mill.
Relative position	Leading in S
URL	www.topjobs.se



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Fact sheet Aftonbladet

Adress direkt

Founded	1999
Business	develop commercial on-line based direct-marketing services via e-mail registers
Interested ocnsurers:	120 000
Relative position	leading
URL	www.adressdirekt.se www.kupongdirekt.se

Bidlet

Founded	1999
Business	Auction (e-commerce)
Unique visitors Dec. 1999	266 000
Pageviews Dec. 1999	5.2 mill
Relative position	No. 1 e-commerce (S)
URL	www.bidlet.se www.eannons.se

Both commercial and private clients

Co-shoppers

Business	Co-shopping
	Opens March



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Fact sheet Svenska Dagbladet

Business

Unique visitors December 1999

Pageviews December 1999

Turnover 31.12.1998

Ad revenues 31.12.1998

Turnover 31.12.1999

Ad revenues 31.12.1999

URL:

On-line newspaper

177 000

985 104 (page impressions)

8.2 MSEK

6 MSEK

11.2 MSEK

8.8. MSEK

www.svd.se



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Fact sheet Svenska Dagbladet

SvD Venture AB

Business

Venture company
on-line investments

Kompetensguiden

Business

Guide - education

URL

www.kompetensguiden.net

Intersearch

Business

On-line recruitment



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Fact sheet Schibsted Multimedia



Imedia

Founded	1996
Business	Newsagency
Employees	50
Clients	400
Turnover 31.12.1998	20 MNOK.
Turnover:31.12.1999	24,5 MNOK
Relative position	Leading
URL:	www.imedia.no

Hugin

Founded	1995
Business:	Financial information distr.
Employees	40
Unique visitors	50 000 (month)
e-mail subscribers	28 150
Turnover 31.12.98:	21 MNOK
Turnover 31.09.99	15 MNOK
Relative position	Leading European
URL:	www.huginonline.no

AltomKøbenhavn

Founded	1998
Business	Cityguide - portal
Employees	30
Turnover 31.12.1998	209 000 DKK
Turnover 31.12.1999	4,794 MDKK
URL	www.aok.dk

Alltomstockholm

Founded	1997
Business:	Cityguide - portal
Unique visitors Dec. 99	129 000
Pageviews December 99	1,872 million
Turnover/ad. revenue 31.12.98	1.8 MSEK
Turnover/ad revenue 31.12.99	9.7/9.1 MSEK
Relative position	No. 1 on-line cityguide
URL	www.altomstockholm.se



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Fact sheet Schibsted Multimedia



Startsiden

Founded	1996
Business:	Portal
Employees	3
Unique visitors December 99	534 000 (week)
Pageviews December 99	13 649 447
Relative position	No. 3 portal in Norway
URL:	www.startsiden.no

Lommelegen

Founded	1999
Business	Medical site
Employees	2
Unique visitors December 99	3 338* (Jan 2000: 7 650)
Pageviews January 00	227 889
Subscribers newsletter	750
Relative position	In top 3 (medical sites N)
URL:	www.lommelegen.no

*too low

Skiinfo

Founded	1996
Business	Weather & Ski information
Employees	11
Registered members	12 500
Turnover 1998	NOK 4 600 000
Ad revenues 1998	NOK 75 000
Turnover: 1999	NOK 5 500 000
Ad revenues 1999	NOK 300 000
Relative position	Marketleader
URL	www.skiinfo.no

SOL Børs

Founded	1997
Business:	Distribution of financial info
Employees	5
Unique visitors Dec. 99:	140 000 (calculated)
Registered members	26 000 (by 1.1.2000)
Turnover 31.12.98	842 000 NOK
Turnover: 31.12.99	3. 7 MNOK
Ad revenues 31.12.99	2.2 MNOK
Relative position	leading
URL	www.solbors.no



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Fact Sheet Schibsted Interactive Studio AS



Founded	1998	Bokkilden
Business:	on-line & regular	book store
Employees	14	
Unique visitors	30 000 (Dec. 99 - estimate)	
Registered members	18 300 by 31.12.-99	
Turnover on-line 1998	NOK 900 037	
Turnover off-line 1998	NOK 1 907 000	
Turnover: online 1999	NOK 5 678 000	
Turnover off-line 1999	NOK 1 999 000	
Relative position	No 1 in Norway	
URL:	www.bokkilden.no	

Founded	1998 (launch 1999)	Referanse/Ecomda
Business:	one stop shopping for information e.g.	
Employees	5	
Clients by December 1999	13 000	
Conducted searches week 1 2000	60 540	
Relative position		
URL:	www.referanse.no	

		Filminfo
Founded	1998	
Employees	2	
Business:	Film information	
Database consisting of 70 000 films. Currently for professional use only.		

		Musikklink.com
Founded	1999 (launched 24.1.00)	
Employees	1	
Business:	Music portal	
Unique visitors average/day	3700 (first week in business)	
URL:	www.musikklink.com	



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Fact Sheet Schibsted Interactive AB



Ticnet AB

Founded	1988
Business	Ticket sales
Employees	13
On-linesale	300 000 est. for 2000
Off-line sales	9-10 mill. tickets/year
Relative position	No 1 Sweden
URL	www.ticnet.se



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Page views schibsted.com December 1999



Passagen.se	96,0 mill	Aftenposten	7 mill (estimate)
Bilguiden/bilweb	5,0 mill	Aftonbladet	43.3 mill
SOL AS	60,0 mill	Svenska Dagbladet	1 mill
SOL dk	13.5 mill	Finn	457 000 week 52
Alltomstockholm	1,8 mill	Leknet	525 547
Lommelegen	228 000	TopJobs (S)	1,26 mill
ABC Startsiden	13,6 mill	Bidlet	5.2 mill.

Total: 248.8 million (and more not counted due to lack of statistics)



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Schibsteds online-statistikk



Vennligst ta hensyn til at on-line statistikk ennå inneholder mange feilkilder som omregninger, konsolidering, intervjuer eller lignende. Arbeid med å forbedre on-linestatistikken pågår kontinuerlig.

Kilder; Norsk Gallup (N), Relevant Knowledge S), Fakdis, GallupWebMeasure (DK), Media Metrix (andre) samt egne estimer, beregninger (fremgår også på den enkelte side).



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Visste du at...

Internetworld i Sverige kåret **Passagen til "Sveriges bästa sajt"** 1999 (5/99).

Aftonbladet.se ble kåret til **beste "Internet sajt"** i Sverige 1999 av Bitos

Over 3.1 millioner brukere surfer på **Schibstedavisenes nettsider** i Skandinavia hver måned

Nesten 4 millioner besøker **SOL** i Skandinavia hver måned

SOLs søketjenester Kvasir og Evreka hadde 500 mill søk i 1999. 800 mill. søk forventes i inneværende år. Fast valgt som ny søkemotorteknologi i SOL.



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Unike brukere på Schibsteds (del) eide nettstedet desember 1999



Passagen.se	1 916 000	VG.no	970 000 (calculated)
SOL.no	1 100 000 (calculated)	Aftenposten.no	480 000 (calculated)
SOL .dk	913 000	FINN.no	218 000 (calculated)
Resfeber	140 000	TV2.no	442 000 (calculated)
SOL Børs.no	140 000 (calculated)	Aftonbladet.se	1 322 000
Hugin.no	50 000	Bidlet	266 000
Bokkilden.no	30 000 (estimate)	TopJobs	79 000
Alltomstockholm.se	129 000	Leknet	62 000
Bilguiden/Bilweb	200 000 (average)	Svenska Dagbladet.se	177 000
Avanza	79 000	Adresseavisen.no	54 000 (calculated)
ABC Startsidan	960 000 (calculated)	Bergens Tidende.no	68 000 (calculated)
Bid2Day	48 000 (S)	Stavanger Aftenblad.no	75 000 (calculated)
FreeTrax	95 000*	Fædrelandsvennen.no	23 000 (calculated)

SOL 3 929 000

Avis 3 169 000

Annet 2 938 000

Total: 10 036 000

Merk at totalen ikke gir et korrekt bilde av antall unike brukere da det vil være overlapp mellom nettstedene. Merk også at nettsteder hvor Schibsted kun er deleier også er med i oversikten.

