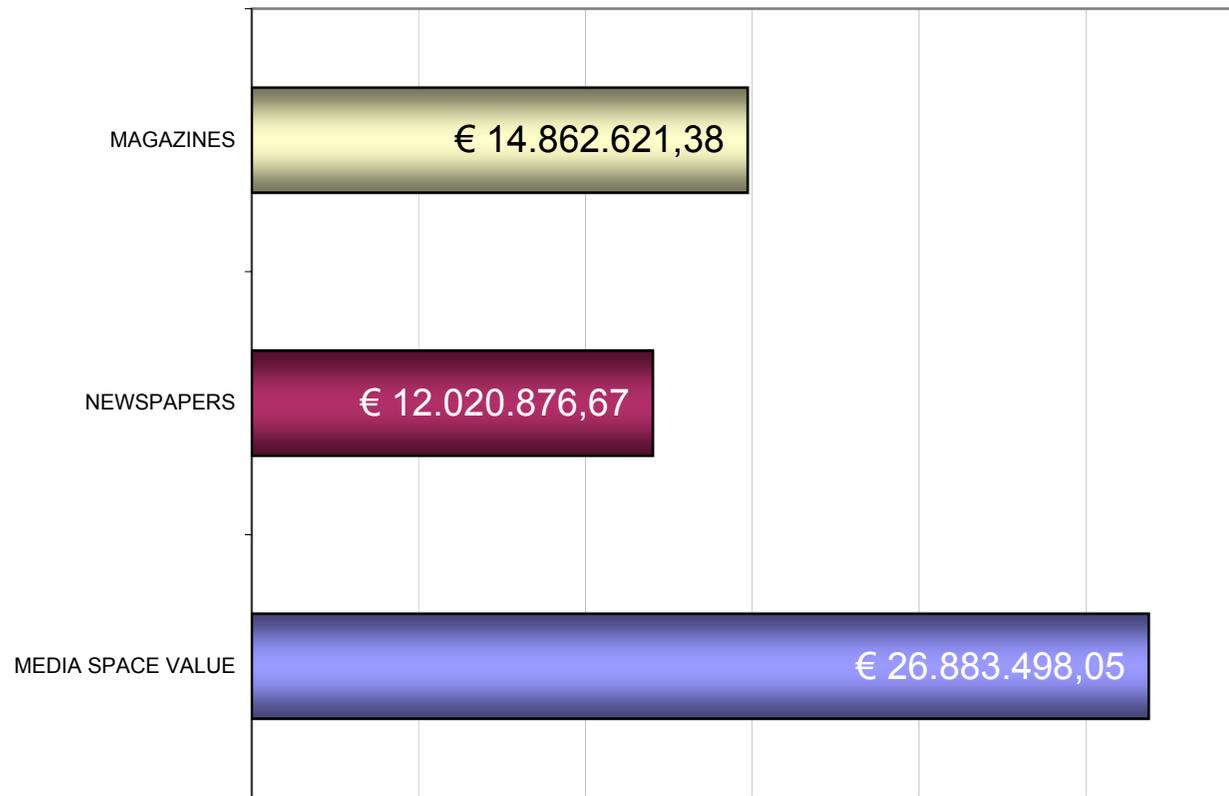


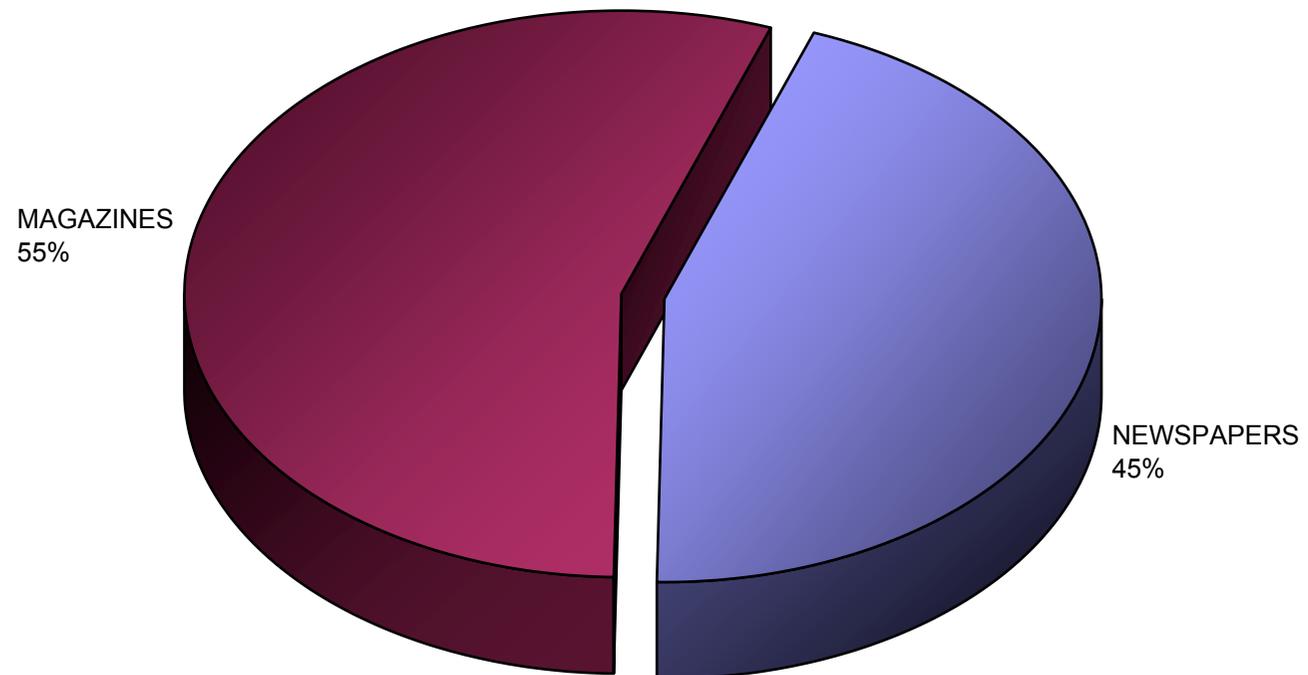


Value of the space achieved by Volvo "Corporate": blue indicates the whole value in Euros, obtained from all the articles published in newspapers and magazines, both specialized or not.

