

# Information & Media

## Providing Valuable Insights to Global Markets

The McGraw-Hill Information & Media segment provides industry-leading intelligence, benchmarks, analytics, and solutions that enable business professionals and other consumers to make better decisions. Its market-leading brands have a common focus: generating growth opportunities by integrating into customers' workflows and infrastructure.

### Information & Media At-a-Glance

#### Business-to-Business Group (B2B)

##### Key markets:

Professionals and corporate executives in automotive, aerospace and defense, construction, and energy. Global business and financial professionals, investors, marketers, advertisers, and consumers worldwide.

#### Broadcasting Group

##### ABC affiliates:

KMGH-TV (Denver, CO)  
 KGTV (San Diego, CA)  
 KERO-TV (Bakersfield, CA)  
 WRTV (Indianapolis, IN)

##### Azteca America affiliates (low-powered stations):

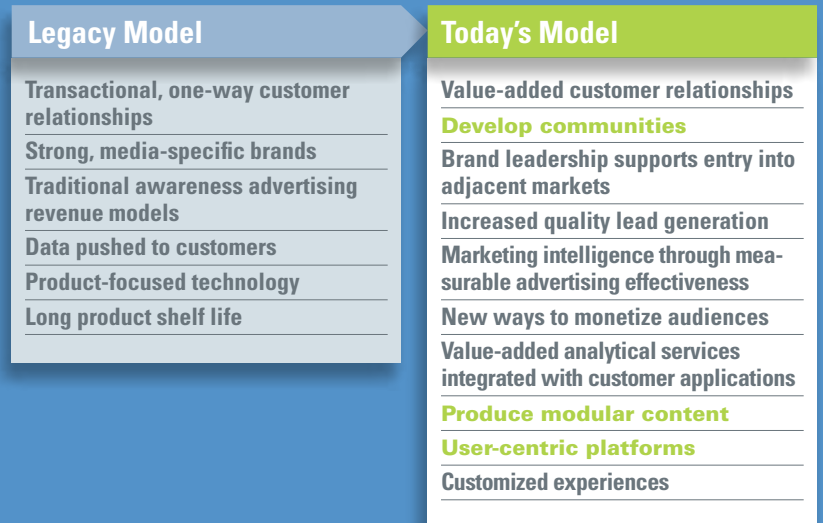
KZCS-TV (Colorado Springs, CO)  
 KZCO-TV (Denver, CO)  
 KZFC-TV (Fort Collins, CO)  
 KZKC-TV (Bakersfield, CA)  
 KZSD-TV (San Diego, CA)

##### Key markets:

Television audiences in Denver and Colorado Springs, Colorado; Indianapolis, Indiana; San Diego and Bakersfield, California

### Framework for Growth

By strengthening its technology infrastructure with common capabilities, Information & Media is creating a framework to reshape its business and deliver premium services that transform data into valuable insights.



### Examples of Today's Model



#### Develop communities

Information & Media is deeply engaged in social media—Twitter, Facebook, LinkedIn, YouTube, and more—cementing relationships with customers and extending its brands



#### Produce modular content

McGraw-Hill Construction provides project data in a variety of pay-as-you-go options, putting this key data in the reach of small- and medium-sized companies



#### User-centric platforms

J.D. Power's new Acutrend platform allows customers to perform detailed analysis against industry benchmarks and their own proprietary data, receive timely alerts, and identify key strengths and opportunities for improvement

# Platts: Meeting the Information Needs of the Global Energy and Metals Markets

## More than half of Platts' revenue is derived outside the United States

### Platts' Industry Coverage

Oil  
Natural Gas  
Electricity  
Coal  
Nuclear  
Petrochemicals  
Metals  
Freight  
Renewables  
Emissions

Platts is a leading global provider of energy and metals information. Its real-time news, price assessments, market commentary, and conferences enable thousands of traders, risk managers, analysts, and industry leaders in more than 150 countries to make informed and up-to-the-minute trading and investment decisions. An independent provider, Platts has been a respected source for actionable information and global benchmarks for more than a century.

Platts is noted for facilitating price discovery and transparency in the commodity markets it covers. Every day, Platts collects details on bids, offers and completed trades from market participants. Platts then uses clearly defined methodologies to assess and publish prices for the markets it serves. More than 8,500 price assessments, references and indexes are produced daily and disseminated to subscribers through Platts' newsletters and real-time alert services.