* tall fra januar 2000



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Registrerte medl./abonnenter desember 1999



Scandinavia Online AS (N)	126 000
Scandinavia Online AB (S)	220 000
Netbonus	10 000
Bid2Day*	55 000
Reisefeber (Skandinavia)	60 000
SOL Børs	26 000
Skiinfo	12 500
Bokkilden	18 300
SOL DK (ComOn)	11 000
Hugin	28 000
Total	566 800

Registrerte medlemmer/abonnenter vil si at disse har registrert seg som medlemmer i en "community" eller på et nettsted, eller abonnerer på nyhetsbrev el. fra et nettsted.
* tall fra februar 2000



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Internett- statistikk Norge

2,2 millioner har tilgang til Internett

1,5 millioner har tilgang til Internett hjemmefra

800 000 husstander er "på nett"

900 000 nordmenn surfer på nettet daglig

580 000 Internett-kunder betaler abonnement

286 000 Internett-kunder har gratis abonnement

Internettmarkedet (abonnements-, aksess- og tellerskrittinntekter)

forventes i år 2000 å være i størrelsesorden 1050 mill. kroner.



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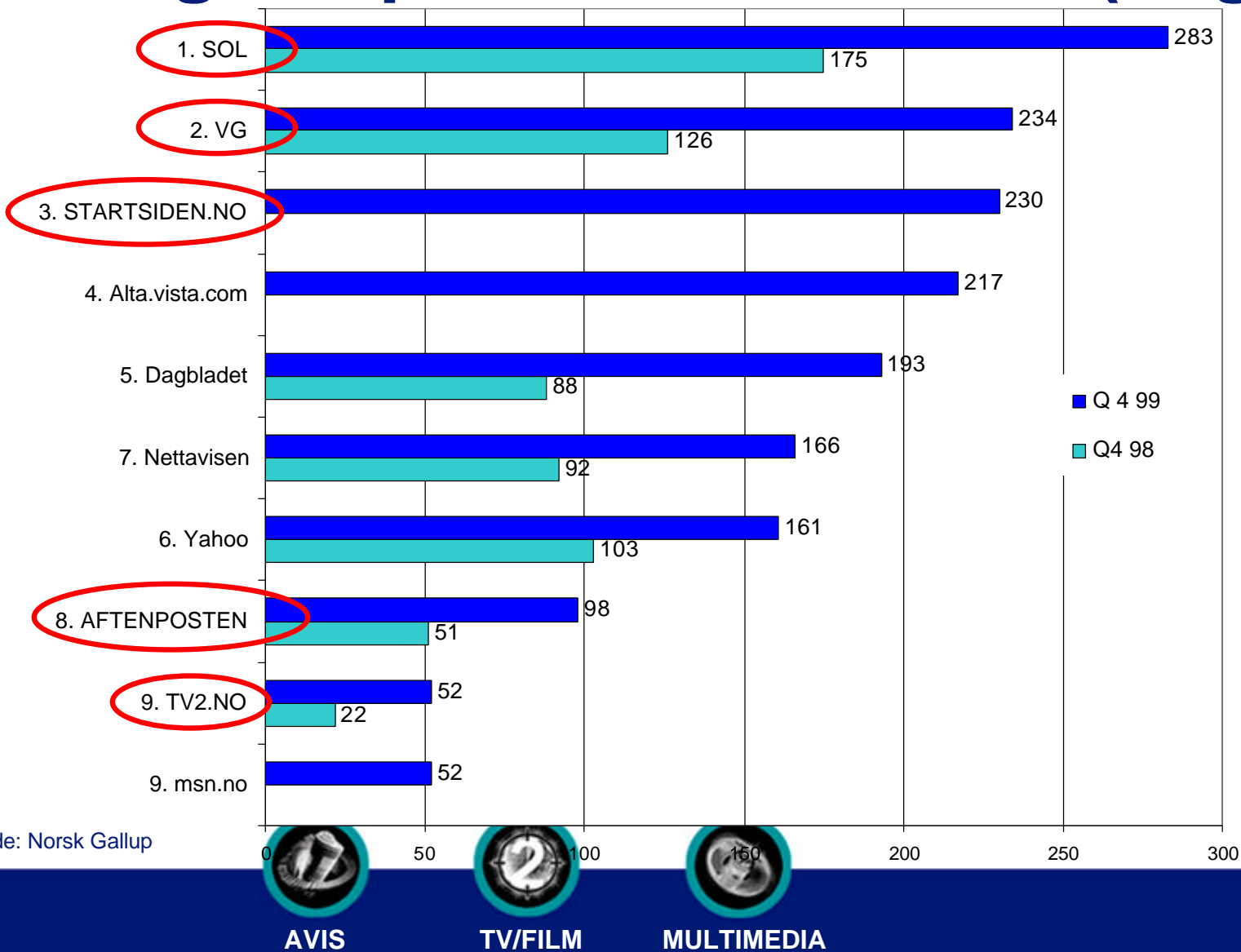


MULTIMEDIA

Galluptall fra januar 2000, DN 14.2.00

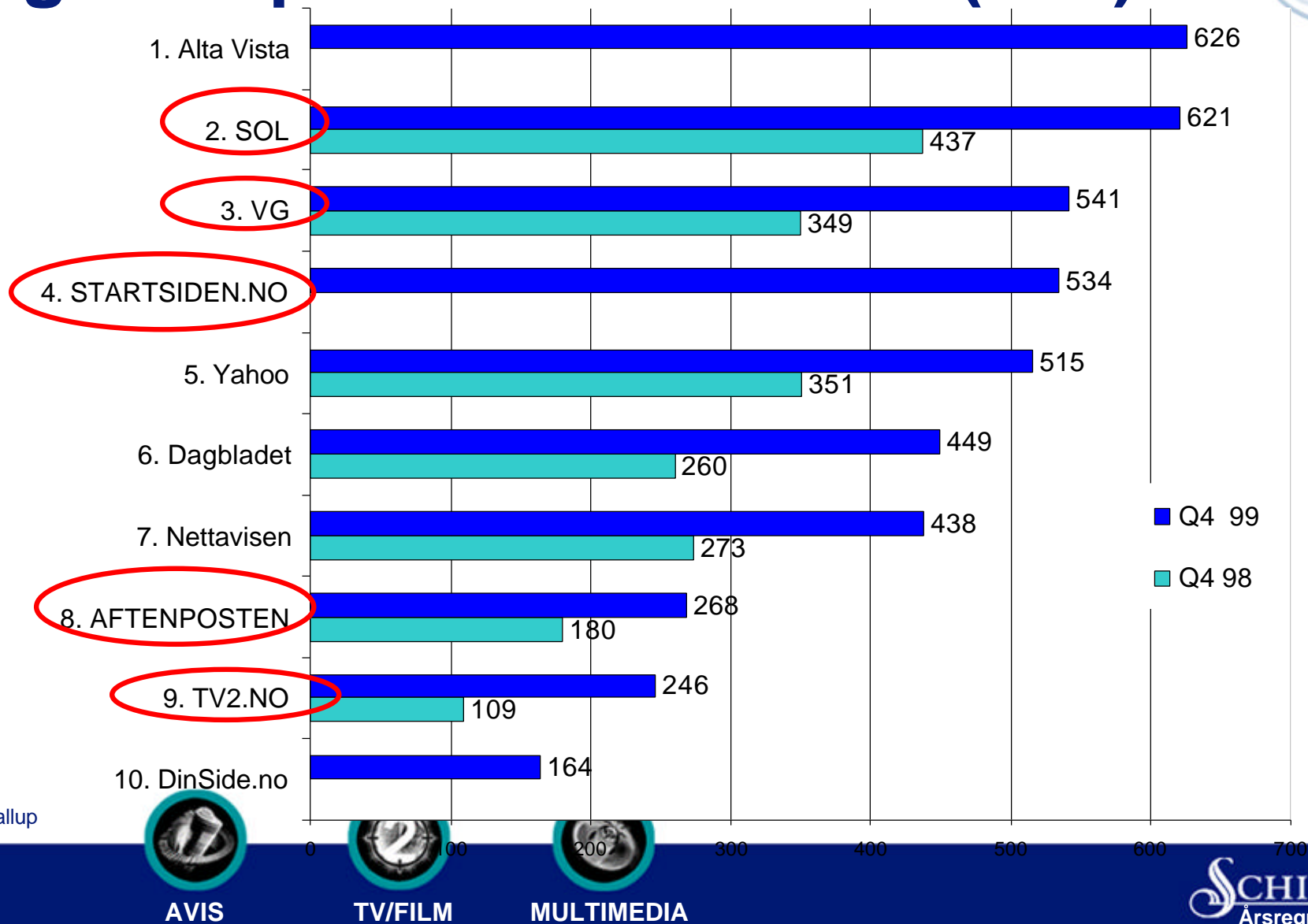


Norge Top 10 unike brukere (dag)