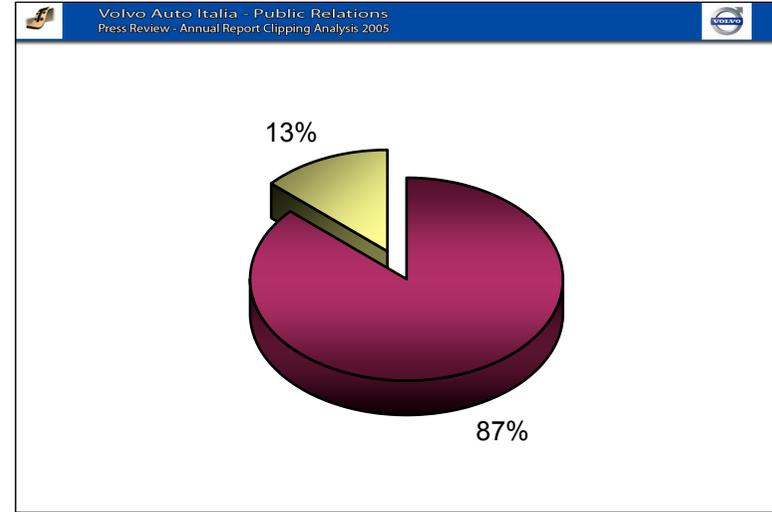
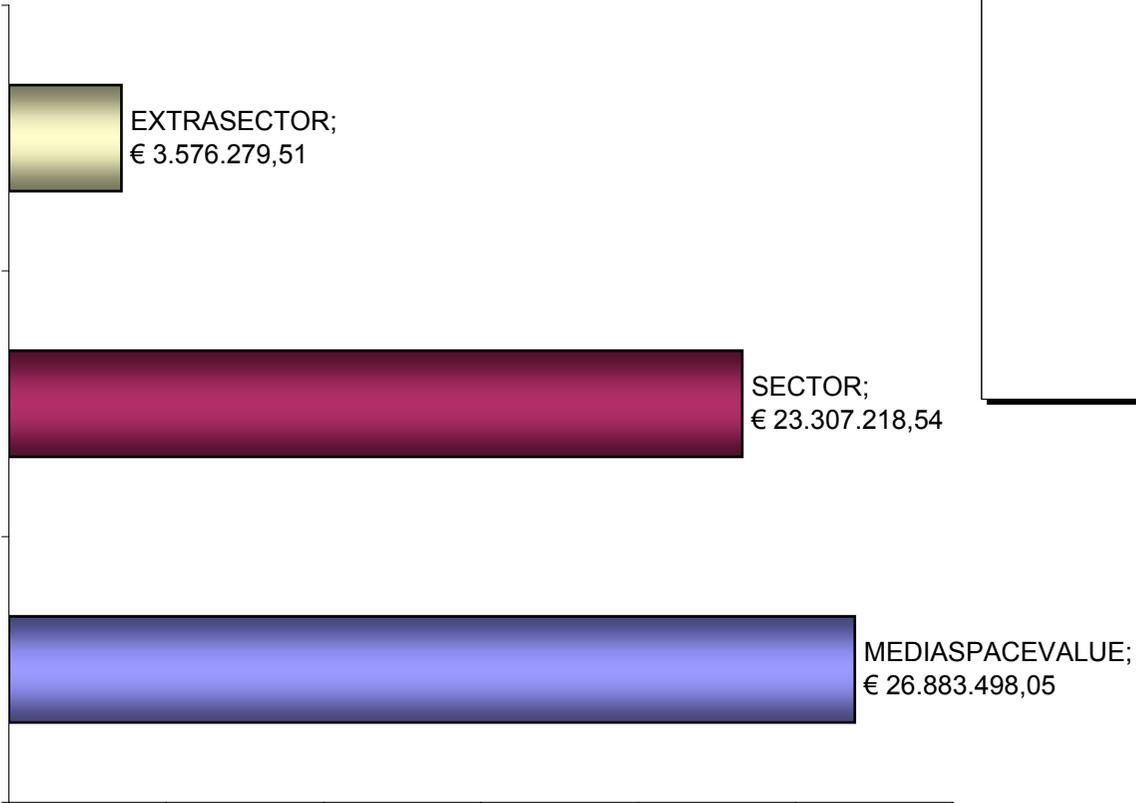
The value given to each published article equals the highest rate of an advertising page from the Publisher price list.

The value relates to 679 articles published.

