



Special Topic Session – SanomaWSOY in Russia

Opening Remarks

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1323

Swedish Era

Borderline after Pähkinäsaari treaty



1517

Swedish Era

Borderline after Stolbova treaty



1743

Swedish Era

Borderline after Uusikaupunki and
Turku treaties



1809

Russian Era

Finland annexed as grand duchy



1920

Independent Era – Finland Became Independent 1917



1944

Independent Era

Borderline after Winter and Continuation wars.

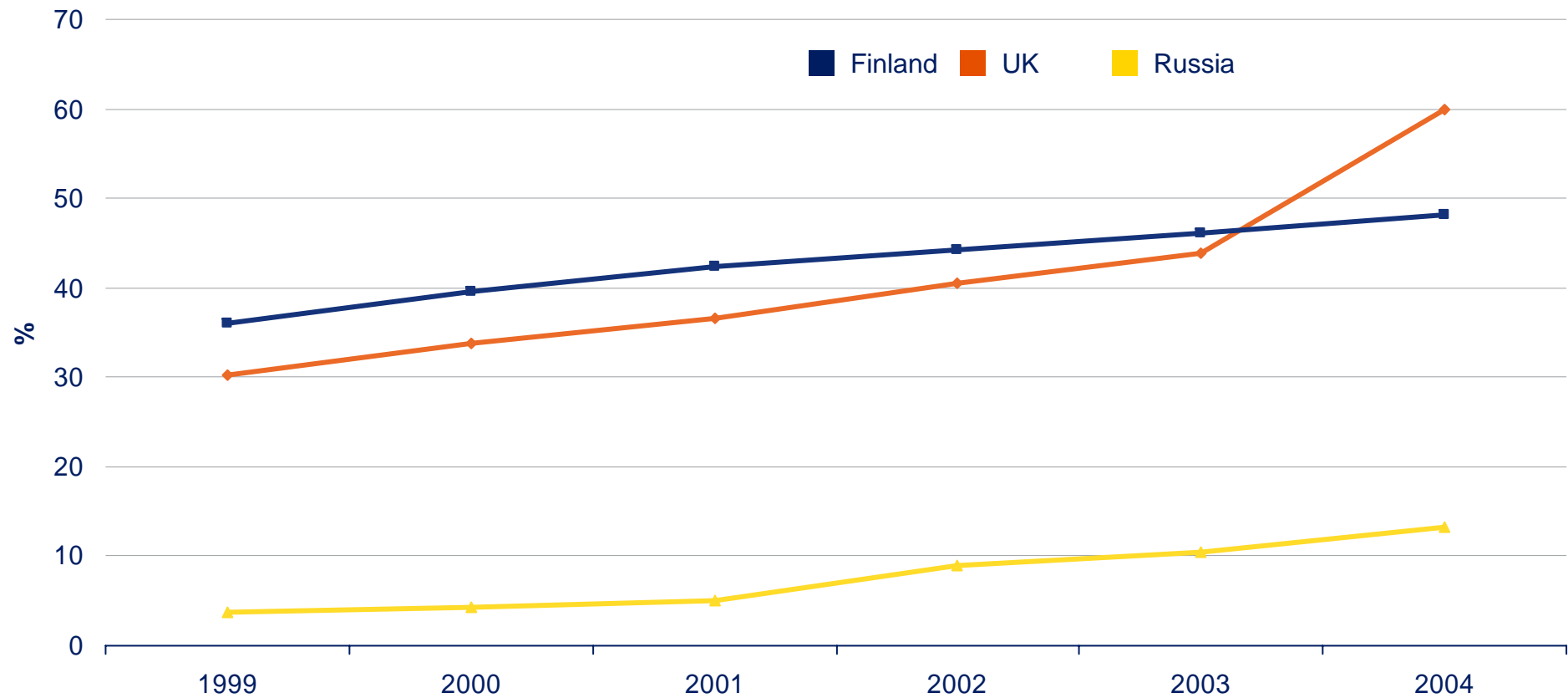


Why Russia?