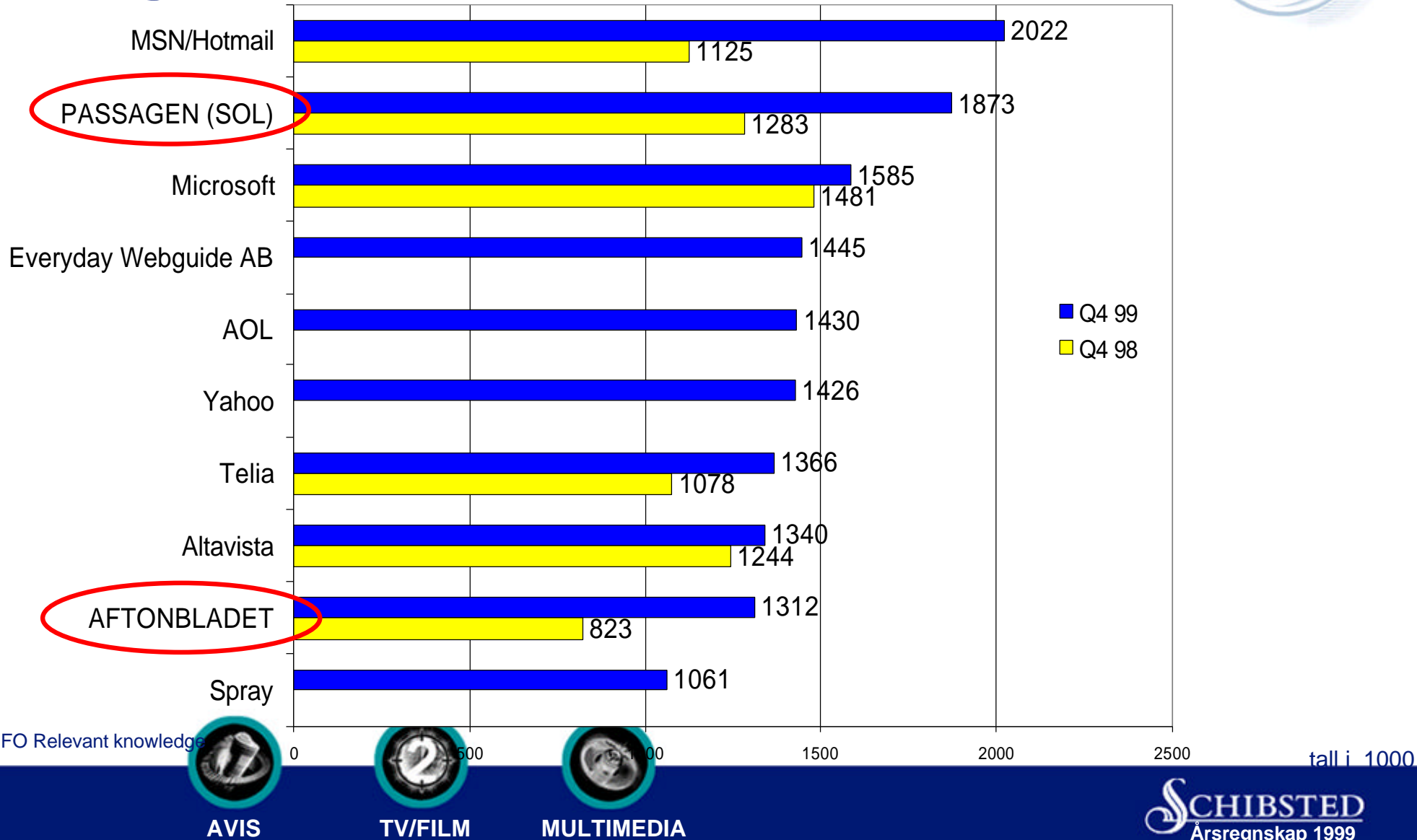


Norge - top 10 unike brukere (uke)

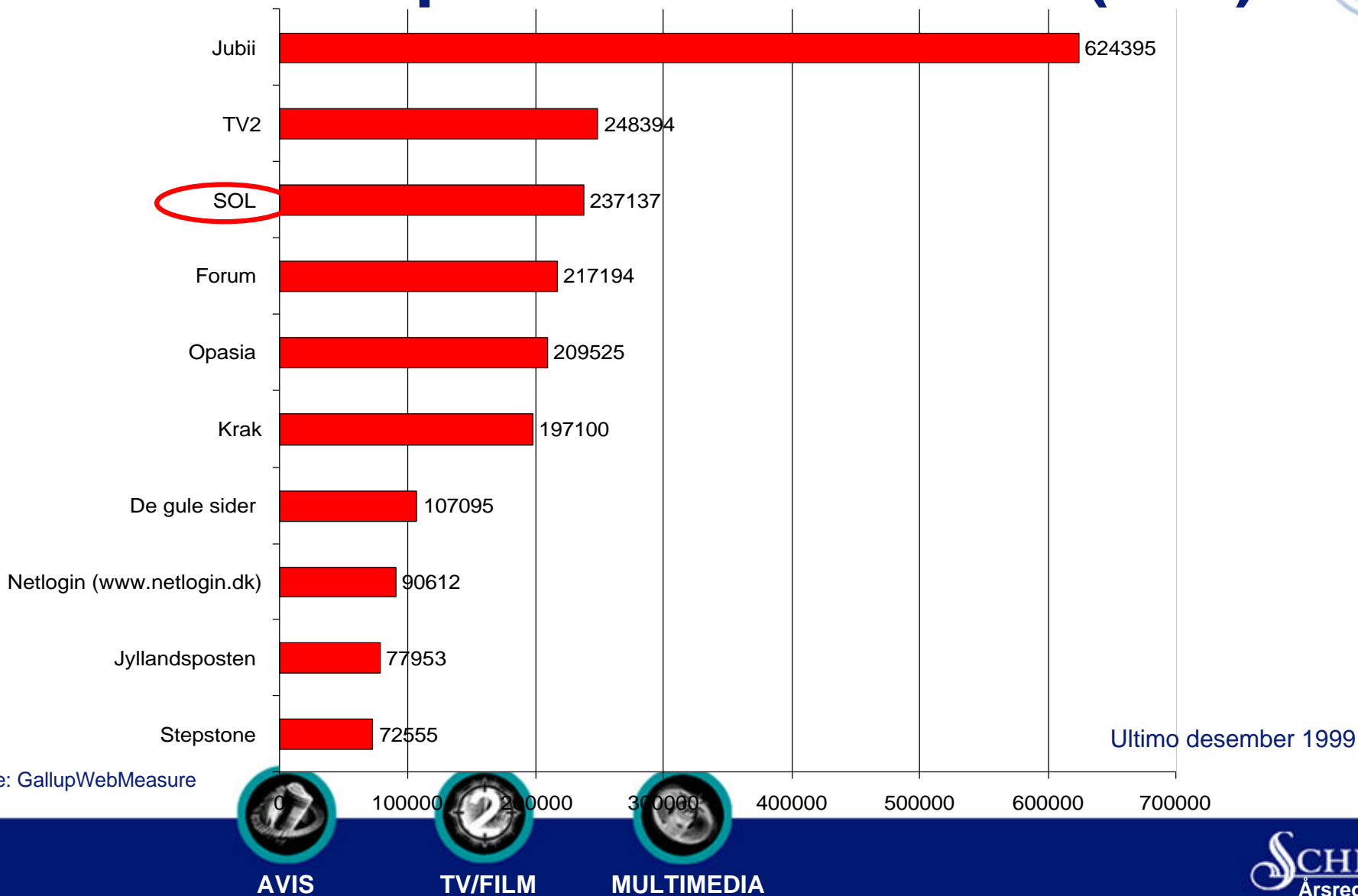




Sverige Top 10 unike brukere (måned)