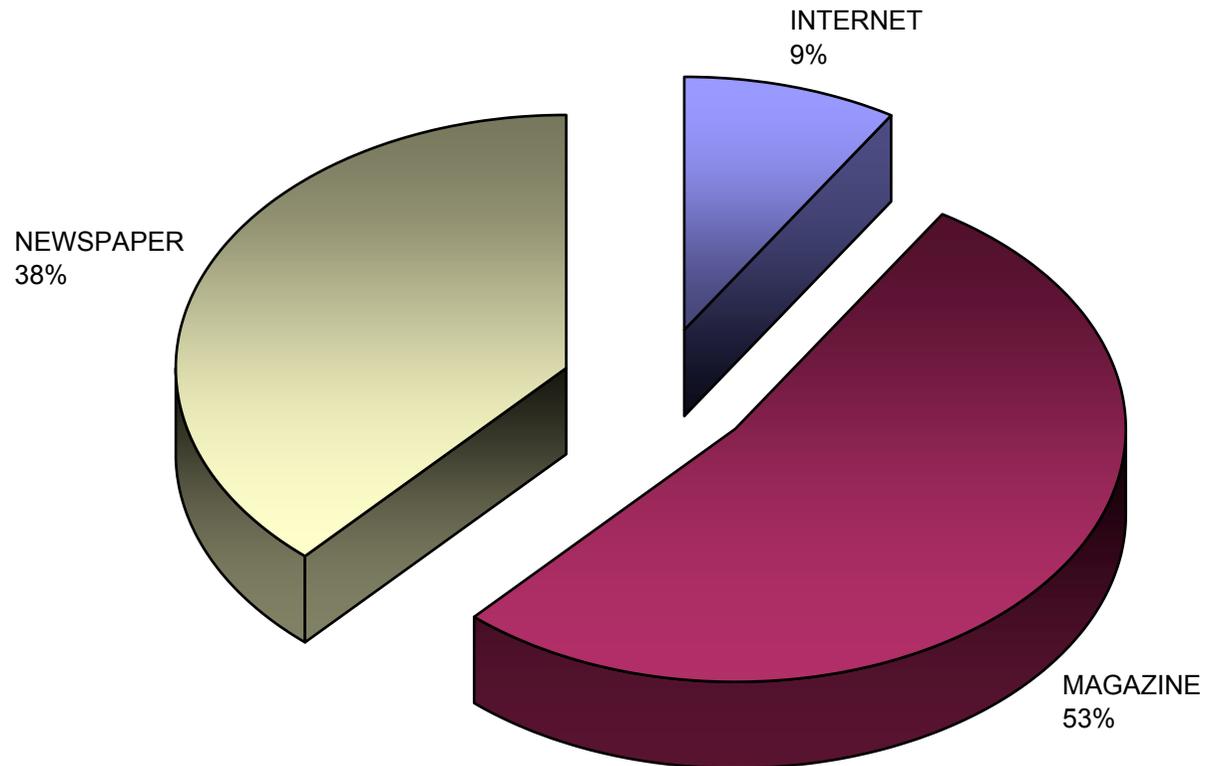




Media space value
percentage sharing out.



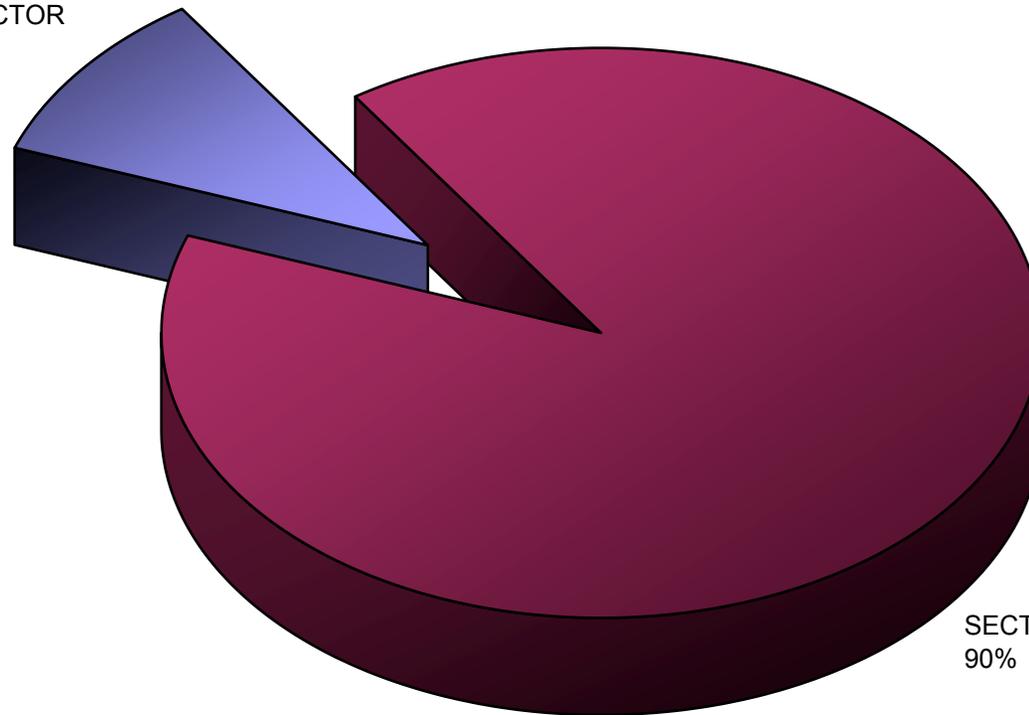
Space value economic sharing out regarding communication media both specialized or not. The diagrams shows each value and percentage.



