



Market

A fundamental fact of the Croatian daily newspaper market is its extreme levels of competition. This is especially true for the past few years - Croatia sees 13 national regional and local dailies appear every day.

This situation has resulted in very high levels of daily newspaper market penetration, among the highest in Europe measured by monthly average figures (World Press Trends 2006). In the year 2006 Croatia experienced a great boom in general daily newspaper readership, which increased by 628,000 by the end of the year.

The trend continued into 2007 and 2008 with readership values constant throughout the year, holding at 2.3 million (Source: MEDIAplus 2007 and MEDIAplus 2008). The dramatic increase in readership by the general populace was largely due to none other than 24sata - a daily that drew a large segment of the reading public to print media with its novel concept and design, interesting content and light-hearted approach, as well as its easily accessible format and price. Of similar importance is the surge in readership with the younger age brackets which didn't have "their paper" until 24sata entered the stage.

And while the print media market in the world is experiencing a stagnation or even decline in readership and sales, the situation in Croatia is significantly different. During year 2008 24sata recorded constant growth in both sold circulation and number of readers.

Achievements

In just three years since its inception in March 2005 24sata has become the leading Croatian daily by readership and copies sold. After its first year of existence 24sata became the most widely read daily in Croatia; its second anniversary saw it in first place by copies sold too.

Upward trend continued in 2007 and 2008: the average sold circulation of 24sata in 2008 was 181,396 copies a day.

The rise of 24sata readership figures has also benefited from the promoted.

80,000 print run afternoon edition distributed in high frequency Zagreb locations since April 2006 (not counted towards sales averages). The regular morning edition, available on news stands and kiosks, combined with the promoted afternoon issue has 24sata offering its readers up-to-date information twice daily and, at the same time, providing its advertisers with a twofold communication platform



News television is a key step towards the complete fulfilment of the 24sata vision: 24sata enjoyed by everybody, any place, any time!

It is the result of a new approach to TV news and technology, a professional synergy of print, online and television newrooms, and investments in innovative multiplatform technological solutions that are unique in the world.

History

24sata d.o.o. (24sata Ltd), then Media-kleja d.o.o., was founded in late 2004 and is 100% owned by Styria AG, one of the largest Austrian media groups. The first 24sata issue saw the light of day on March 2, 2005 as a novel concept in daily news and an absolute refreshment to the newspaper market in Croatia. Originally targeting a younger audience, which until then grew increasingly distant from printed news, 24sata soon "infected" all population groups in Croatia to become the most-read newspaper across all age groups. In the same vein 24sata can boast the status of the only truly national newspaper with balanced readership throughout the country, as well as that of a publication with a balanced, male-female reader ratio.

The 24sata contents and design concepts were developed by a number of Croatian and also international experts, headed by Mario García, one of the most renowned newspaper designers worldwide. The initial period until late 2005 was marked by editorial leadership of Mr. Matija Babić, who was succeeded by Mr. Boris Trupčević. After three and a half years, as 24sata editor in chief, during which the sold circulation of 24sata was triplicated, and the web portal visits grew even six times, Boris Trupčević on 1st May became a publishing director and editor of all Styria editions. His place took Renato Ivanuš, until then 24sata editor in chief deputy.

24sata d.o.o. nowadays counts a staff of 230 with an average 32 years of age. It is a parent company to

and a better reach of target consumer groups.

The extremely successful web portal (www.24sata.hr) became one three most visited Croatian portals (Source: gemiusAudience, June 2009) with an average 200,000 unique visitors daily and more than 3 million page views per day. They owe their success to a unique "no-scroll" concept where visitors are offered all the information on a single screen, as well as their integrated newroom concept, which allows for prompt publication of news and information.

In mid 2009 24sata launches the first Croatian news television that can be watched on the Internet (24sata.tv) and MAXtv - T-Com's interactive digital television. 24sata TV is a unique channel which during the day publishes the latest news from Croatia and the world, with interesting facts from the show business scene, and an overview of the most attractive sports events. News is quick and simple, focused on the important, and updated from 0 to 24 hours. Viewers are provided with current and fastest disclosure of all important events, especially in the case of unplanned and significant events (breaking news). Also, viewers can finally be informed when they want, once or several times a day, and they can at any time get an overview of all important events in the past 24 hours.



24sata digital d.o.o. (the digital and multimedia division). 24sata is co-owner of the Croatian news photo and video agency (Pisell Ltd.) and one of the most popular advertising portal (www.njuskalo.hr).