## How the Market Uses a Platts Price Assessment

Platts' price assessments are the basis for billions of dollars of transactions annually in the physical and futures markets.

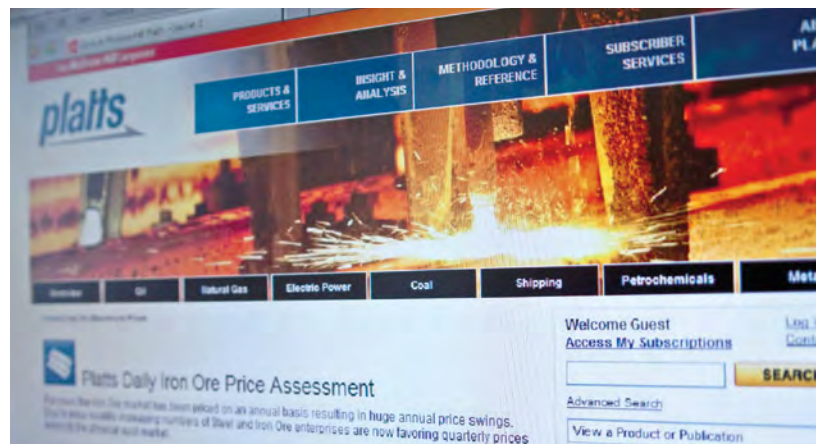
Buyers and sellers use them as a basis for pricing spot transactions and term contracts

Risk managers use them to settle contracts and to place a market value on the product they hold

Analysts use them to identify trends and patterns in supply and demand

Governments use them to set royalty payment and retail prices

Exchanges and investors use them to price over-the-counter derivatives contracts



## Expanding Its Presence and Price Assessments to Address Evolving Market Needs

Platts is boosting its presence in the Middle East by expanding its editorial and sales staff, and deepening its penetration in the Chinese market through a distribution partnership with a leading local information provider.

Platts continually develops new price assessments to address new market realities and bring greater transparency and efficiency to rapidly changing markets:

- Platts' new assessments for crude flowing through the Eastern Siberian Pacific Ocean

(ESPO) pipeline to Asia reflect the changing dynamics of Russian oil exports.

- New daily price points for Indian oil product exports and imports of liquefied natural gas (LNG) underscore India's growing role in the global energy markets.
- Platts' new assessments for coking coal in Asia-Pacific and its well-established prices for iron ore imported into China provide miners and steel mills with key independent references as the market shifts from long-term to spot pricing.

## Embedded in the Industry's Workflows

The strength of Platts' "benchmarks" has resulted in customers embedding its information directly into their workflows. These price assessments support end-to-end trading and risk management workflows, enabling customers to identify opportunities to profit from market movements and better manage their risks.

For many commodities, Platts' price assessments are considered "benchmarks" for setting prices and monitoring risk

### Trading Workflow



### Risk Management Workflow



## Flexible Digital Delivery Options for Platts' News and Pricing Information

Platts offers news, pricing information, and market commentary across multiple commodity sectors. Content is delivered online to customers as real-time alerts, end-of-day data feeds, and PDF newsletters.

Delivery options include:

Real-time alerts via Platts on the Net, Platts' proprietary platform, and multiple third-party market data service vendors, including Thomson Reuters and Bloomberg®

End-of-day prices fed directly into customers' risk management and accounting systems



## Employing Technology to Improve Processes and Better Serve Customers

Platts Editorial Window, or eWindow, is an online communications tool used during Platts' Market-on-Close (MOC) price assessment process in several regional commodity markets. Nearly all MOC participants use it rather than traditional telephone and instant messaging tools.

eWindow enables:

Traders to convey bids, offers, and other deal information directly to the marketplace and to Platts' editors simultaneously

MOC participants to clearly view all bids and offers, and submit and confirm bids and offers at the click of a mouse



# Construction: Connecting People, Projects, and Products Worldwide

Serving more than one million customers within the \$5.6 trillion global construction community, McGraw-Hill Construction is the leading provider of construction information, intelligence, business data, and media. McGraw-Hill Construction's vital information helps owners, architects, contractors, subcontractors, building product manufacturers, distributors, dealers, and suppliers **Get Smart**, **Get Found**, **Find Work**, and **Do Work** using the trusted tools, resources, and services that McGraw-Hill Construction has provided to construction professionals for more than 100 years. Its industry-leading brands—Dodge, Sweets, *Architectural Record*, *Engineering News-Record* (ENR), *GreenSource*, and regional media—provide the information and tools that connect people, projects, and products across the global design and construction industry.

