

Market

Adriatic Media d.o.o for publishing and internet services is a company that manages the development of the most popular Croatian portal Net.hr and related online services, including freemail, forum, online advertising, social networking service and content section that includes various specialized channels covering vast range of topics. The ever-growing number of visitors confirms the value of Adriatic Media's work and strengthens the company's goal - to remain number 1 portal on Croatian online market. Long-term relationship with readers, as well as the audience profile, which includes a significant number of well-educated and influential readers, make Adriatic Media's media and technology platform very appealing for advertisers.

Achievements

With approximately 300,000 unique visitors per day (2.8 million a month) that access almost five million pageviews every day, Net.hr is the most popular internet portal in Croatia. According to the results of a survey conducted by Gemius Audience on 200 most popular Croatian web-sites, Net.hr visitors spend twice as much time viewing two or more pages on Net.hr and related content and services than they do on 2 closest competitor's web-sites. Net.hr email service Freemail has more than 600,000 users. Chat service is frequented by more than 100,000 users every month, and there are more than 47,000 registered Forum users. Web-site with most users and most readers in Croatia when it comes to younger and middle-age audience, has the numbers that surpass all other Croatian web-sites, including web-sites of the national daily papers, monthly publications, TV channels and radio stations.

History

Net.hr portal was started in 1998, as part of the effort of the first independent Croatian internet provider, Iskon Internet. In 2006, Iskon was merged with Croatian Telecom (T-HT), and the popular web-portal became a separate company, Adriatic Media, and was renamed to Net.hr. Separating the media portal from telecommunications business has had a positive effect on media business of the newly formed company. Net.hr retained the readers and users that have been there from the start, for almost ten years, as the first general portal in Croatian internet space and, for a long time, it was synonymous with internet in Croatia. Centrum Holding soon recognized that Net.hr growth potential is not limited to Croatia only, it extended to the Adriatic region and neighbouring countries. In 2008, Centrum Holding, child-company of the equity fund Warburg Pincus, bought a 75-percent share of Adriatic Media. Centrum Holding is an online media company that focuses on Central European countries. This investment was a good indicator of the enormous trust in Croatian internet market and the appeal of Croatia for other



investors. Strategic linking had a synergy effect on further development of content and services available through the web-site www.net.hr. Maintaining the high information quality and high level of innovation in following global trends and development, Net.hr continues to grow and expand its business.

Product

For more than a decade, journalism and business values which characterize this website have been recognized and approved by the readers, users, clients and business partners. The viral nature of the way people found out about the values which the company and its employees stand for has helped some of the most important news to have a very high rank on Google, and to strengthen the goal for objective and balanced reporting. Excellent article selection that balances serious news with the right amount of entertainment has made Net.hr a success, while the growing number of readers in

the region and neighbouring countries proves that the site is on the right course. Search Engine Optimisation (SEO) and strong social media strategy that was present since the merger, through social networks Facebook and Twitter, have further accelerated the growth and opened new possibilities of audience interaction. Net.hr is also the largest webmail provider in Croatia, having more than 600,000 users.

Recent Developments

Net.hr has been redesigned in 2009. The Homepage and various other sections have been modified and this new look resulted in a new rise of reader numbers. Advertisers have also recognized their opportunity since the redesign introduced new ad formats and additional possibilities of interaction with the audience. From January 2010, all the old and new users will be able to access the improved version of Freemail. New design, improved functionality, and larger inbox capacity, along with the whole spectrum of new Freemail options, have reaffirmed its position as the market leader when it comes to free email. Pogledajto, "a blog about interior decoration, design and other" has become a favorite with the audience interested in architecture, design and everything related to visual communication. Blog follows all the current trends in design and interior decoration, not only in Croatia, but also the global ones, and tries to make them more accessible to a wider audience. Danas.hr is the latest of various portals linked to Net.hr. This independent news magazine focuses on politics, economy, science, crime, culture and other related topics.

Promotion

Net.hr is the only advertising service provider in Croatia that uses the latest DoubleClick technology – improved system of web ads management. This system enables various types of targeted

advertising and daily monitoring of ad campaign statistics and results.

End users of Net.hr are its readers and clients that have given it their trust and that have a strong, long lasting relationship with it. Through 28 content channels (news, sports, cars, science, technology...), customers can choose any ad format or an integrated advertising package, such as sponsorship of a certain channel, newsletter marketing, advertorial, etc.

Media promotion costs of Net.hr and other platforms for which Adriatic Media delivers content and services are insignificant because the strength of Net.hr comes from communities that we listen to and communicate with on daily basis, in order to organize them and establish a long term relationship with them. Social networking technologies are available to everyone nowadays, which makes it easy to enhance the communities and the world through creating, collecting and distributing quality news, information and entertainment. This is how Net.hr managed to add value to communities, while communities of different people for which physical distance does not present an obstacle - have added value to Net.hr in return.

Brand Values

Adriatic Media owns various brands well known to Croatian market and increasingly recognizable in the markets of neighboring countries.

The most recognizable one is most certainly Net.hr, the foundation that encompasses different content and services, such as Freemail, Webcafe, Danas.hr and other technology and media platforms owned by Adriatic Media. Net.hr is virtually invulnerable to Croatian Internet market, given the long history of the brand (since the Internet itself is only 15 years old), as well as the positive impact on communication in Croatian Internet space and more.

www.net.hr



THINGS YOU DIDN'T KNOW ABOUT...

net.hr

- Net.hr portal was launched in 2000 with www.iskon.hr as its web-address, at the time when Iskon Internet began its boom from the basements of Zagrepcarka. Since 2007, after separating from Iskon Internet, its web-address has been www.net.hr.
- Average age of the employees is 27. Fifty writers, editors and moderators are currently working on the site.
- Over 150 news articles are displayed daily on Net.hr.