Percentage sharing out regarding the number of published articles by each medium. The pie chart highlights the share of articles published by both specialized press or not.

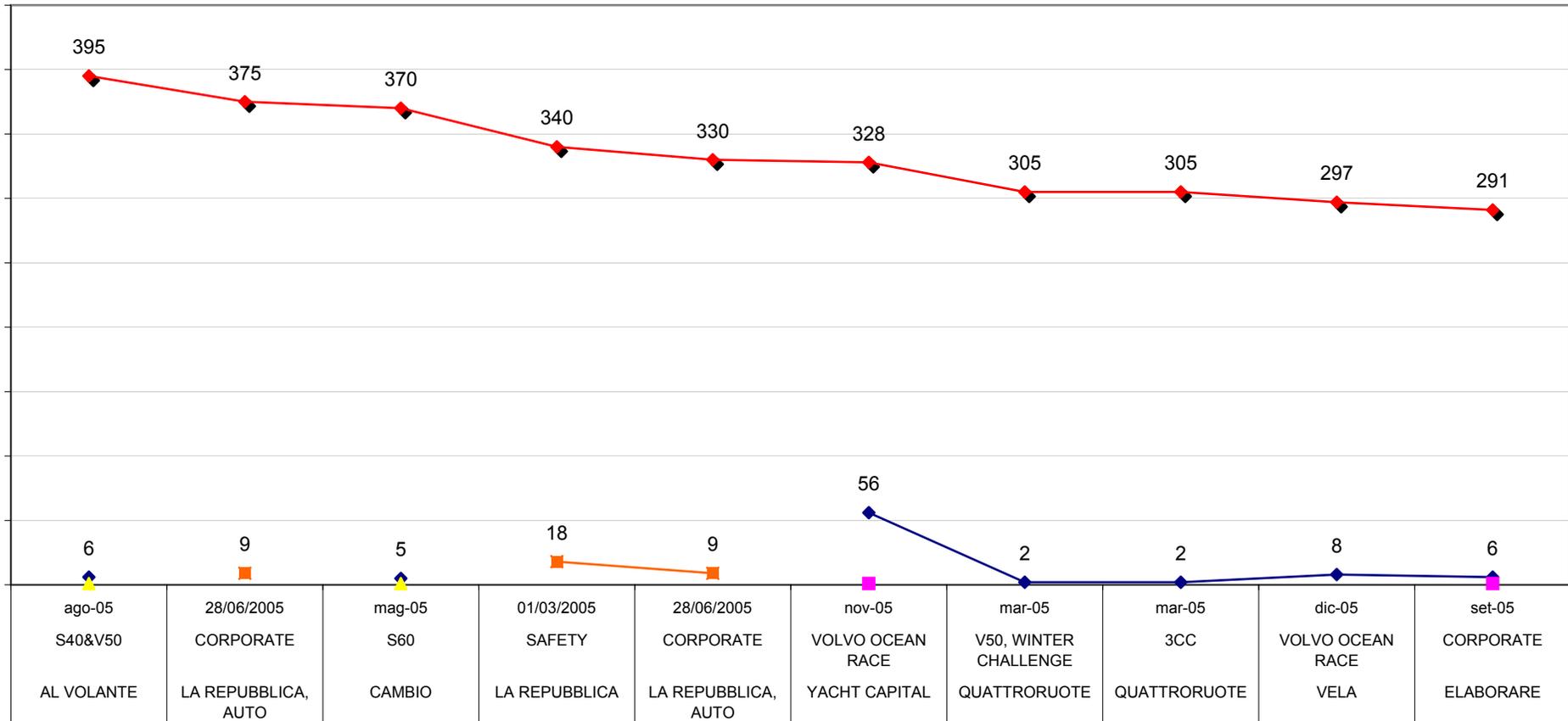


EXTRASECTOR
