

MEDIA SPACE VALUE 2006

Overall space value
concerning Volvo during the 2006 year
Newspapers, magazine
and Internet classification
are included in the report

		ARTICLES, Nr.	COVER, Nr with cover recall	MEDIA SPACE VALUE	circulation	diffusion	readership av. Day
REPORT 2006, Quarter	Quarter 1	513	12	€ 17.439.746,27	86.368.119	67.086.854	346.553.680
	Quarter 2	469	21	€ 17.906.929,47	79.879.257	62.255.961	269.628.592
	Quarter 3	514	18	€ 20.014.130,72	87.457.458	67.810.252	298.654.316
	Quarter 4	666	20	€ 32.918.368,30	125.692.515	95.082.152	368.035.040
OVERALL		2.162	71	€ 88.279.174,76	379.397.349	292.235.219	1.282.871.628
Overall '06 vs '05							
Report 2006		2.162	71	€ 88.279.174,76	379.397.349	292.235.219	1.282.871.628
Report 2005		1.382	49	€ 45.958.928,28	214.872.894	167.359.717	813.593.757



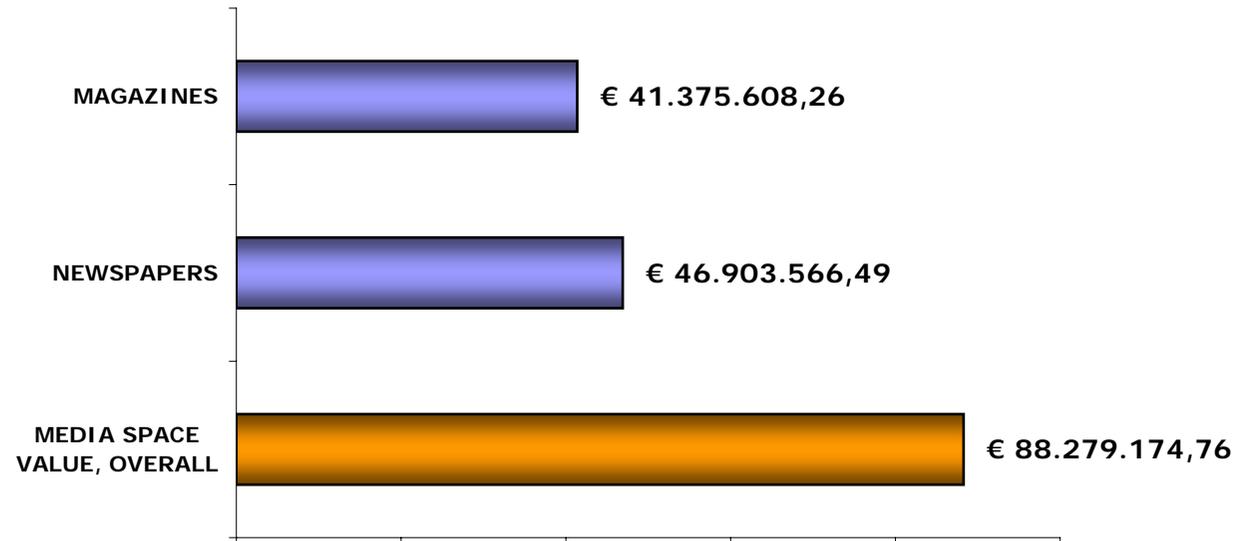
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2006, MEDIA SPACE VALUE, OVERALL



Overall space value concerning Volvo during 2006 year, Newspapers and magazines classification.

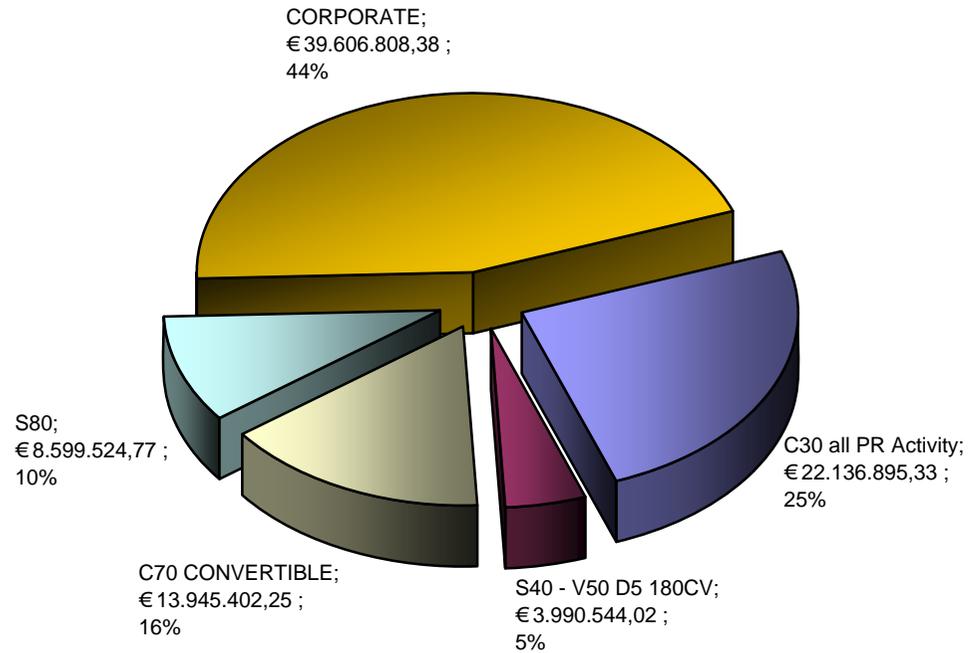


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2006, MEDIA SPACE VALUE, MODEL

Media Space Value
for each model
in press review
Report Overall



Every object is a street in itself



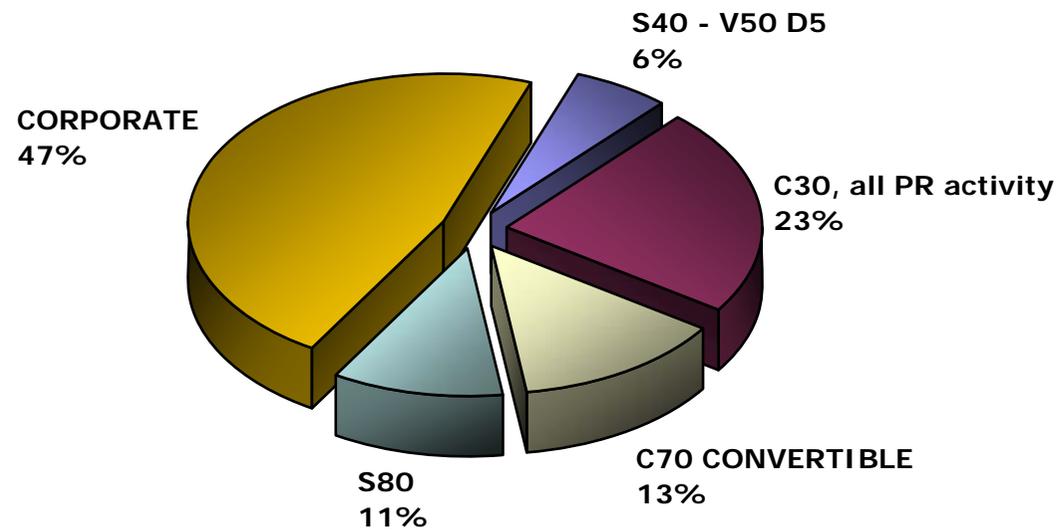
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2006, ARTICLES per MODEL



Articles percentage regarding each model.
Quantity total articles, 2.162 in Report 2006.
C30 result included both PR activity: Static Display and Dynamic Test.
In Corporate Area are included also XC90 and VOR articles.