Product

24sata has been created and realized as a brand new daily newspaper concept. Based on predominant global trends, which point to a modern population's need for accurate, fast, simple and concise information, 24sata in its design, format and editorial concepts unites the most advanced media characteristics: fast and diverse like the Internet, short, clear and concise like a text message yet rich in content and colourful like a digital photo.

24sata is the first Croatian daily to develop an organized and systematic reader collaboration mechanism: an interactive platform readers use to communicate with the 24sata newroom and send information, news, photos and video footage for the Internet portal.

24sata respects the reader and stands up for the "small guy" on many levels, whether it comes to minor everyday wrongs or the issues of social justice on a larger, societal scale. It remains the only daily newspaper in Croatia to have effected a legislative change: by supporting the Association Andeli (The Angels' Association) 24sata contributed to the abolition of unfair legislation which left parents of gravely ill children without the government's financial support once their children reached the age of 7. Nowadays the parents enjoy official caretaker status and are paid by the government to provide their ill children with the care they need and deserve. In August of 2008 followed international recognition of this action. 24sata won the Young Reader Prize 2008 by the World association of newspaper publishers.



Recent Developments

During 2008, The 24sata increase sales of paper, which was compared to the year before rose by even 18 percent. In past year, the number of visitors the portal 24sata.hr grows too, and it grew 72 percent in the number of displayed pages, and 78 percent in the number of unique users according to Google Analytics. Besides success among readers, the site received international recognition in being declared two years in a row, one of the five most successful print news portal redesigns by the World Editor Forum of the World Association of Newspapers.

In year 2009, 24sata made a step forward to a new media platform - television. 24sata TV is a unique channel, on which during the day are published latest news from Croatia and the world, with interesting facts from show business scene, and an overview of the most attractive sports events.

Promotion

Like the product itself the basic publicity concept conforms to the demands of modern living and



information - brevity, clarity and simplicity.

The initial stage of marketing communication was marked by a strong and clear marketing campaign. The

campaign targeted the entire population, but particularly the younger demographic under 30, especially those who previously did not choose newspapers as their preferred news source. This demographic is a very discerning audience which demands clear and timely information and wants to know what goes on behind the scenes. For this reason 24sata positioned its initial market presence to stand out from the rest with the slogan "Cijela istina. Pola cijene" ("Full truth, Half price").

As the market and the audiences developed the marketing communication expanded its focus on the entire market. The effort in of the mid 2007 campaign resulted in the new 24sata catch phrase: To je to što me zanima! (That's just what interests me!). The phrase sums up the advantages offered by 24sata content: interesting information delivered in an interesting fashion.

Due to its market presence 24sata is nowadays one of the best media and marketing partners for sports events (The Snow Queen Trophy on Sjeme, World Handball Championship), concerts (the Zagreb leg of 50cent's European tour, Snoop Dogg and Tony Cetinski) and media happenings (Big Brother TV reality show). 24sata is a strong, stable and reliable advertising partner to all major domestic and foreign advertisers, who recognize the value in 24sata communication and successfully use the platform as part of their marketing campaigns and business improvement strategies.

Brand Values

Readers maintain a very specific and a much more personal relationship with their daily newspapers and the associated brands than with most consumer goods. The newspaper is something the reader almost identifies with, and to which they often remain loyal it is frequently an important every day ritual and many a reader has "their paper".

For this very reason dependable quality, meeting the reader's expectations and offering added value are critically important.

24sata's success is built on the very precept of meeting their readers' expectations daily. A representative reader survey has found that one in three daily newspaper readers find 24sata the best daily in Croatia. 24sata

has also earned higher general impression marks than any other daily and 24sata readers are also more likely than other publications' readers to recommend "their paper" to their friends.

Finally, in another confirmation of the 24sata brand value and their credibility and relevance on the Croatian print media landscape stands the fact that 24sata readers focus on commercial and advertising content more than those of other newspapers. (Source: Puls, 2007.)

www.24sata.hr



THINGS YOU DIDN'T KNOW ABOUT...

24sata

- > 24sata sold more than 181 million copies in the four years between 2 March 2005 and 2 March 2008.
- > 10 October 2008 witnessed a record for daily copies sold: 254,770.
- > For already four years, 24sata awards the "Ponos Hrvatske" (Pride of Croatia) reward to people who have shown exceptional courage, humanity and honesty in difficult and dangerous situations. To these exceptional people on a special event, which is organized in their honour, are handed out statues "Srce na dlanu" ("Heart in the hand") that symbolizes the humanity and uniqueness of these people. The Award is under the auspices of the President of Croatia, Mr. Stjepan Mesić.