10%



SECTOR
90%

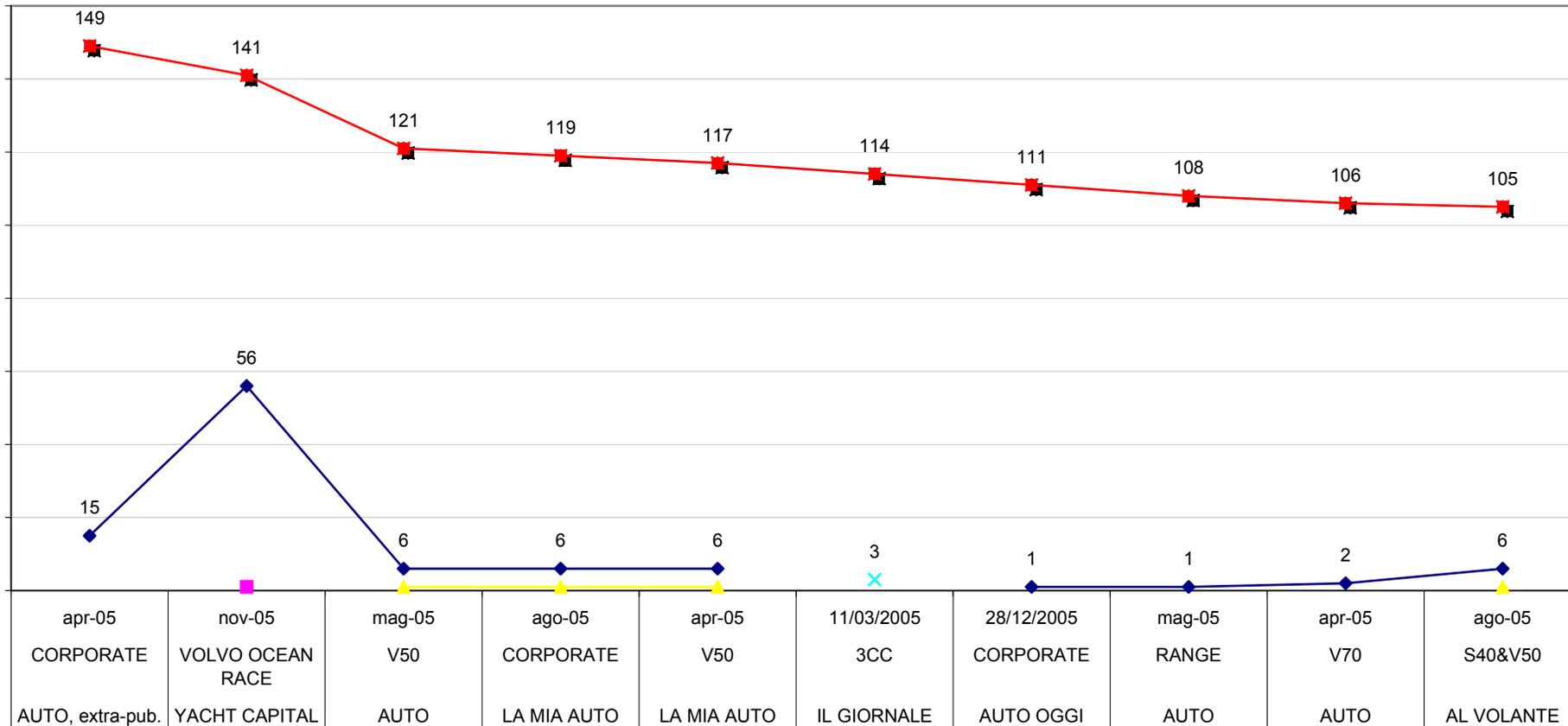
Percentage sharing out regarding the number of published articles by each medium. The pie highlights the share of articles published by both specialized press or not.