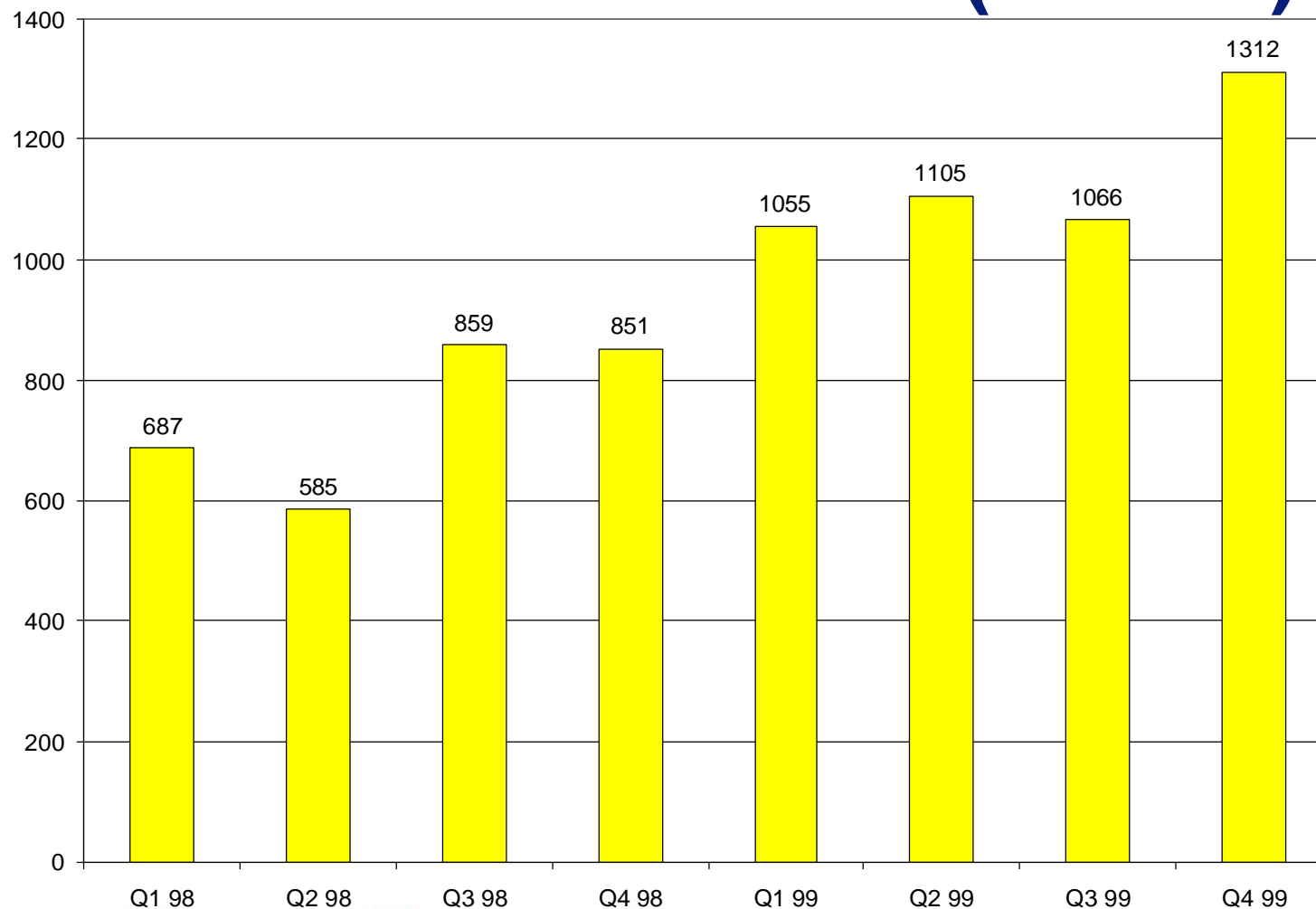


Danmark Top 10 unike brukere (uke)





Aftenbladet - unike brukere (måned)



Kilde: Aftenbladet/SIFO

tall i 1000



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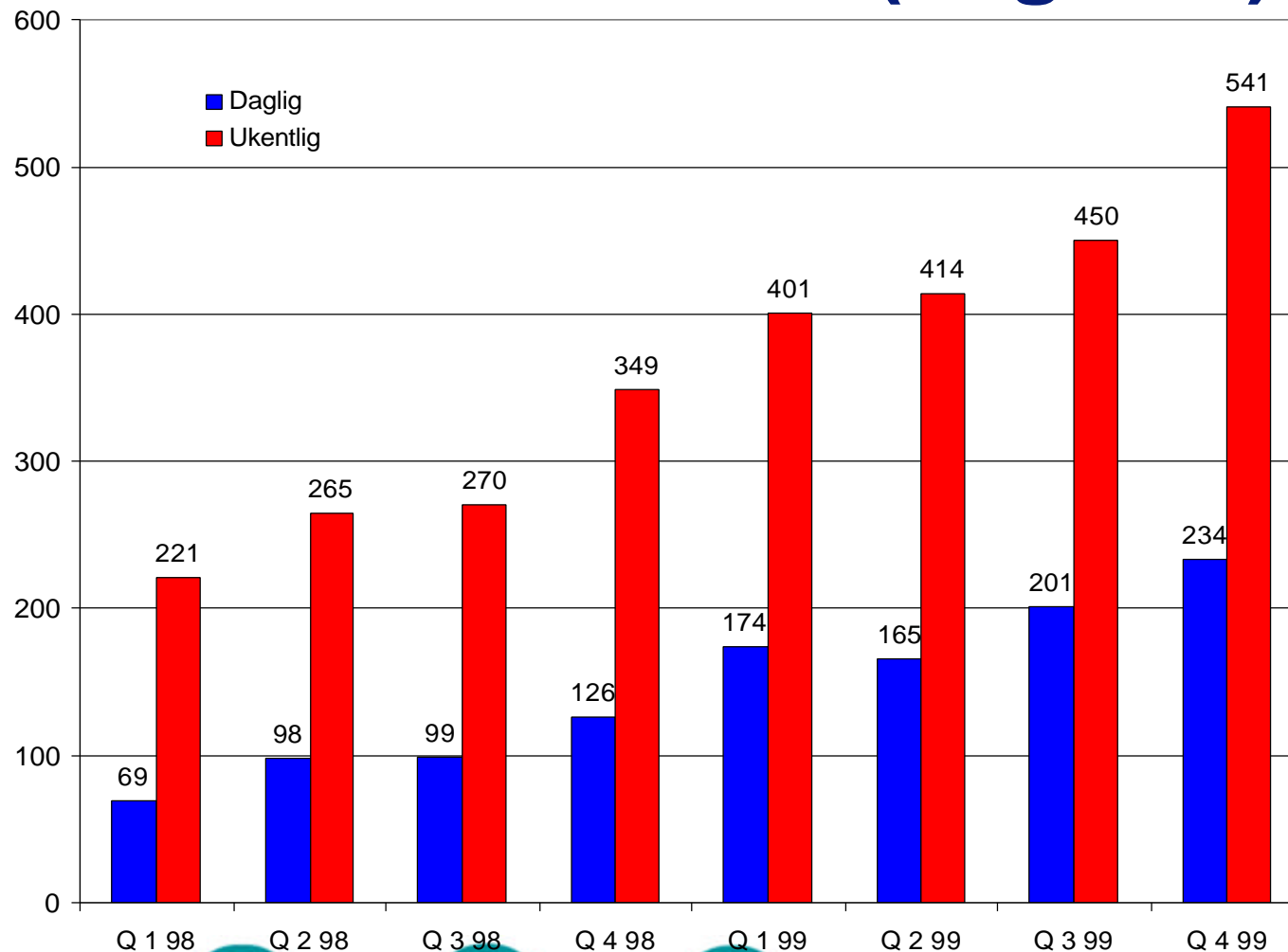
TV/FILM