Every object is given its own

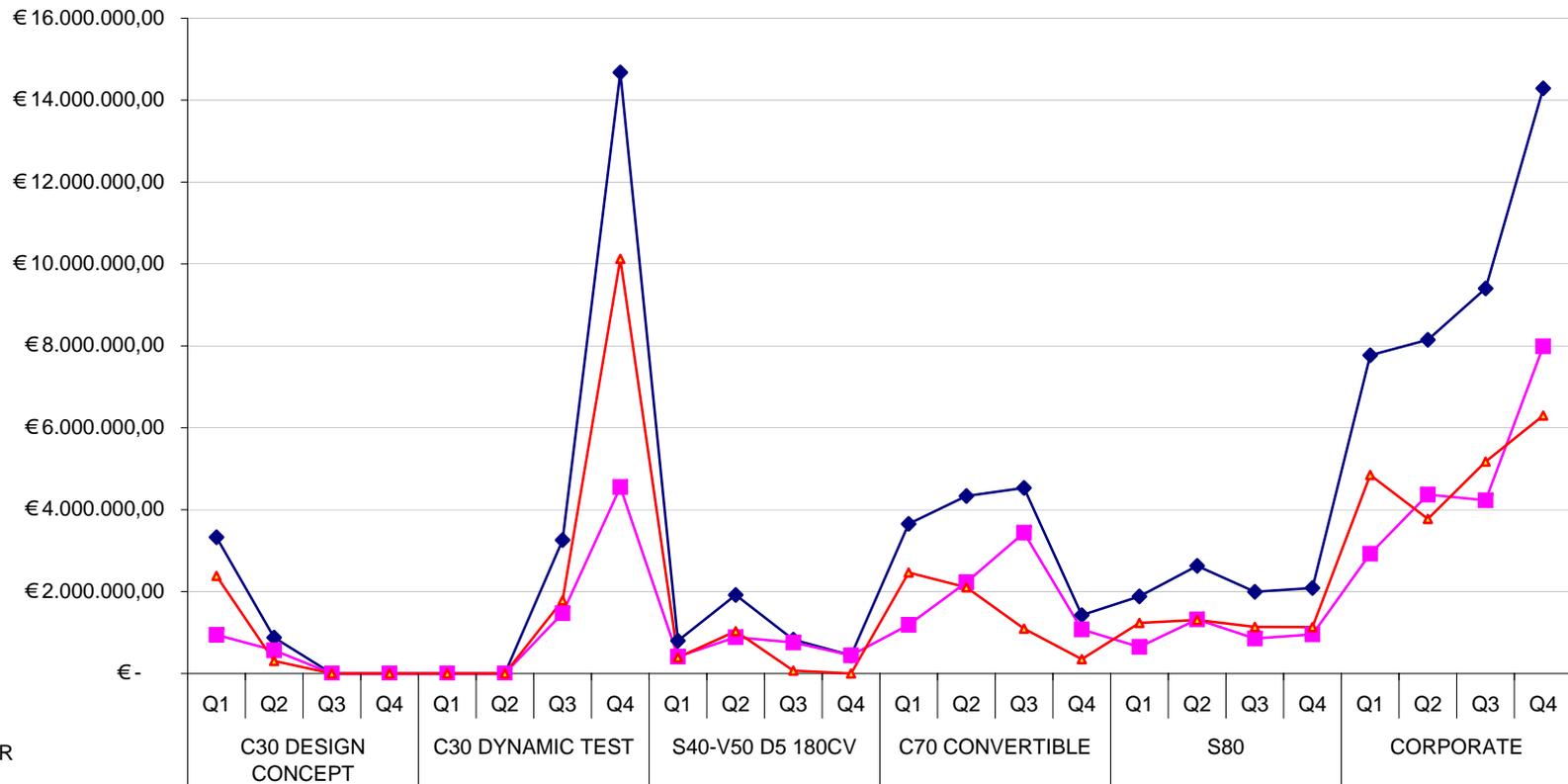
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2006, MEDIASPACEVALUE, MODEL/QUARTER

Volvo 2006
Media Space
Value: the chart
shows the whole
value
in Euros,
obtained from
all the articles
published
in newspapers
and magazines,
both specialized or
not.
The diagrams
shows each value
overall by model
line
and and the split
for each quarter.



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2006, MEDIA SPACE VALUE vs Q.1, Q.2, Q.3, Q.4



This chart shows
the Media Space Value
2006 vs Quarter's result.

**Blue columns
display 2006
Media Space
Value Overall**



Every object is given its place

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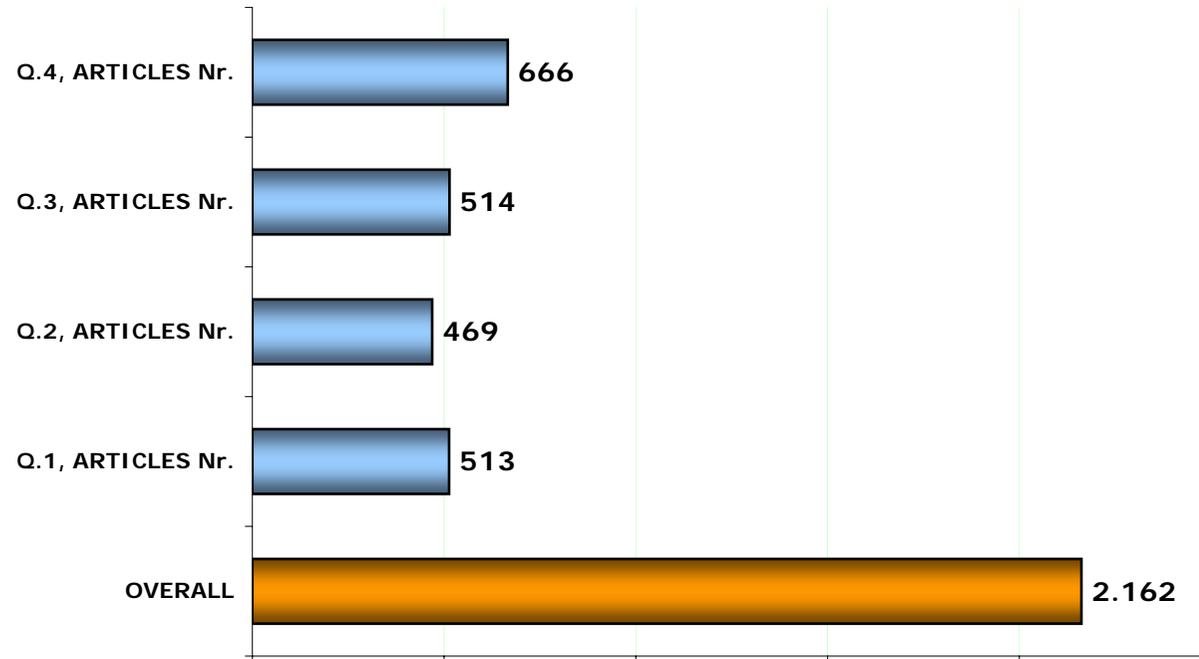




2006, ARTICLE'S NUMBER VS Q.1, Q.2, Q.3, Q.4

This chart shows the article's number 2006 vs Quarter's result.