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.

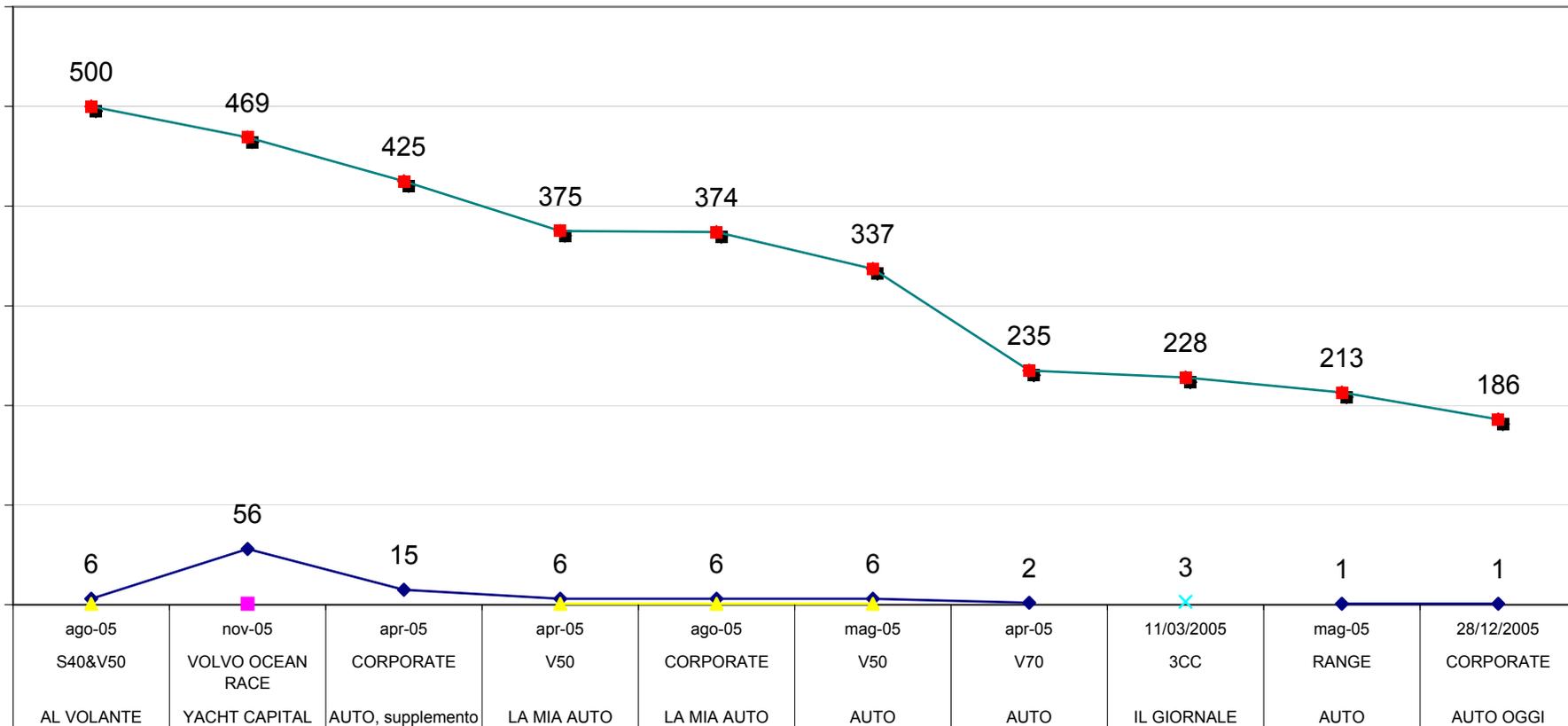
- ◆ pages, nr
- cover
- ▲ recall
- columns, nr
- ◆ IQ INDEX



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 AP index marks.