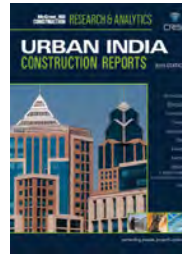
## Get Smart

Research and market intelligence enables customers to better understand their markets, the economy, and key industry trends.

*Construction Outlook*—the industry's premier forecast for the year ahead

*McGraw-Hill Construction SmartMarket Reports*—executive briefs, webinars, and conferences in the areas of Green and BIM (Building Information Modeling)

Far-reaching global coverage, including China and India



Produced in conjunction with Standard & Poor's CRISIL Ltd., *The Urban India Construction Reports* is the first-ever in-depth analysis of the construction industry in India's top 10 cities: Ahmedabad, Bengaluru, Chandigarh, Chennai, Hyderabad, Kochi, Kolkata, Mumbai, National Capital Region (including Delhi), and Pune.

## Get Found

McGraw-Hill Construction's media portfolio—in print, online, and through events—enables customer advertisers to connect to the audiences and influencers critical to their success.

*Architectural Record* readers and Web site users have access to continuing education credits—critical to the architectural profession—industry forums, and photo galleries where users can post their work.

*Architectural Record* is now available on the iPhone and iPad to further meet the needs of the digital-savvy architectural audience.



## McGraw-Hill Construction Publications/Web Sites/Services

### Reach

	Print	Online
<i>Engineering News-Record</i> (ENR) and ENR.com	60,000	145,000 monthly visitors
<i>Architectural Record</i> and ArchitecturalRecord.com	112,000	176,000 monthly visitors
<i>GreenSource</i> and GreenSourceMag.com	45,000	31,000 monthly visitors
Sweets Network	—	300,000 monthly visitors
<i>SNAP</i> (Sweets News and Products)	45,000 architects, including every active architectural firm in the U.S.	

## Find Work

Customers can find projects, identify project players, and build their pipeline.

The Dodge database contains more than 500,000 active construction projects and more than 65,000 sets of digitized plans and specifications for contractors, subcontractors, building product manufacturers, and other industry professionals.



**Dodge Project Center** enables a contractor to quickly identify local projects of interest and then buy Dodge project documents (Dodge reports, plans and specifications) online and in a secure environment.

[www.dodgeprojects.construction.com](http://www.dodgeprojects.construction.com)

## Do Work

Customers can save money, increase productivity, and reduce risk through digital design and construction tools.

**Project Document Manager** provides the architecture, engineering, and construction (AEC) community with the ability to digitally manage all of their project documents over the entire lifecycle of a project on a single, secure platform.

**BIM** (Building Information Modeling) is a key industry trend and McGraw-Hill Construction is providing its customers with access to the latest actionable information through its *SmartMarket Reports* Series, BIM conferences and webinars, and BIM modeling through Sweets.com.



# Providing Essential Business Information Solutions to Global Aerospace and Defense Professionals

**AVIATION WEEK'S audience reach: 1.2 million in 185 countries**

## More Global, More Digital

Launched new focused content channels on AviationWeek.com: India, Unmanned Vehicles, Tactical Aircraft

Exclusive partnership with China's official A&D Web site to extend content and drive additional revenue

An official member of the Society of British Aerospace Companies (SBAC)

## Thought Leadership through Blogs

Renowned editorial experts provide daily insight on the global aerospace and defense industry. Blogs include:

**Defense**  
**Commercial**  
**Business Aviation**  
**Maintenance, Repair & Overhaul (MRO)**  
**Space**



AVIATION WEEK is the global leader in providing strategic insight and analysis to the \$2 trillion global aviation, aerospace and defense industries. Anchored by its flagship *Aviation Week & Space Technology*, AVIATION WEEK continues to evolve its portfolio to meet the needs of the industry with even greater global perspective and the latest technology platforms. AviationWeek.com is the leading Web site for aerospace and defense professionals with more than 1.75 million page views per month. The site is a hub for executives, managers, government and military officials, engineers, and other aviation professionals worldwide.