Blue column display 2006 articles number overall.



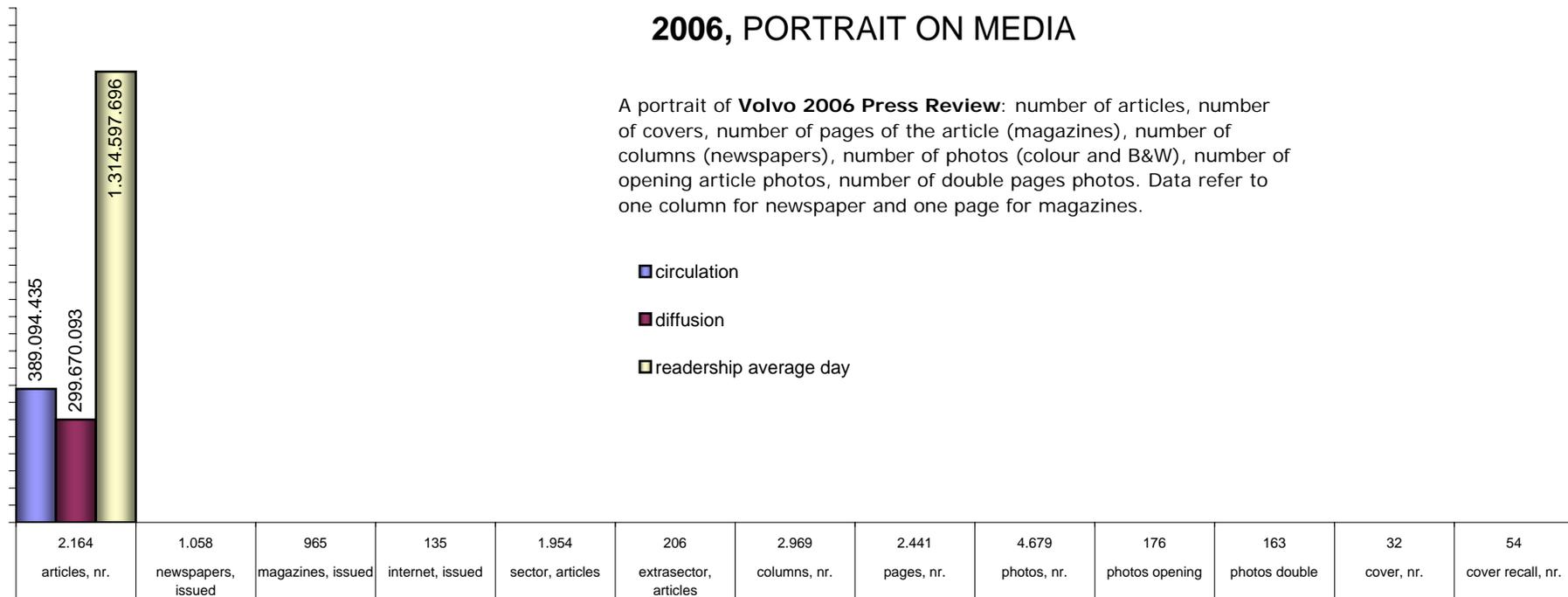
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2006, PORTRAIT ON MEDIA

A portrait of **Volvo 2006 Press Review**: number of articles, number of covers, number of pages of the article (magazines), number of columns (newspapers), number of photos (colour and B&W), number of opening article photos, number of double pages photos. Data refer to one column for newspaper and one page for magazines.



Every object is a level in the

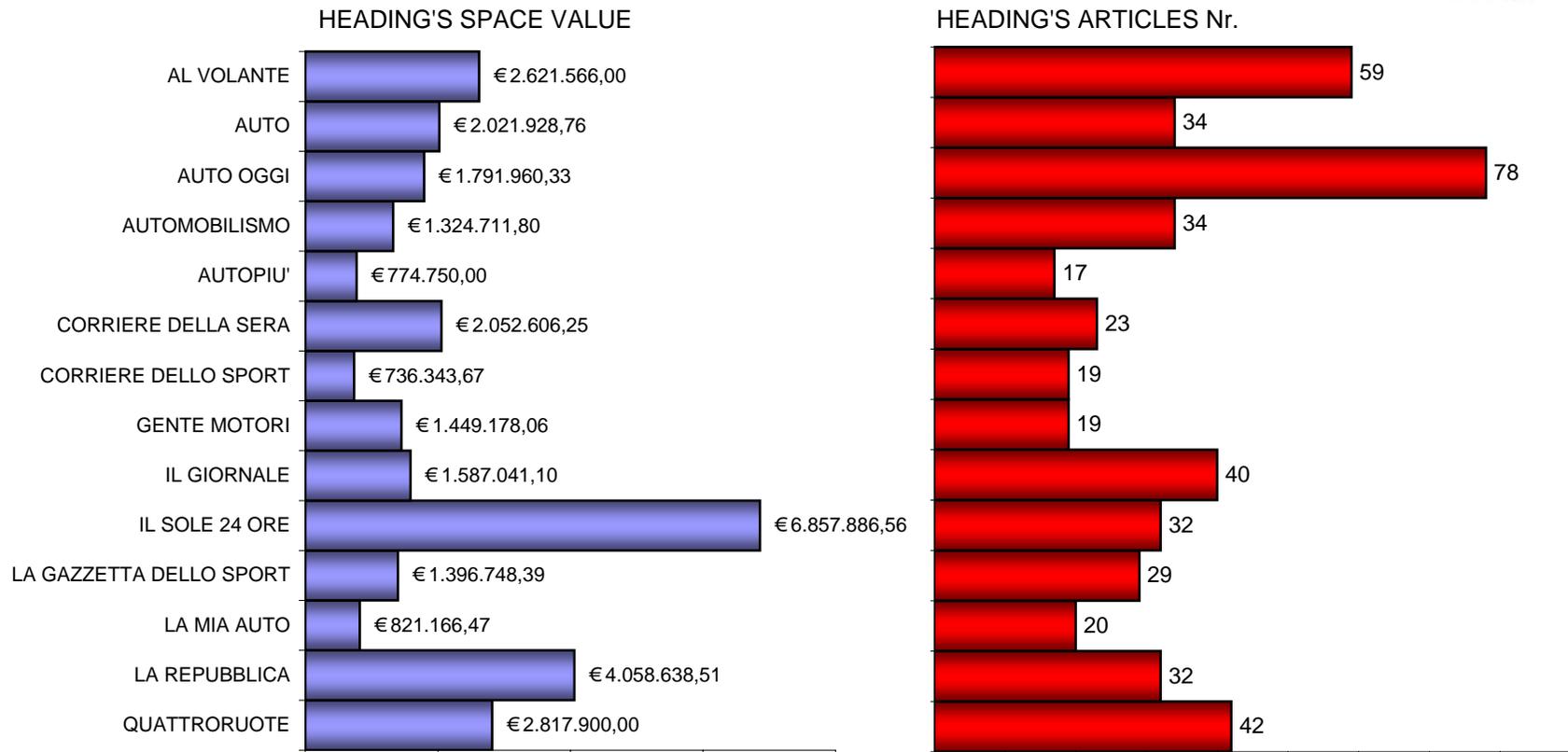
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2006, MAJOR HEADINGS: MEDIA SPACE VALUE vs ARTICLES NUMBER



Major italian newspapers and magazines: number of published articles by each heading and issues overall value. Please remember: the light blue column indicates the media space value and the red columns the articles number.