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VG - unike brukere (dag/uke)



Kilde: Norsk Gallup



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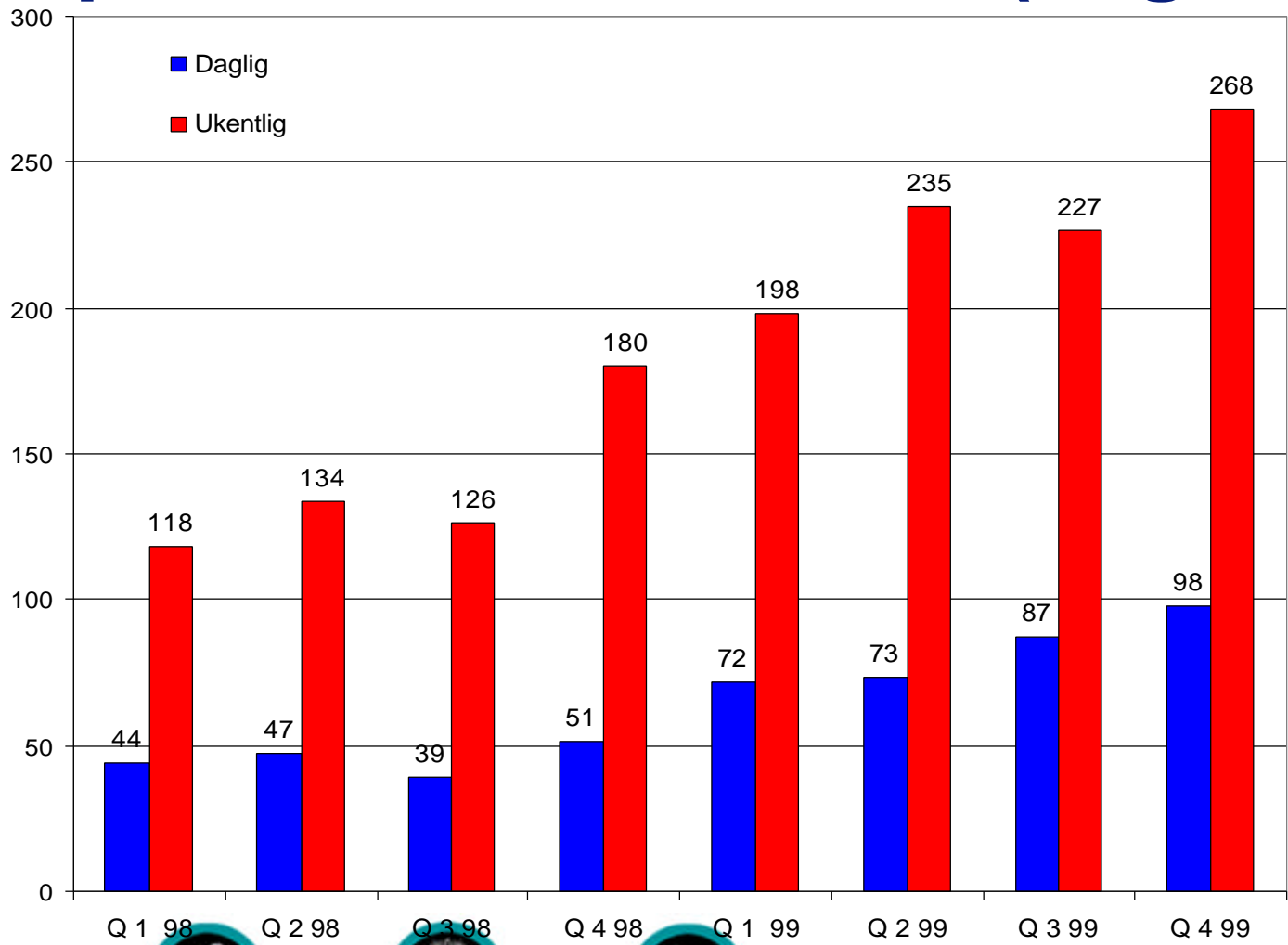
TV/FILM



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tall i 1000

Aftenposten unike brukere (dag/uke)



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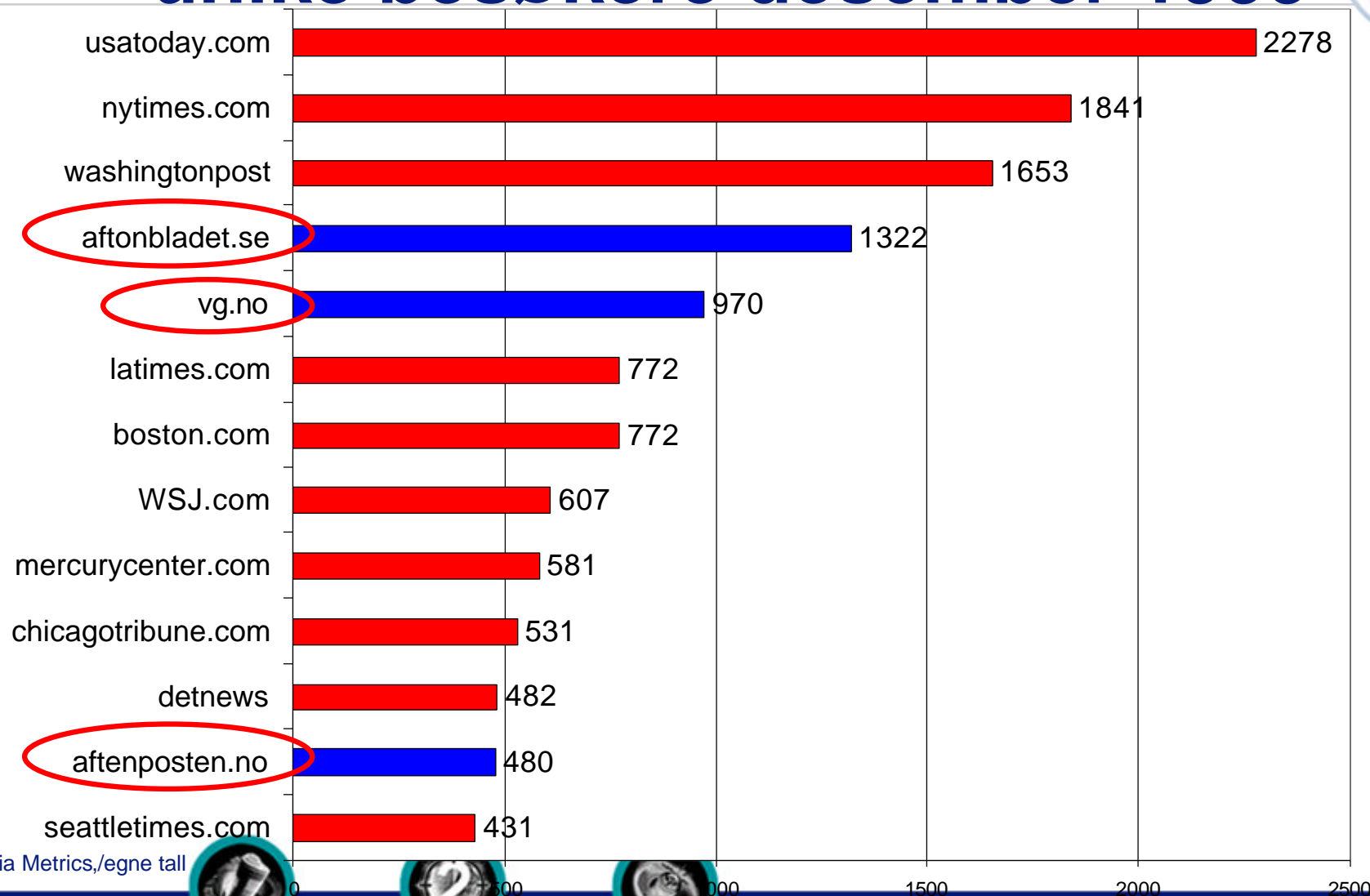


