



Enabling the new digital brand-consumer relationship

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« For the first time in History, a culture - the digital culture – with its objects, its languages, its styles, the communities it generates and gathers, the rights it defines, the ways of living it determines, is universal. »

Best of

Who we are.



Group story

- 2000 : Bestof Media Group creation

With a sound conviction : consumers will essentially rely on the internet to get product information and make their decision before buying high-tech products.

- 2002-2006 a three-tier deployment

- Investment in building exclusive quality content.
- Infrastructure investment.
- Growth in France through acquisitions.
 - 2002 : acquisition of BuyCentral - sold to Lycos in 2004.
 - 2004 : acquisition of PresencePC.com.
 - 2005 : acquisition of infos-du-net.com.
 - 2006 : acquisition of jeuxvideopc.com.

- 2007-2008 international deployment.

- 2007 : acquisition of Tom's Hardware (Germany -USA).
- 2007 : offices in UK and Taiwan.
- 2008 : acquisition of 3D Labs (Italy).
- 2008 : Index Ventures invests 22,5 M€ in Bestof Media Group.
- 2008 : acquisition of Computing.net (USA).

Our market power today

- **A two-fold strategy**

- **To become the preference**, with a strong commitment in premium content to serve our communities (versus aggregators and comparators).
- **To become the reference** with international expansion focused on the high-tech segment (versus editorial expansion to other domains of interest).

- **3 great brands.**



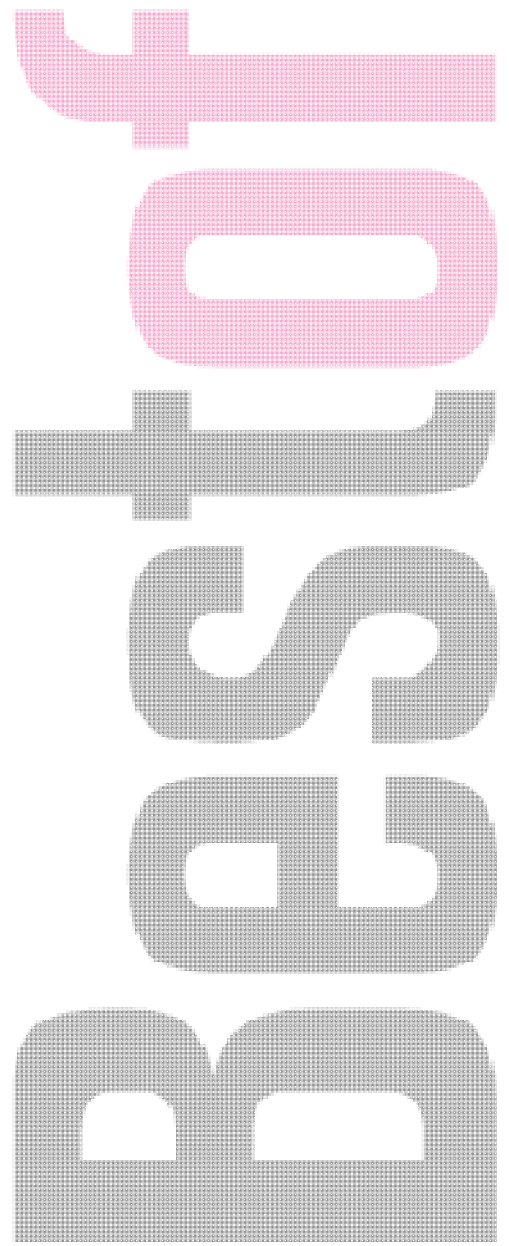
- 100% digital technologies, products, services and usages content.
- Presence in 12 countries and 3 continents.
- 200 people in 6 offices : Paris, Milan, Dublin, Munich, Los Angeles, Taipei.
- 30 million monthly readers (uniques visitors).

- **#3 worldwide high-tech portals**

- 2007 : +135% turnover growth.
- Ambitions : to become the global leader of the independant online high-tech media market.

Our vision

« In this era of deep and rapid shifts, in each moment of our personal and professional lives, we all need more clarity and more trust in order to better understand the value of the offerings and to make wiser choices. »



1. Digital : a new way of living



- Digital becomes a new way of living for all of us
 - Digital is everywhere : in the car, at home, at work, in sports, in health care, in leisure and education.
 - In the fashion and in all conversations.
 - In the media and in most brand communications.
- ...with products and services that redesign our daily living
 - **Life Shapers** : they transform our lives and change our habits.
 - **Life Enhancers** : they enhance our life, making it easier to manage and to organize, letting us focus on what we enjoy the most.
 - **Life Stylers** : they define our lifestyles and the ways we live together.
- ...for a better well-being for all of us.
 - Provided that digital is understandable and accessible.
 - Provided a better sharing of knowledge and practices.
 - ...and more clarity and legibility of the offerings

2. Challenges for the consumers



- Consumers are *prosumers* and *influencers*.
 - They now have gained true power, but at the same time are
 - Overexposed to techno innovation and brand value propositions.
 - Overwhelmed with information of variable quality and reliability.

- Consequences
 - Uneased and insecure in their path to purchase, they clearly express their frustrations as well as strong expectations.
 - They want to know *what to believe* and moreover, they need to know *who to believe* when it comes to making decisions in the digital environment.

- Our mission
 - To help each consumer to understand and embrace digital products and services and to help bringing to all the benefits of the comfort and the well-being promised by the new digital way of living.

3. Challenges for the brands



- The consumer is the new « co-owner » of the brands
 - An emancipated, aware and engaged producer and supplier of information
 - He invents, distributes, proposes and learns even faster than brands.

- Brands need to build a new relationship with their consumers
 - Reinforcing their presence and participation in networks and in communities.
 - Communicate with a new approach their value and the contract they propose

- Understand the new rules : *Think outside the business card !*
 - Listening instead shouting, telling more intimate brand stories
 - Managing identity and reputation across the networks.
 - Being part of the 24/7 conversation.

- Our mission
 - To enable brands in the new digital environments, by bringing a sound vision and consistent services to manage and foster their relationships with their consumers.

4. Challenges for the media



- The media shift.
 - the internet is the favored communications and information mean for hundreds of millions of individuals around the world.
 - Always more (and better) customized.
 - Access, consumers and brands already going mobile.
 - Mainstream media face a historical shift they need urgently to adapt to.

- Audiences dissemination.
 - Dozens of emerged digital platforms (information / entertainment-based) and literally millions of information sources.
 - New places, new devices, new modes for media consumption
 - But still 24H / day : less attention, more skimming = the « snack culture »

- Expertise and adaptation.
 - Traditional media mix and efficiency measurement are under scrutiny.
 - Classical marketing principles are to be revised.
 - Digital media require new expertise to overrun traditional media analysis.

Challenges for policy makers



- The need to accompany consumers and companies
 - To help them understanding the global digital shift.
 - To help them to handle and manage the new digital way of living.
 - To avoid a divide that would weaken social cohesion and economical growth.
- Promote and favor full access for all to the new digital way of life
 - Ensure that each individual, each company has fair access to the digital world: resources, tools, culture, etc..
 - Promote a more legible and more accessible market for consumers and professional buyers.
- Our mission
 - To promote the development of the digital economy by influencing and accompanying the policy makers in their reflexions and decisions, for the benefit of all the market's stakeholders.

**Thank you
for your attention.**