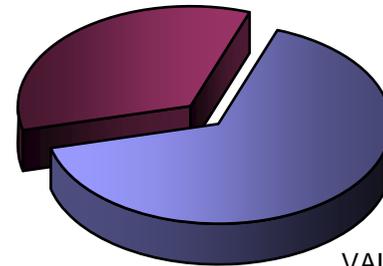
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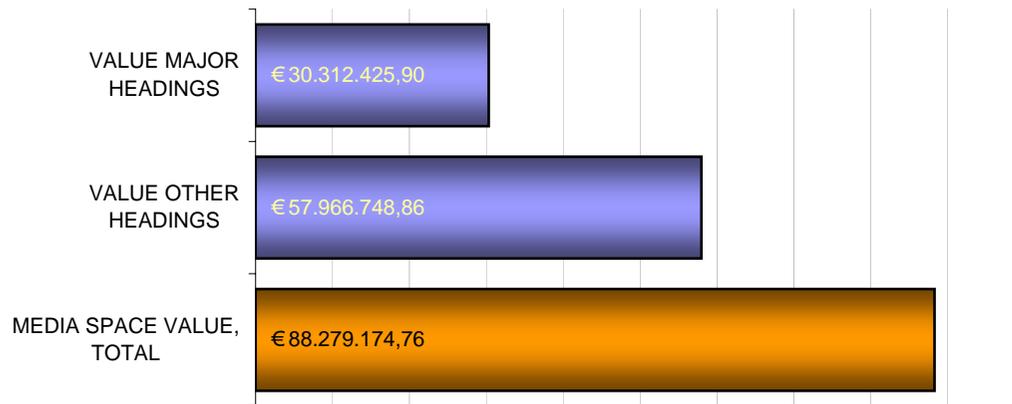
2006, MEDIA SPACE VALUE MAJOR HEADINGS vs OTHERS



VALUE MAJOR HEADINGS;
€ 30.312.425,90 ;
34%



VALUE OTHER HEADINGS;
€ 57.966.748,86 ;
66%



Every object is guided by a hand



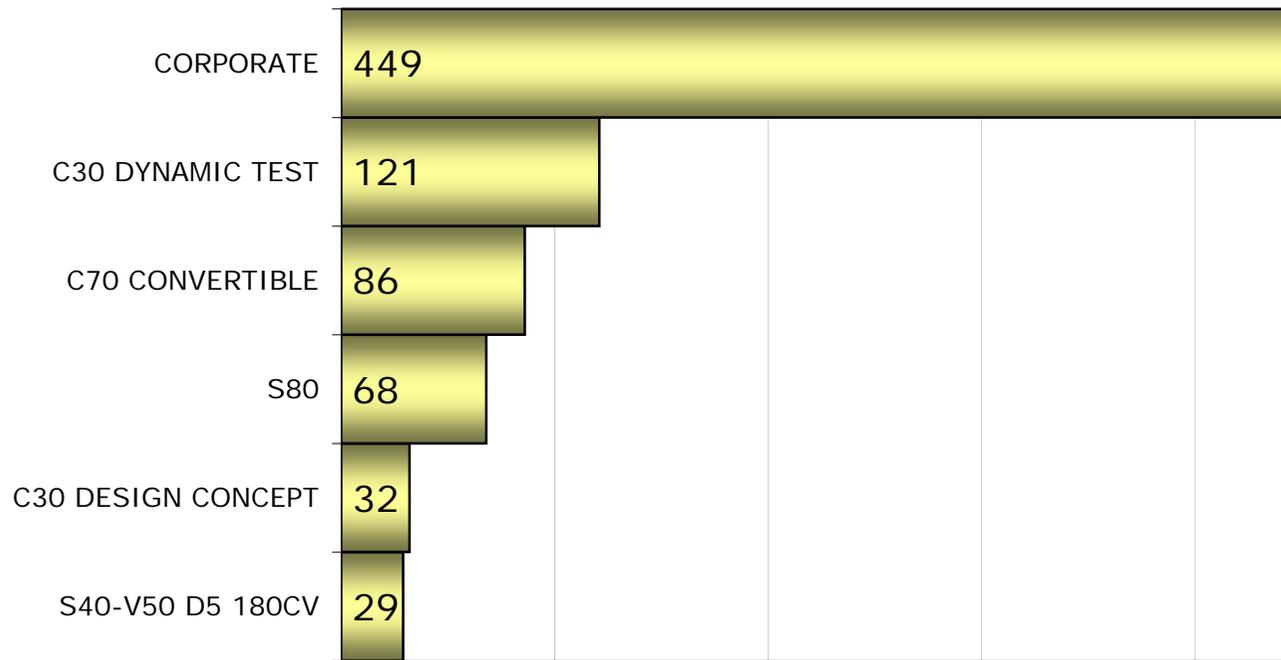
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2006, MAJOR HEADING, issued by each model line

This diagram highlights the number of articles per newspaper or magazine. The list contains major newspapers and magazines classified according to their circulation, number of readers and number of sold copies.



Every object is a jewel in its own right.

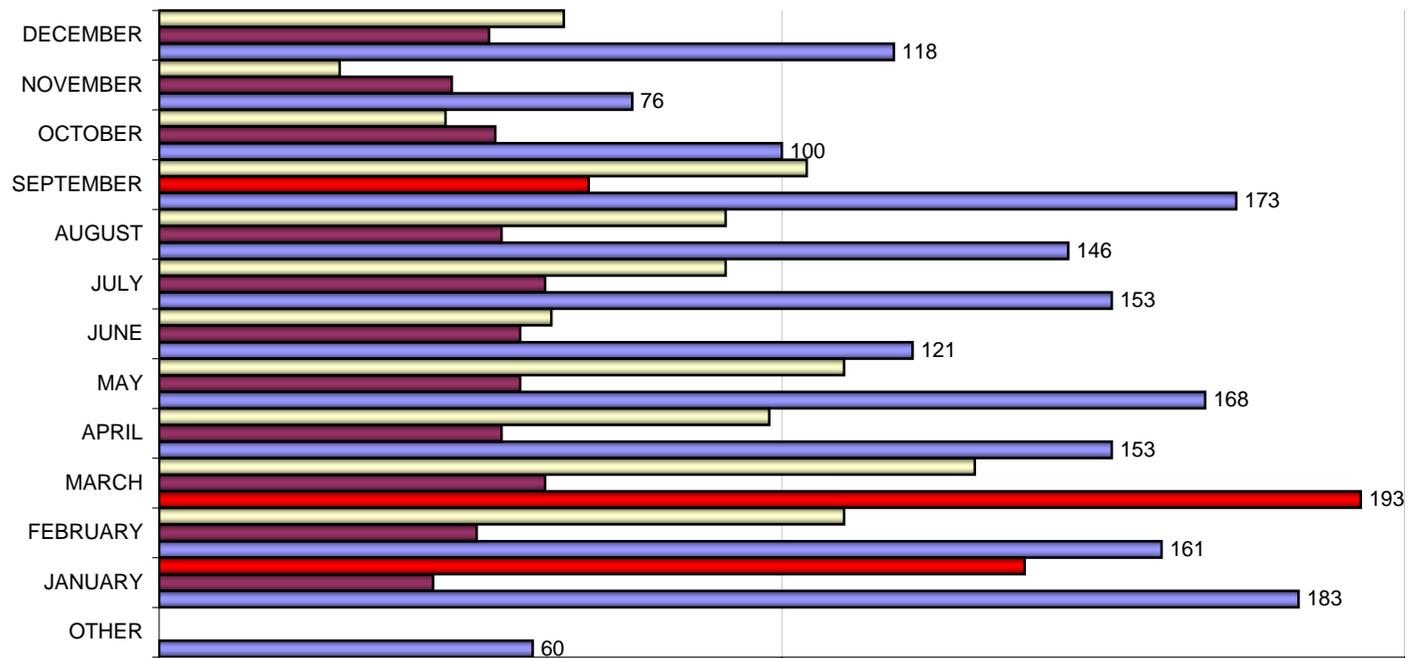
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Volvo 2006 issues schedule:
blue is for "overall",
purple is for magazines' articles,
yellow is for newspapers' articles.
Red shows the best month for each media:
newspapers,
magazine.
Newspapers' group also includes Internet data since they have been considered as daily articles. Other = not available date.

