

■ Case Study: PrimePortal for Media Portals

Financial Times Deutschland – markets.de Financial Information Portal

Informing investors with innovative visualisation

Financial Times Deutschland Launches Information-Rich Site

New 'markets' financial portal presents investment information in visually compelling way

As one of the most renowned financial newspapers in Germany, the Financial Times Deutschland (FTD) is committed to supplying investors with comprehensive information about market conditions and trends. To help meet this goal, the financial newspaper launched a financial information portal in April 2008. On www.markets.de, investors, whether novices or seasoned veterans, can benefit from innovative visualisation of key market and securities information, the aim being to support users in their investment decisions. Working closely with FTD, Interactive Data developed the concept, design, and technical implementation of the portal.

Depth of data, helpful tools

The main section of the portal includes fact sheets on individual asset classes, which are designed to provide clear, understandable and comprehensive information about securities. The top area of the fact sheets shows users a compilation of some of the most important key indicators pertaining to the respective security type, including price-profit ratio, dividend yields, market cap, volatility or cash inflow and outflow. The 'markets' portal offers two tools designed to help investors evaluate and rate these indicators: The indicator spectrometer compares the data to other securities from the same sector, while the performance table compares them to benchmarks such as DAX or Dow Jones indices. Current news from the Financial Times Deutschland and analyst ratings round out the information section. For investors interested in further investment opportunities, the bottom of the fact sheet presents investment alternatives that link, for example, to similar securities of the same type.

The 'markets' portal also gives users an overview of the markets. A search function suggests relevant hits when the search terms are entered. The history function allows users to access the securities they called up last. The interactive notepad is designed to facilitate the long-term monitoring of securities, for example, each

Benefits of this web-based solution:

- Designed for both novices and experienced investors alike
- Comprehensive information about markets and securities
- Understandable and peer group-oriented visualisation of indicators
- Individual compilation and customization of homepage and fact sheets
- Intelligent search capabilities
- Supports searches for suitable instruments through integrated alternatives based on individual risk tolerance and market expectations
- Direct integration of tools, such as currency converters, into the fact sheets

More information about solutions and services for customised information systems featuring financial data, analyses, and news for financial service providers and media portals:

www.interactivedata.com

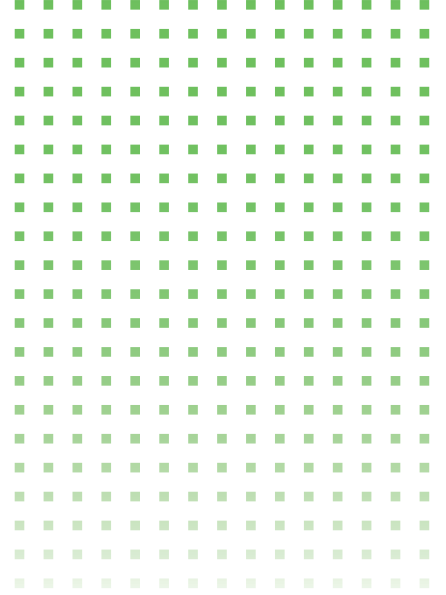


The Financial Times Deutschland is the pioneering business and financial medium for innovative minded decision-makers. With its direct, uncomplicated style and clear and unambiguous structure, the Financial Times Deutschland selects vital information, classifying and commenting on it in the process. It presents highly topical reports on companies and economic policy issues in a global context.

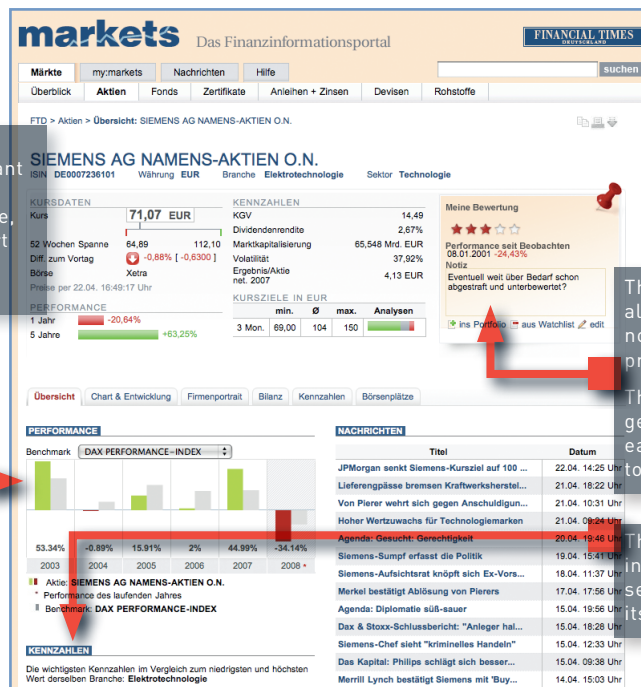
time a user visits the site, the security's investment performance is displayed. The interactive chart tool can enable a customised selection of time periods, comparisons, and indicators.

AJAX: Innovative Technology Supports FTD Portal

The new Financial Times Deutschland portal should combine a wealth of information about securities with an easy-to-use interface. To achieve this, Interactive Data deployed the AJAX (Asynchronous Javascript and XML) Internet technology that facilitates new approaches to web design and page layout: For example, only



The **performance table** displays the most important global indices and benchmarks for a selected value, and is designed to support comparisons of various investment alternatives.



The **interactive notepad** allows the investor to make notes and remarks about promising securities.

The individual remarks then get automatically displayed each time the user returns to the page.

The **spectrometer** helps to indicate the positioning of a selected instrument within its peer group.

those parts of a web-site that are visible in the browser window are loaded, which can support faster page loading times and thus can open up new structuring and design options.

"We opted for the relationship with Interactive Data because of the company's extensive experience with customised portal projects", said Holger Fischbuch, Director Electronic Media at FTD. "The company was therefore able to transform our 'markets' vision into a coherent concept and develop a fitting design for it, and moreover, provide an excellent technical implementation." Because the portal addresses various user groups, it has also become an especially attractive online advertising platform.

About Interactive Data Corporation

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For more information, please visit www.interactivedata.com.

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Scope of Content:

- Fact sheets for all security types
- Quotes and indicators
- Detailed information about companies and their development
- Current news on the individual securities
- Ratings and recommendations from FTD editors and analysts

Product Modules In Use

- Integrated Search
- Interactive Charts