

## Information & Media: Providing Valuable Insights to Global Markets

McGraw-Hill Information & Media's market-leading brands have a common focus: generating growth opportunities by integrating into customers' workflows and infrastructure. By strengthening its technology infrastructure, Information & Media is enhancing its value-added relationships and better leveraging its brands' industry-leading positions. The development of a robust technology infrastructure with common capabilities—part of a strategic Company-wide effort to leverage technology—is the framework that Information & Media will build upon and use to reshape its business and deliver premium services that transform data into valuable insights.

### Framework for Growth

Traditional Model	Emerging Model
Transactional, one-way customer relationships	> Value-added customer relationships
Strong, media-specific brands	> Develop communities
Traditional awareness advertising revenue models	> Brand leadership supports entry into adjacent markets
Data pushed to customers	> Increased quality lead generation
Product-focused technology	> Marketing intelligence through measurable advertising effectiveness
Long product shelf life	> New ways to monetize audiences
	> Value-added analytical services integrated with customer applications
	> Produce more modular content
	> User-centric technology platforms
	> Customized experiences

### Examples of Emerging Model



#### > Develop communities

User-generated content has become widespread on the Internet. Online communities provide an opportunity to build loyalty through a dialogue with industry experts and from their peers instead of a simple presentation of information

- ArchitecturalRecord.com enables architects to upload and share their project photos online



#### > New ways to monetize audiences

The greater Information & Media's ability to understand and segment online customer needs and behavior, the better positioned its brands are to compete for advertising dollars

- McGraw-Hill Construction generates premium prices for ads placed in its new video library that are targeted at specific customers



#### > Customized experiences

Advanced tools now enable the creation of a personalized customer experience

- Information & Media's brands package content into downloadable "widgets" for greater value and customer engagement
- PlattsOil news is followed on Twitter by energy market participants at <http://twitter.com/plattsoil>