2006, ISSUED by DATE, OVERALL and NEWS&MAG.



Every object is a wheel in time

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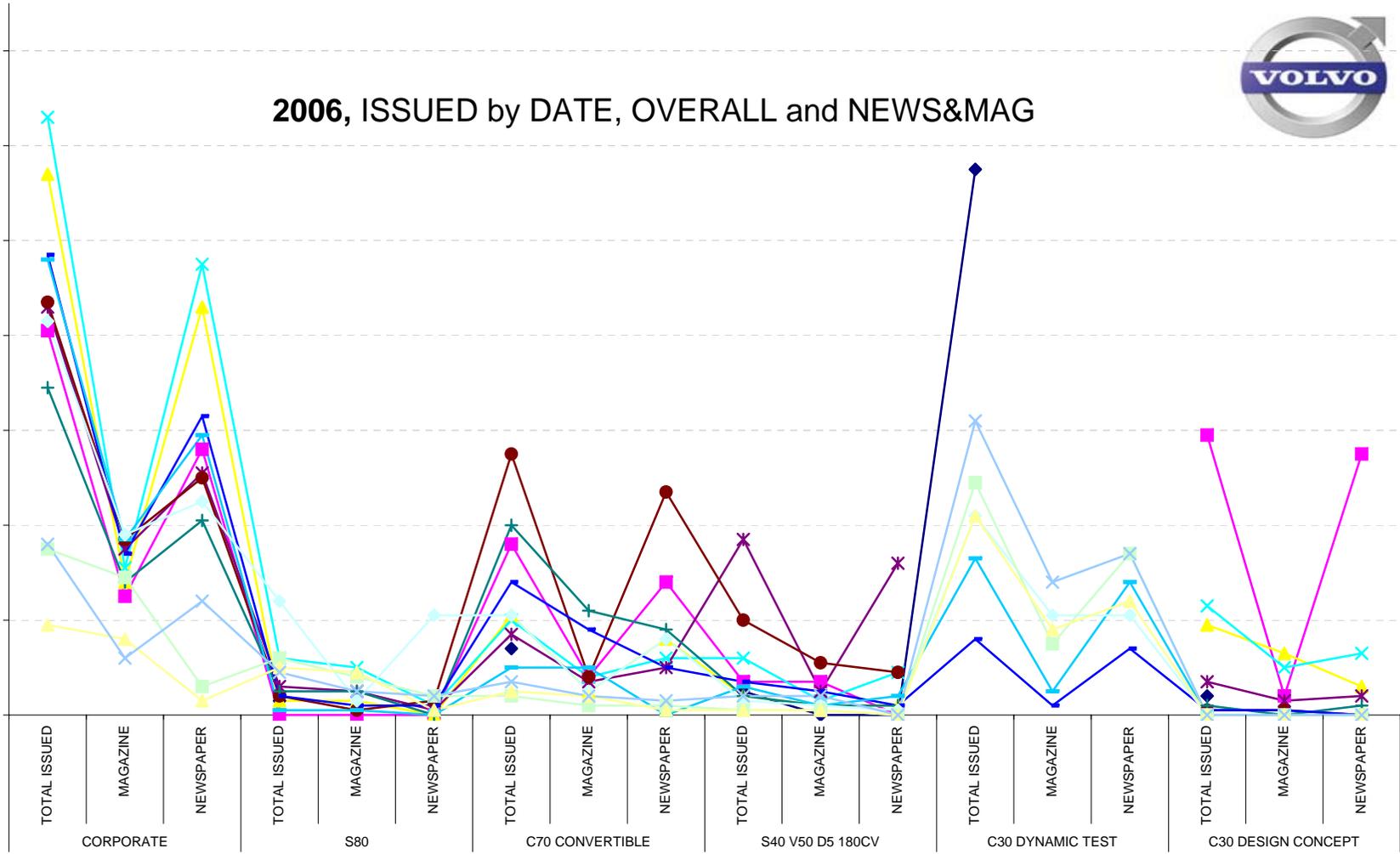




2006, ISSUED by DATE, OVERALL and NEWS&MAG

This chart show issued for each press review line by News&Mag. for each month during 2006 year.

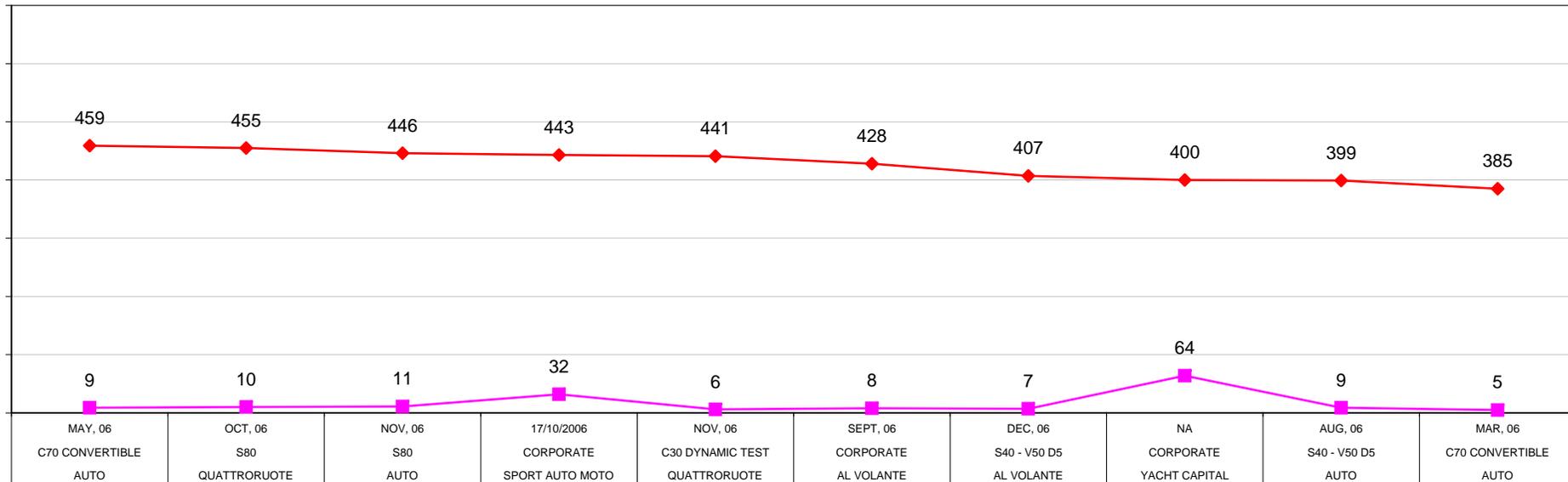
- ◆ OTHER
- JANUARY
- ▲ FEBRUARY
- ✕ MARCH
- ✱ APRIL
- MAY
- + JUNE
- JULY
- AUGUST
- ◇ SEPTEMBER
- OCTOBER
- ▲ NOVEMBER
- ✕ DECEMBER



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2006, TOPTEN IQ INDEX



IQ Index and AP Index define the value of the newspaper and the quality of the article. IQ index is given by many factors such as the circulation, the number of readers, the number of pages composing the article, the number and the size of photos, the number of times Volvo is mentioned in the article. Furthermore it is applied an important coefficient related to the newspaper/magazine's circulation. AP index is given by how a Volvo product has been discussed by the author or the editor of the article.

