

# UCP Monthly letter

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Welcome the September issue of the UCP Monthly letter with highlights from the management in our companies of what has happened during August. In this second monthly newsletter we take the opportunity to focus and share some of the latest statistics from the Swedish media market.

## Media Market Update Sweden

To start with we would like to give you the latest development in Swedish Media investments that just came out from the Swedish Media Agency Association (<http://www.sverigesmediebyraer.se/>). The media investments decreased by 4% in August and by 6% for the eight first months compared to last year. Internet, Search Engine Marketing (SEM) and TV are the only media that are increasing see table below; three media that UCP as a group excel in.

### *Media categories increasing in August 2013:*

Other (Events, consultancy, etc): 29 procent  
Internet: 10 procent  
TV: 9 procent  
SEM: 7 procent

### *Media categories decreasing in August 2013:*

Direct Marketing: -3 procent  
Outdoor: -15 procent  
Newspapers Cities: -15 procent  
Newspaper regional: -23 procent  
Radio: -26 procent  
Business Newspaper: -36 procent  
Tabloids: -45 procent  
Cinema: -64 procent

## Tre Kronor Media

### *Tre Kronor Media Trading*

One of the new and hot areas of Tre Kronor Media that we are focusing on and investing in is the Tre Kronor Media Trading department headed up by Sara Wendle. TKM Trading is the department handling all RTB (Real Time Bidding) and DSP (Demand Side Platform) strategies, analysis and optimizations. With a technology from 161District as a foundation we have found a great partner in them for expanding and scaling with our clients. Through TKM Trading we have access to thousands of publishers and an extended range of formats. We can apply retargeting and behavioral targeting methods creating great understanding for our clients sales funnels and conversion latter to new clients. Sara and her team work both with real time bidding as well as setting automated trading strategies. The future is here now at TKM Trading!

### *Tre Kronor Media Search Department*

In august we started the mission of expanding the search department with new clients and extending its services within SEM, SEO and conversion optimization. To generate new clients we signed up a trial test with an appointment booking company that has as of now scheduled meetings for the rest of September and October. Due to it's a trial they are now only focusing on generating meeting for SEM services. Regarding SEO and conversion optimization we are continuing the process of meeting potential partners that could undertake these responsibilities. By the end of September these services should be packaged and ready for launch to our new and existing clients. Search department has also further developed its collaboration with other companies within the UCP group. The latest addition of clients is Magine and Gina Tricot from HowCom

## **Tre Kronor Media Denmark**

Even though August is a vacation month in Denmark Tre Kronor Denmark hasn't been resting. Since the weather was fantastic we took the opportunity, quite convenient, to help out an Ice-cream company with some target group analyses. Besides from handling our existing clients and preparing for September we had the pleasure of having our CEO Niclas Fröberg on a fast visit from Stockholm. We've also had one very constructive New Business meeting, rethinking a strategy that we hope soon can come to life.

## **HowCom**

HowCom managed to get a new client in August, Magine. HowCom has also developed the cooperation with its client Memira into new markets in the Nordic region.

A Key Employee recruitment happened as Åsa Schmidt joined HowCom as Client Service Director. She has a back ground from Carat Sweden as TV Director and Client Service Director for some of the biggest accounts at Carat. We are proud and happy to have her in the team.

*United Communications Partners is a communication group with its subsidiaries and operational focus in Europe, notably in the Nordic region. Companies in the group are Tre Kronor Media, Tre Kronor Media Danmark, HowCom, Nyheter365 and Insight Media (Norway). Head quarter is in Stockholm, Sweden. For more information please visit: [www.ucpworld.com](http://www.ucpworld.com)*