## Technology Innovation & Market Leadership

AVIATION WEEK provides an industry-leading business advantage to global aerospace and defense companies through the breadth and depth of its media portfolio. From first-to-market information to lead generation tools for marketers, AVIATION WEEK delivers ROI through a strategic focus on helping customers get closer to winning contracts.

## Knowledge Center

AVIATION WEEK is empowering users with the ability to contribute and build an effective, cohesive community. Users share industry knowledge, including white papers, case studies, and other content with the global aerospace and defense community.

## AWIN

The AVIATION WEEK Intelligence Network (AWIN) is a subscription service that provides integrated access to proprietary resources which enable executives to perform comprehensive analysis and develop business leads.

Won the Jesse H. Neal Business Journalism Award for "Best Web Site in 2010"

AWIN's Commercial Aviation section was enhanced with regional content and data for Europe, Asia-Pacific, Middle East/Africa, and Latin America



## Publications

*Aviation Week & Space Technology*  
*Business & Commercial Aviation*  
*Defense Technology International*  
*Overhaul & Maintenance*  
*Market Briefings*  
*ShowNews*

## Analytical Tools and Services

AviationWeek.com  
AWIN (Aviation Week Intelligence Network)

## Events

MRO Conference Series  
Aerospace & Defense Programs  
Aerospace & Defense Finance  
Management Forums  
Executive Roundtables  
Webinars

# J.D. Power and Associates: Turning Information into Action®

## J.D. Power's Industry Coverage

Automotive  
Electronics  
Financial Services  
Healthcare  
Insurance  
Government  
Real Estate  
Telecom  
Travel  
Utilities

Companies in 60 countries turn to J.D. Power and Associates' quality and customer satisfaction research for the insight and information they need in a rapidly changing world. Each year, more than 20 million survey-related communications capture the opinions, perceptions, and expectations of consumers and business customers. J.D. Power's industry performance benchmarks and analytical research are woven into the operations of leading global companies to measure customer satisfaction and drive improved business practices.

- 44% of J.D. Power's business comes from non-automotive industries
- 30% of J.D. Power's business comes from outside the U.S.

Extensive media coverage has helped build the J.D. Power brand without requiring significant advertising or marketing expenditures. In 2009, more than 185,000 television commercials and nearly 7 billion print ad impressions referenced J.D. Power awards.

China is one of  
J.D. Power's fastest  
growing markets

### J.D. Power Research: *China 2015: The Cost of Opportunity*

This special report focuses exclusively on the passenger-vehicle segment in China. It provides a historical view of China's rapid growth in the automotive industry and paints a picture of China's market and automotive industry by 2015. It also includes interviews with top executives from China's largest auto companies and features 60 illustrative charts on performance trends and future outlook.



### Web Intelligence: Analyzing Social Media

J.D. Power and Associates' Web Intelligence Division analyzes social media that delivers feedback in the form of data and provides insights into the online dialogue that millions of consumers conduct on a daily basis via blogs, message boards, and other forms of online content. J.D. Power uses leading-edge technology and algorithms to transform the unstructured data of the online community into actionable insights by identifying important themes and topics of interest by demographic profile.



### Digital Delivery of Analysis Tools

The J.D. Power Business Center is a Web-based application designed to create a single, integrated delivery platform for all J.D. Power products. Analysis tools are user-friendly and very powerful—all designed to help clients get the most out of actionable information.

Clients receive:

Interactive rank charts

Company summary charts

Gap analysis

Automated search tools to analyze responses to open-ended survey questions

### J.D. Power and Associates Awards

Here is a sampling of recent awards J.D. Power presented to companies ranking highest in Quality and Customer Satisfaction:

#### U.S. Awards

Full Service Investment Firms: Edward Jones  
Automotive Dealer Service (Luxury): Lexus  
Smartphones: Apple  
Home Improvement Retailers: Ace Hardware  
Luxury Hotel Chains: The Ritz-Carlton

#### International Awards

Japan Digital SLR Cameras: Nikon  
China Auto Sales Satisfaction: Roewe  
UK Pre-Pay Mobile Phone Service: Tesco Mobile  
Germany Executive/Luxury Owner Satisfaction: Audi A8  
India Automobile Insurance: ICICI Lombard