For further information regarding evaluation criteria, please refer to keytable page. **This diagram highlights the classification defined by IQ index marks.**

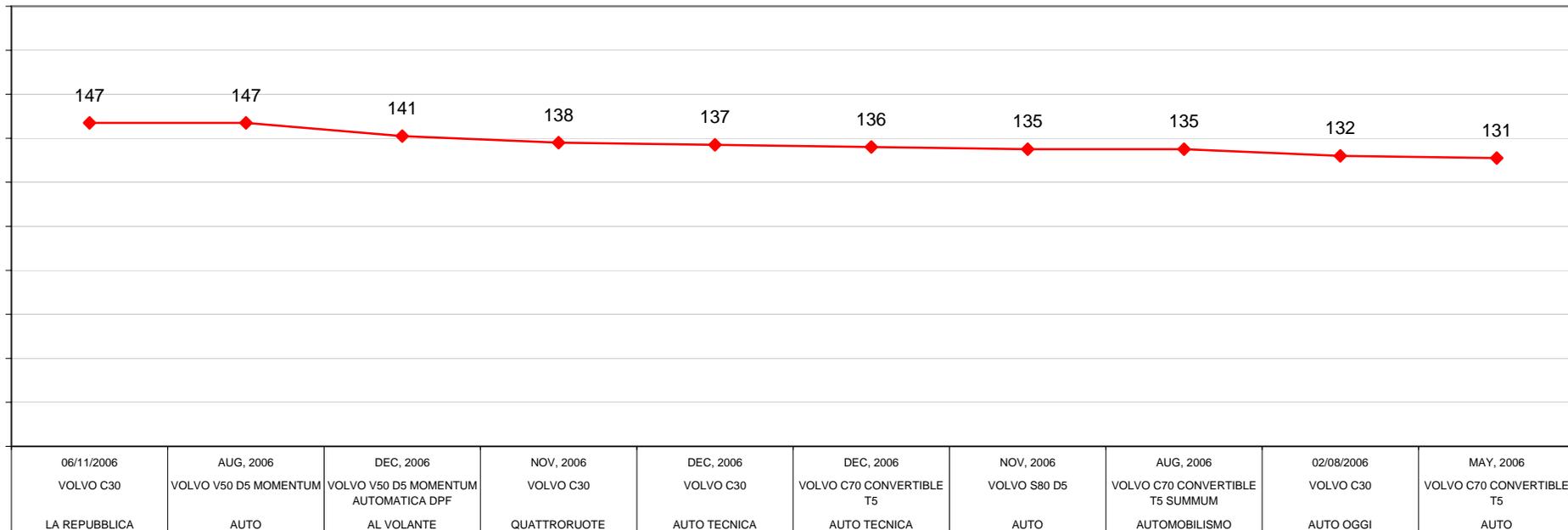


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2006, TOPTEN AP INDEX, OVERALL



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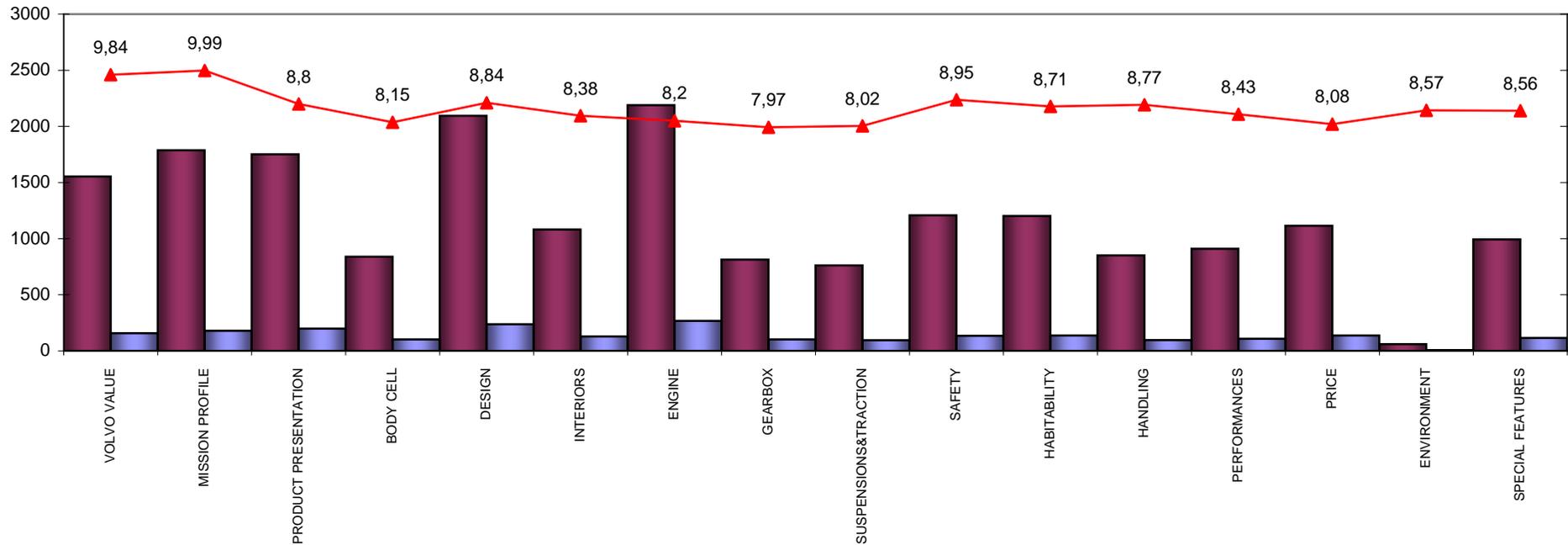
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VOLVO AUTO ITALIA - Public Relations - Press Review 2006 and clipping analysis