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Kilde: Norsk Gallup

tall i 1000

Schibstedaviser på USA top 10 unike besøkere desember 1999



Kilde: Media Metrics,/egne tall



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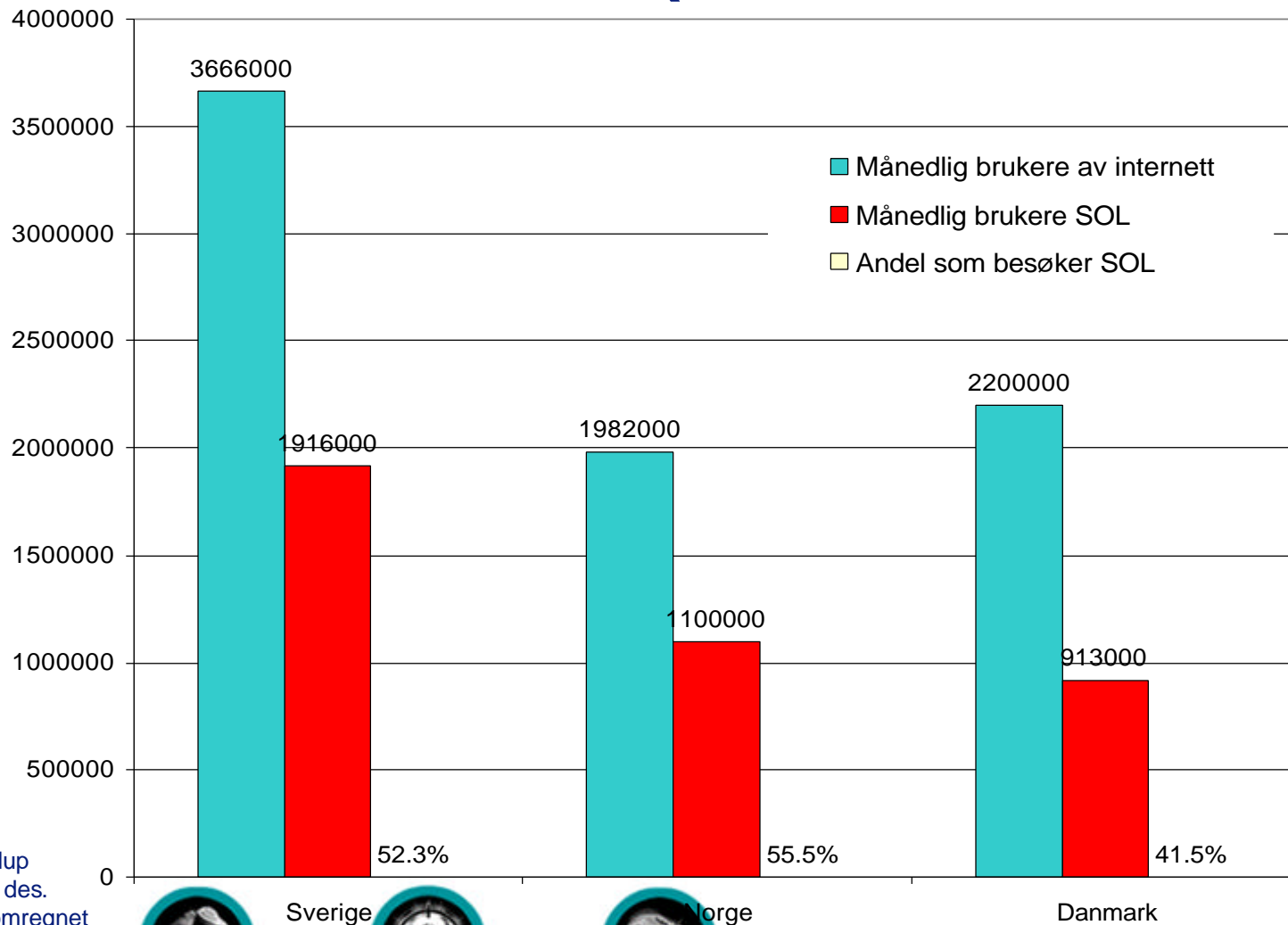
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Reach Skandinavia (desember 1999)



Kilde Norsk Gallup
Tall SE og DK - des.
Tall Norge Q4 omregnet
fra ukentlig unike brukere



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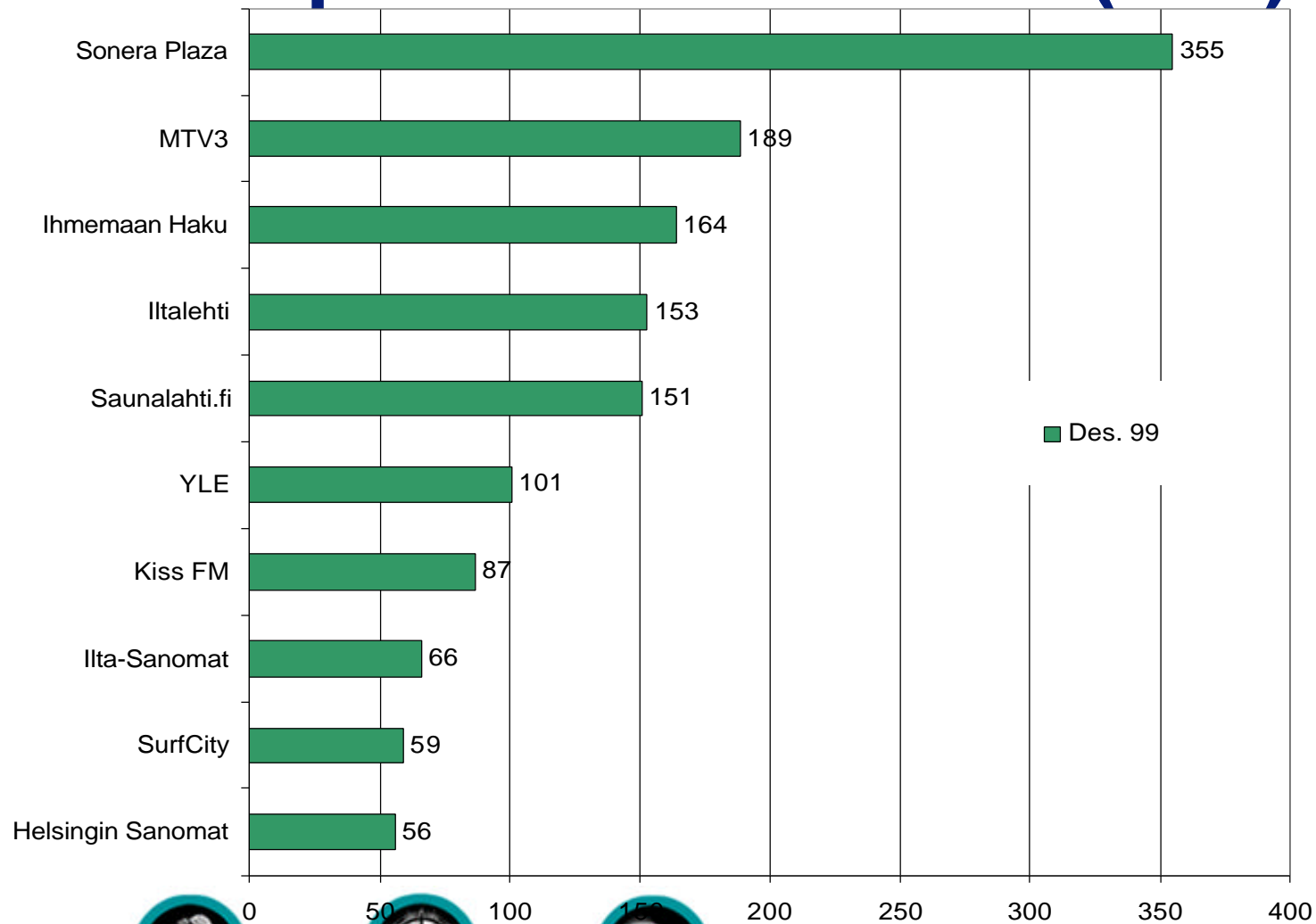
Sverige - gjennomsnittlig besøkstid pr. bruker på domenenivå (måned)



