

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):

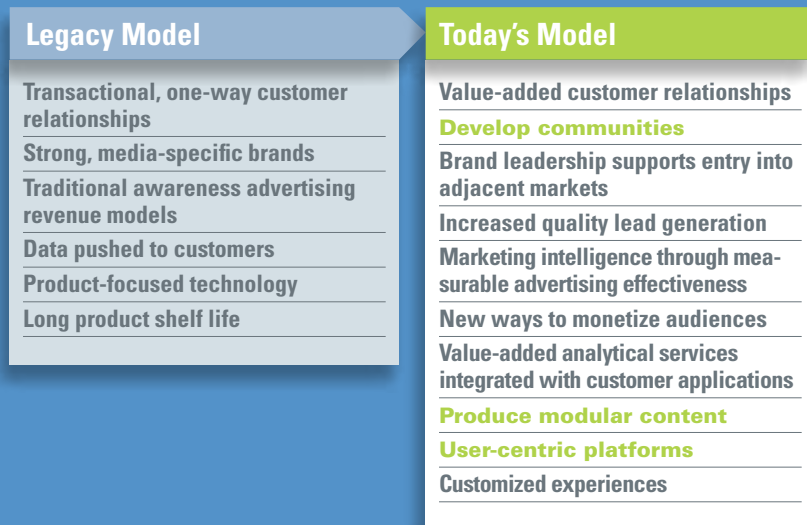
KZCS-TV (Colorado Springs, CO)
 KZCO-TV (Denver, CO)
 KZFC-TV (Fort Collins, CO)
 KZKC-TV (Bakersfield, CA)
 KZSD-TV (San Diego, CA)

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