2006, AP INDEX AVERAGE MARK



- HIT SUM
- HIT TIME
- ▲ AVERAGE MARK

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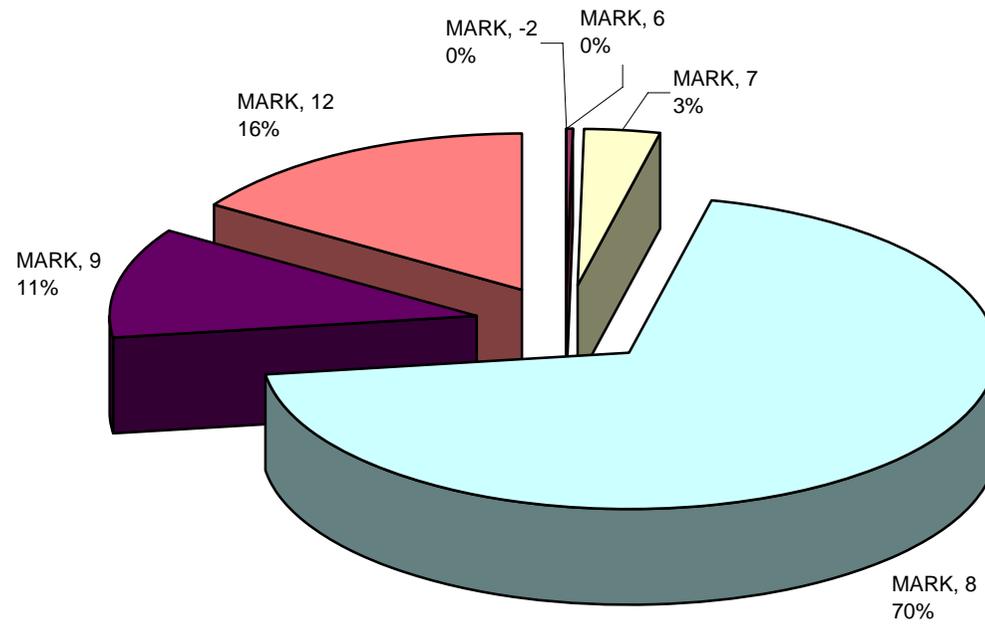
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2006, MARK PERCENTAGE

This pie chart express the marks received percentage sharing out. Keytable, available in press review, specifies application criteria related to words, adjectives and concepts used by authors. Titles, half titles, subheadings, picture's legends and text are analysed.



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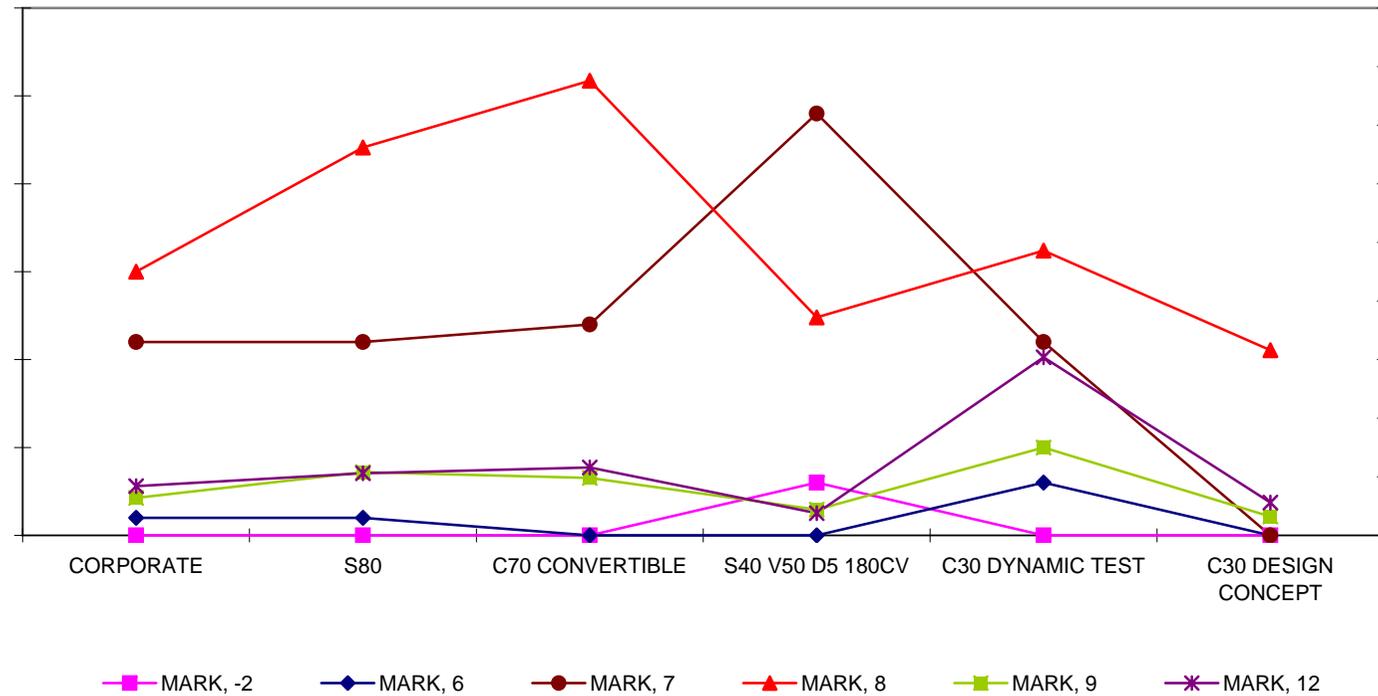


VOLVO AUTO ITALIA - Public Relations - Press Review 2006 and clipping analysis



2006, MARK CHART

This chart express the mark's hits received by each model range. Keytable, available in press review, specifies application criteria related to words, adjectives and concepts used by authors. Titles, half titles, subheadings, picture's legends and text are analysed.



Every object is a jewel in its own right.

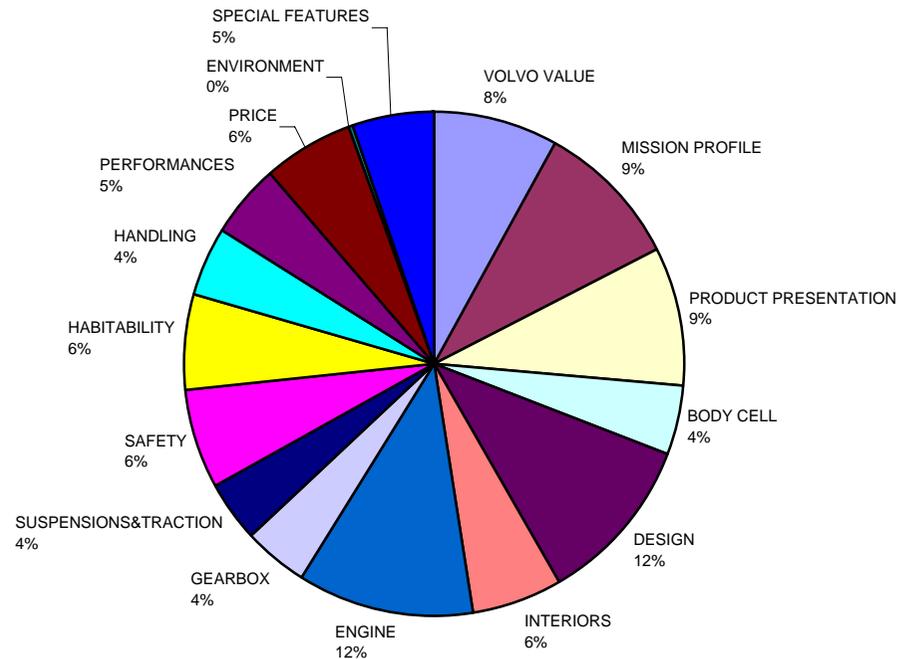
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2006, ITEM PERCENTAGE

This pie chart express the topic percentage sharing out based on how many times a certain subject has been discussed in all articles of this Volvo Corporate press review. It show what topics have receveid more attention by both specialized press or not.