Kilde: SIFO Relevant Knowledge



Finland - top 10 unike brukere (uke)



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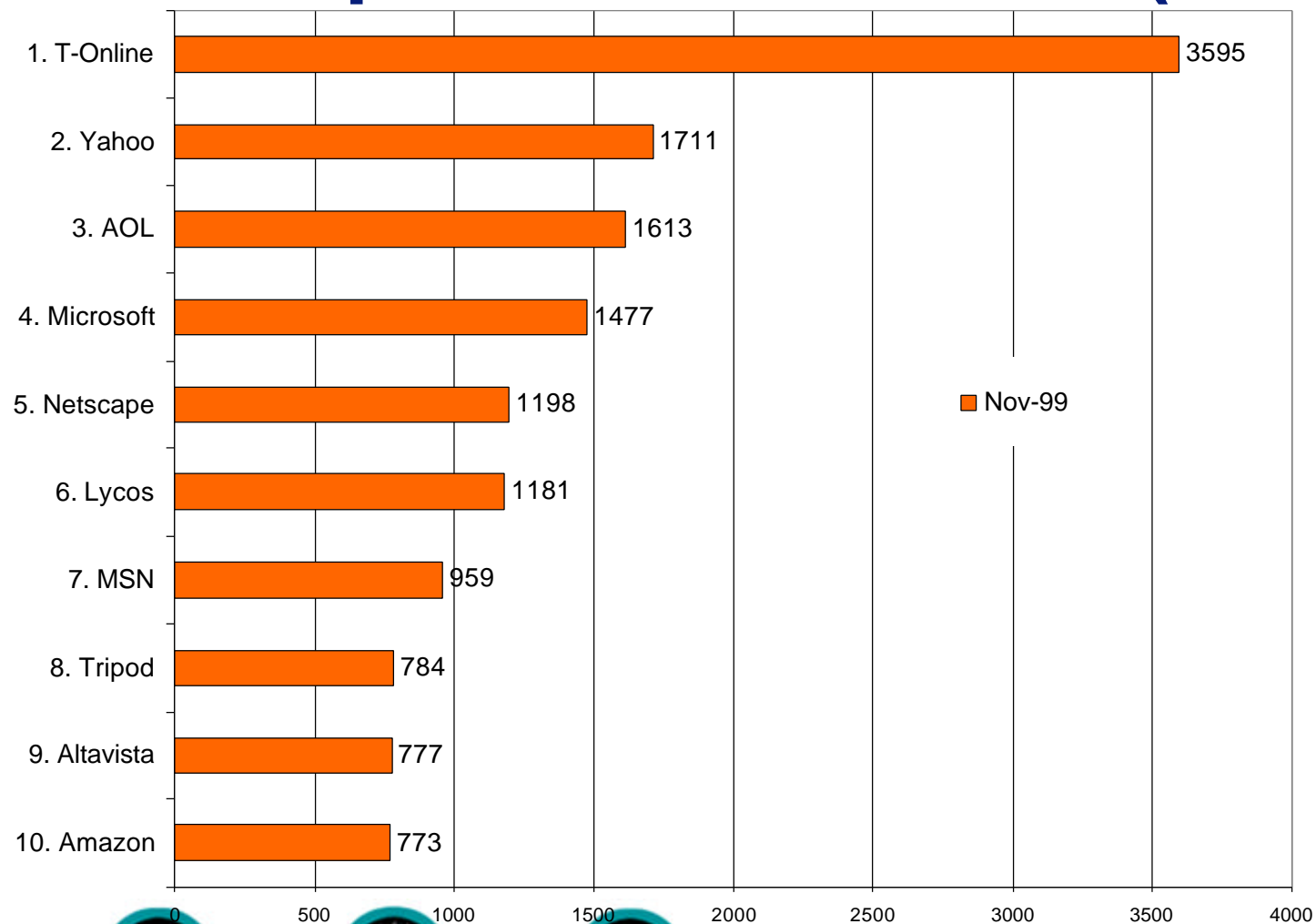


MULTIMEDIA

tall i 1000



Tyskland - top 10 unike brukere (måned)



Kilde: Media Metrics "Global Domains"

tall i 1000



AVIS



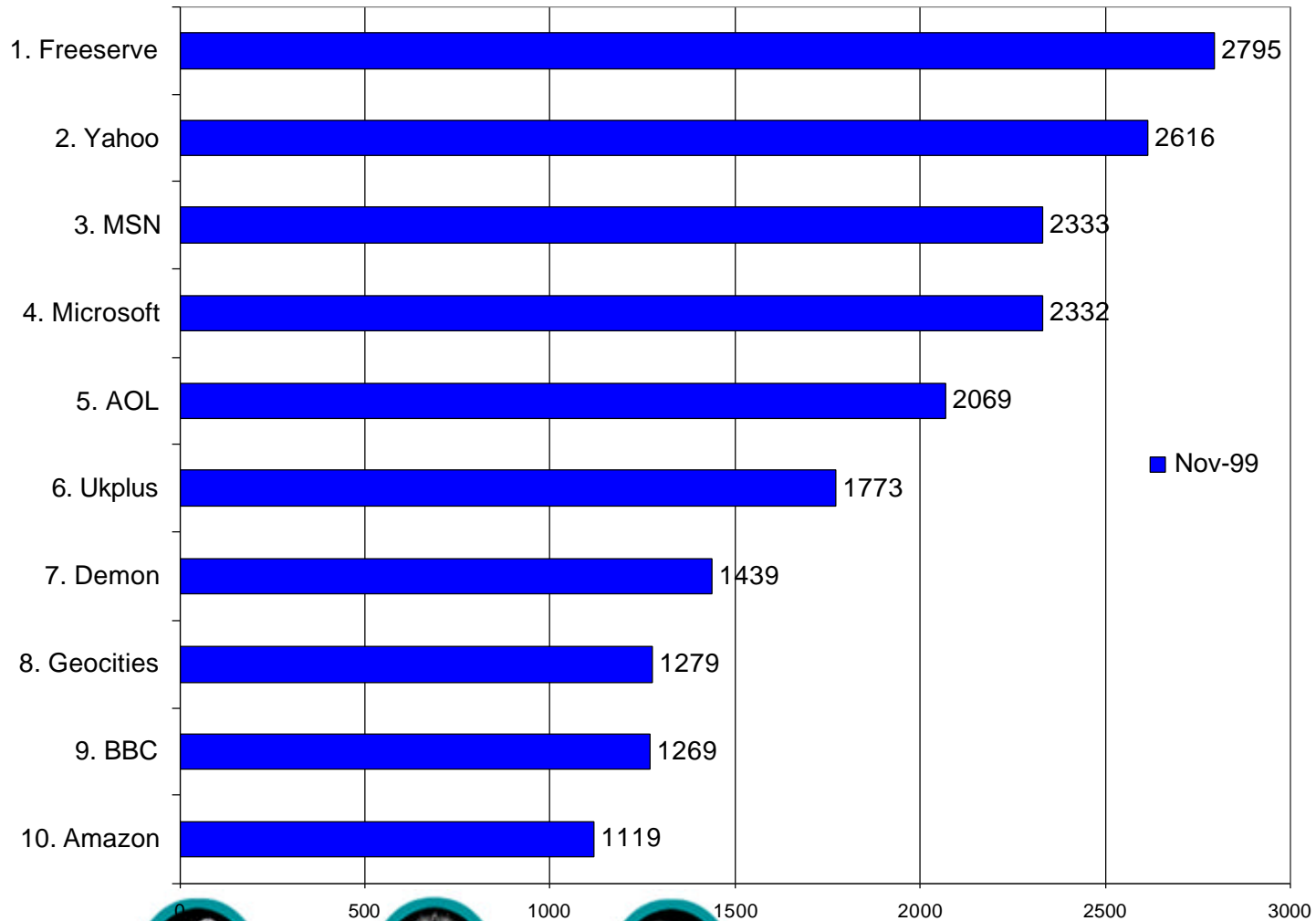
TV/FILM



MULTIMEDIA



Storbritannia - top 10 unike brukere (måned)