- Greatest potential in Europe
 - Size
 - Growth
 - Resources
- Our neighbour
 - History
 - Understanding
 - Respect
 - Silent knowledge
- Perfect fit
 - Strategy
 - Geography
 - Opportunities
- Right company
 - Positions
 - Products
 - Personnel
- Management

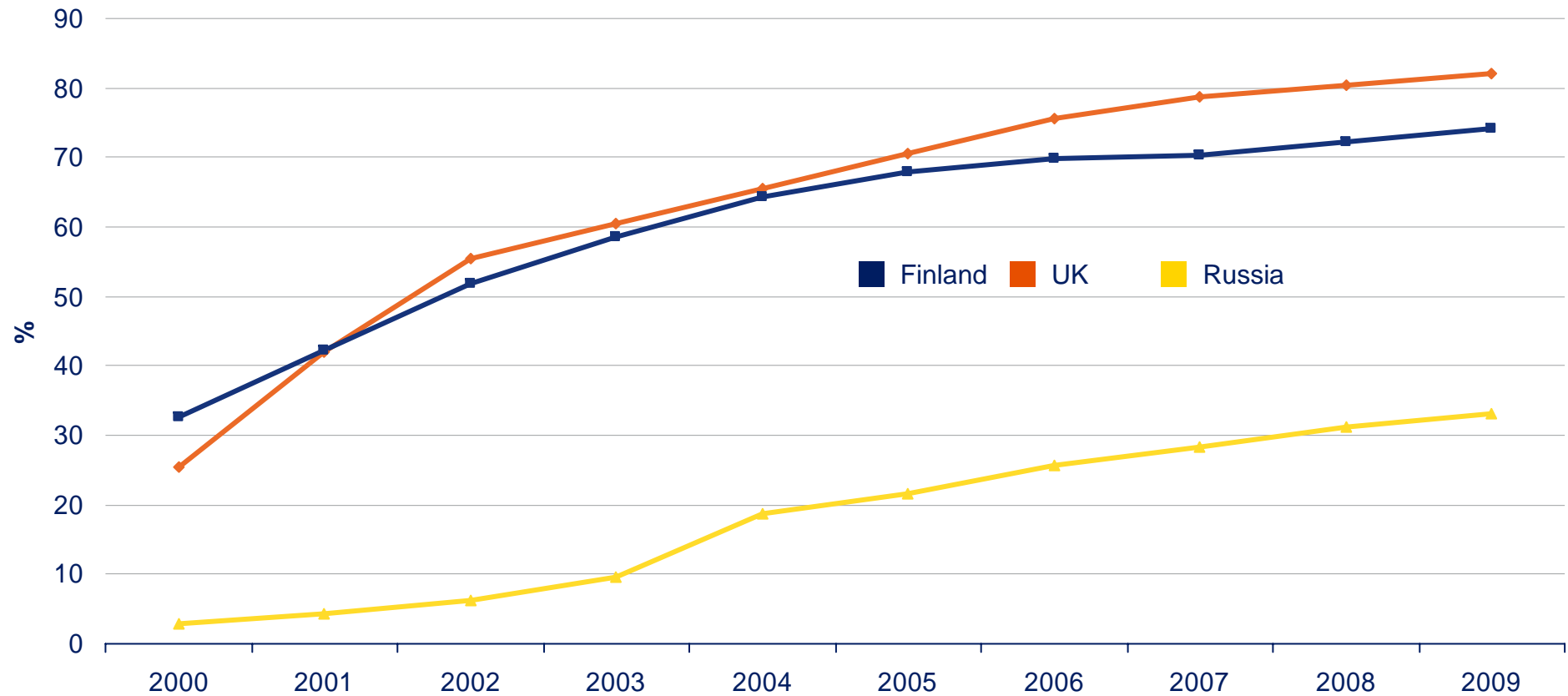


PC Penetration

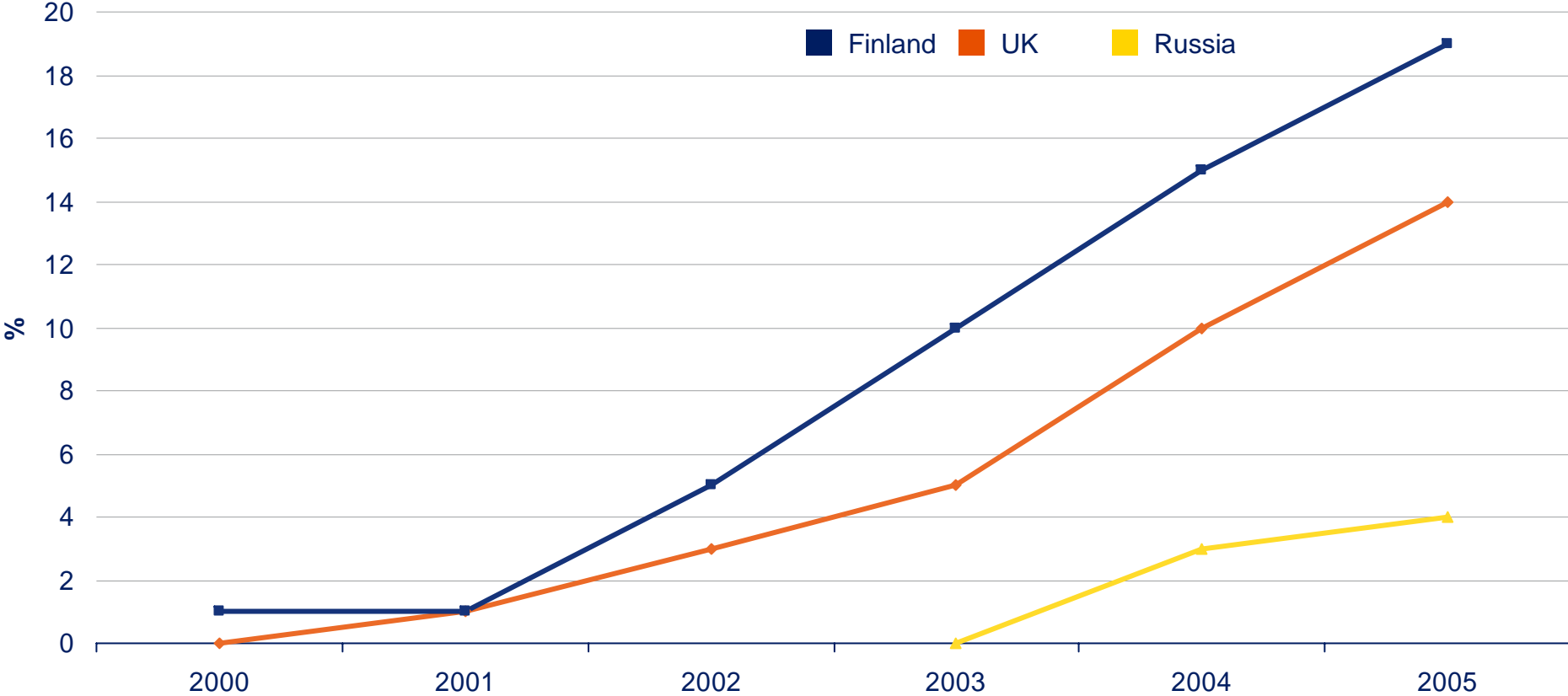


Source: Statistics Finland

Internet Penetration



Broadband Penetration



Source: Statistics Finland, ITU, J'son & Partners

The Future Media Landscape

- Printed media – dynamic but slow growth in high broadband countries
- Printed media – dynamic and fast growth in low broadband countries
- Digital media – high growth but very high fragmentation
- Distribution through internet
- Digital content on demand



Trends Driving the Global Economy

- People power
 - Blogs, user reviews, photo-sharing – the peer production era has arrived
- Personalize it
 - Jeans cut just for your hips, drugs designed just for your genome. The new me decade is a perfect fit.
- Video unlimited
 - Any time, any place, any format, any screen – there's always something on.
- All-access economy
 - Closed systems are dead. From software to supply chains, open is the new standard.
- Buy it now
 - Forget old-school R&D. These companies purchase their ideas one startup at a time.

Our Mission and Vision

Information, Education and an Easier and Happier Life

Our Mission

Our mission is to be the market leader in satisfying people's need for information and education and for an easier and happier life.

Media Company of Opportunities

Our Vision

Our vision is to be the media company of opportunities and operational excellence.





SanomaWSOY
– Inspiring people