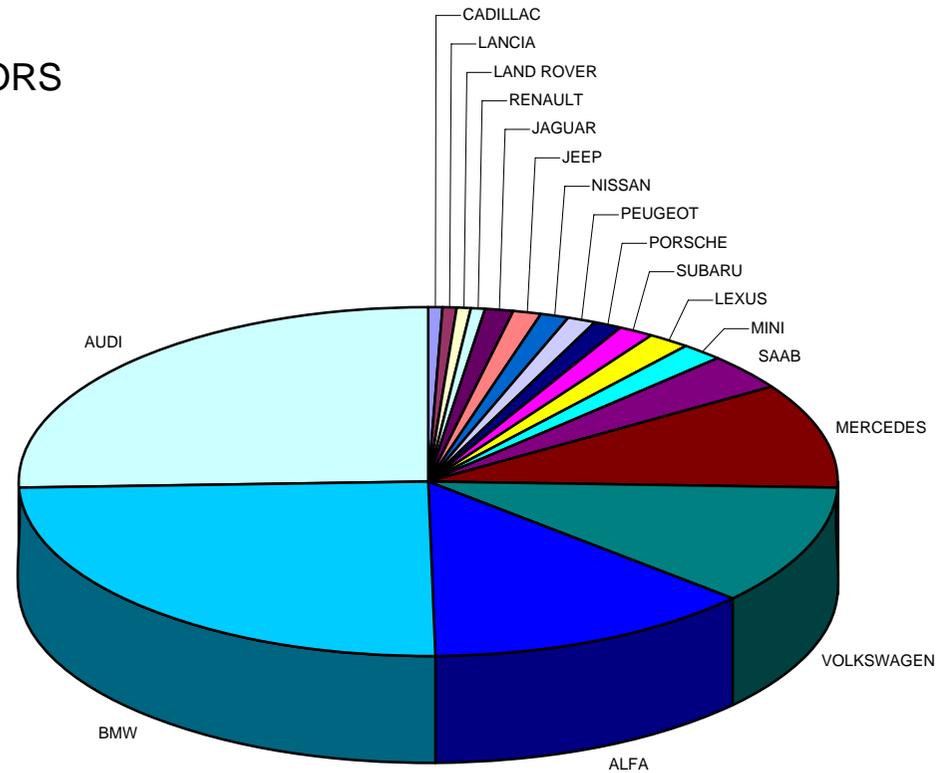
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2006, VOLVO and the COMPETITORS

Volvo and the competitors.
The pie chart shows which brand have been picked by journalist as Volvo competitors.
Presence in pie chart means either that competitor model/brand has been simply mentioned in the article or that a comparative test has been made.
In other chart also able the complete car's model list.



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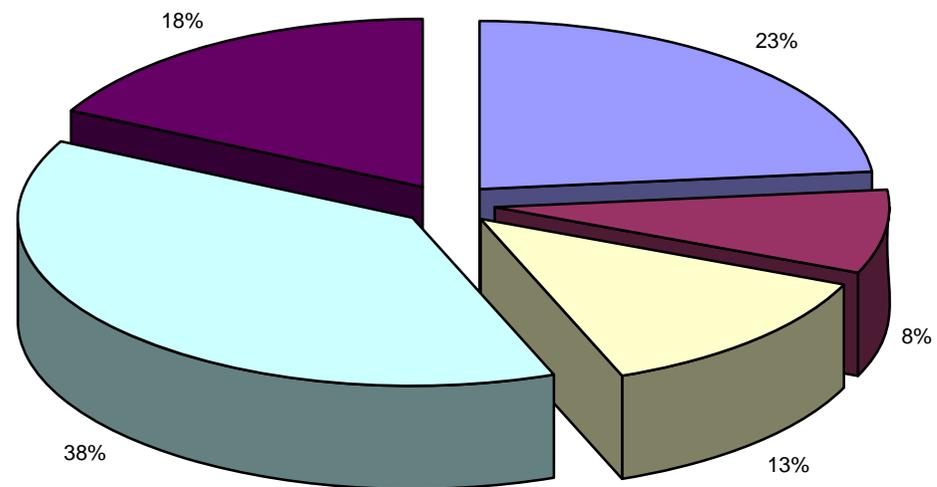




2006, PHOTO VIEWS OVERALL

Kind of photos shown by the press.
The Internet issued is included without considering archives' photos.

- photo overall view
- photo forehead view
- photo outline view
- photo three quarter view
- photo rear view



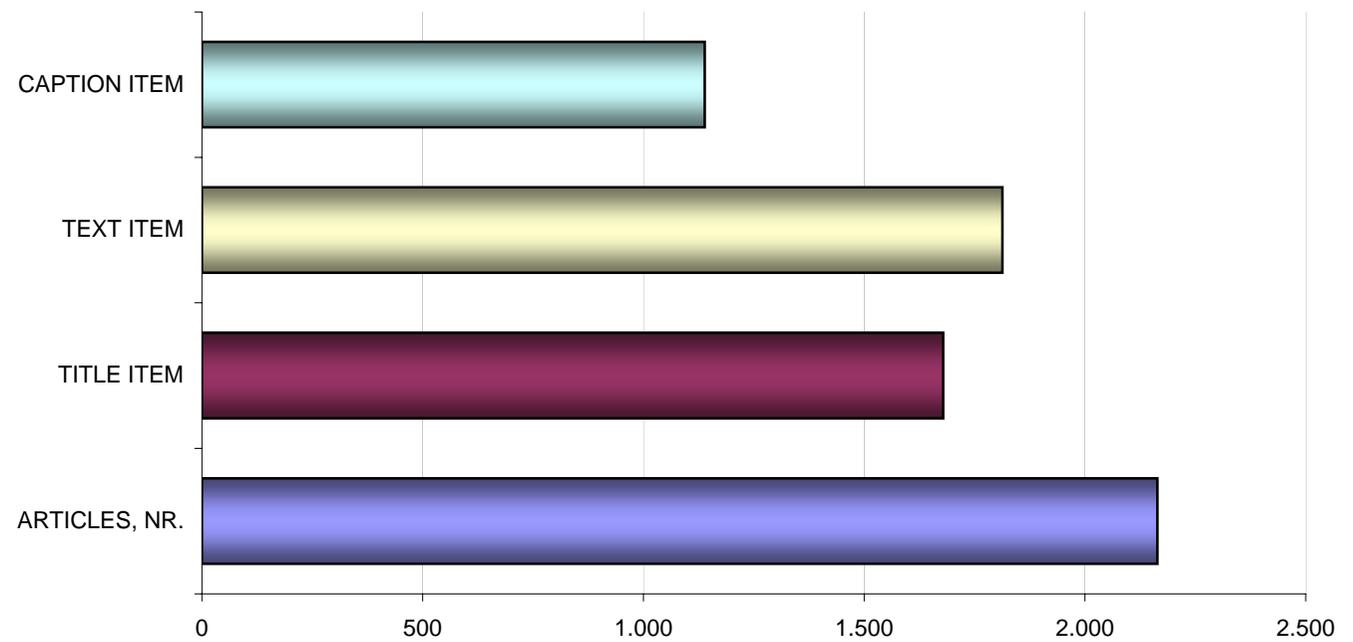
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2006, ITEM VOLVO IN ARTICLES

Number of times that the word Volvo has appeared in titles, half titles, subheadings, text and picture's legend in all articles examined.



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