■ Nov-99



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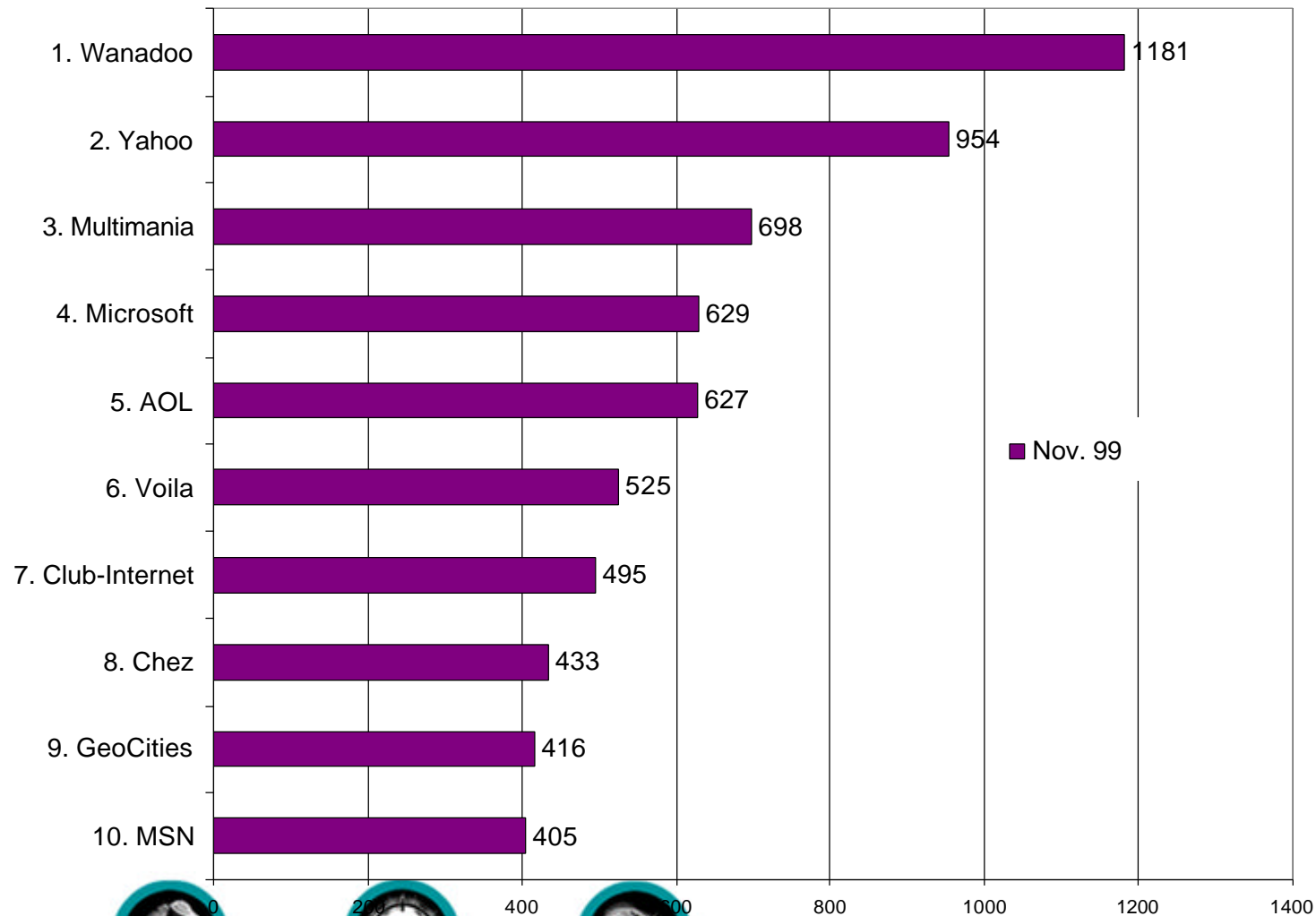
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Kilde: Media Metrics "Global Domains"

tall i 1000



Frankrike - top 10 unike brukere (måned)



Kilde: Media Metrics "Global Domains"

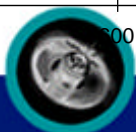
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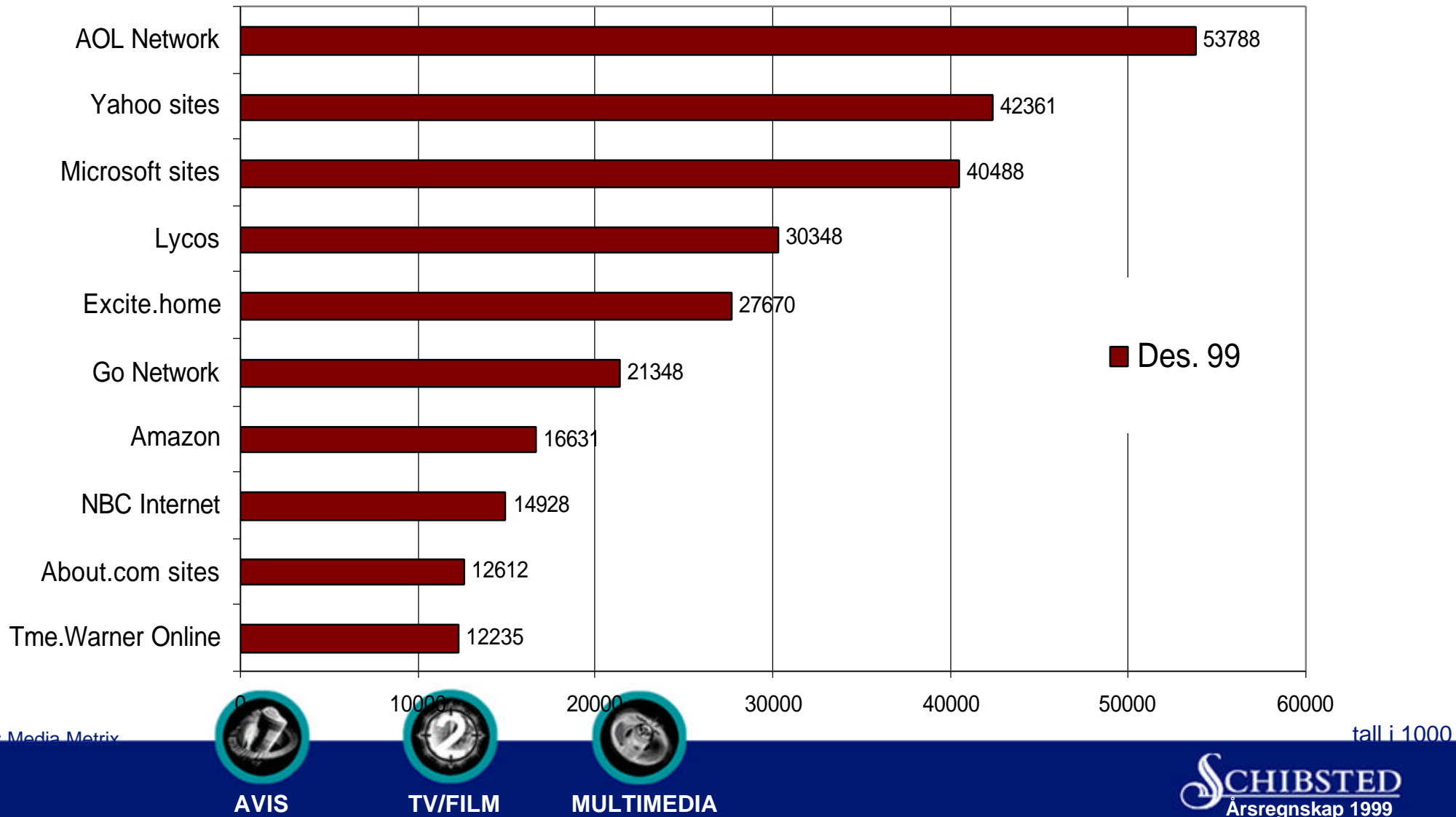


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USA - top 10 unike brukere (måned)





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