- ◆ pages, nr
- cover
- ▲ recall
- × columns, nr
- AP INDEX



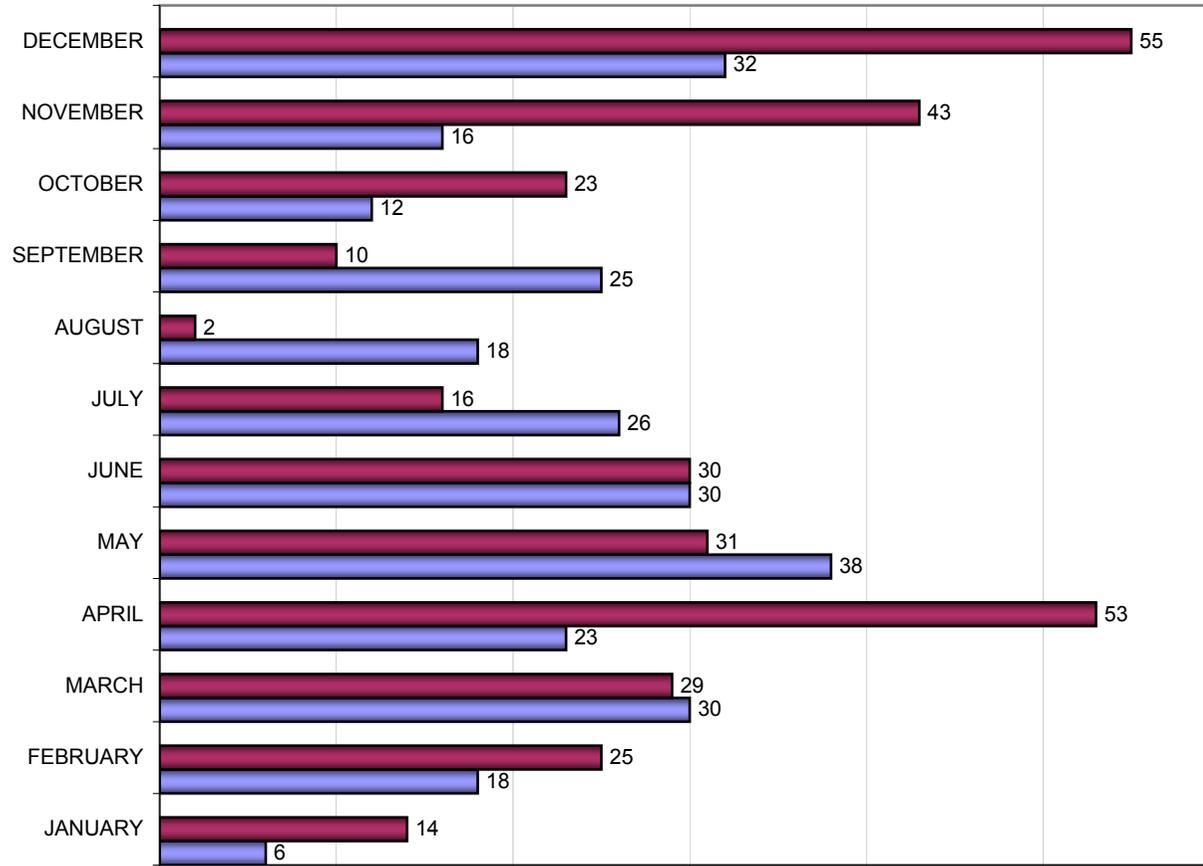
IQ index and AP index define the value of the newspaper and the quality of the article. IQ index is given by many factors such as the circulation, the number of readers, the number of pages composing the article, the number and the size of photos, the number of times Volvo is mentioned in the article. 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 summing up IQ and AP index marks.

- ◆ pages, nr
- cover
- ▲ recall
- ✕ columns, nr
- IQ+AP Index



2005 issues schedule:
blue is for magazines' articles,
red is for newspapers' articles.
Newspapers' group also includes Internet data since they have been considered as daily articles.



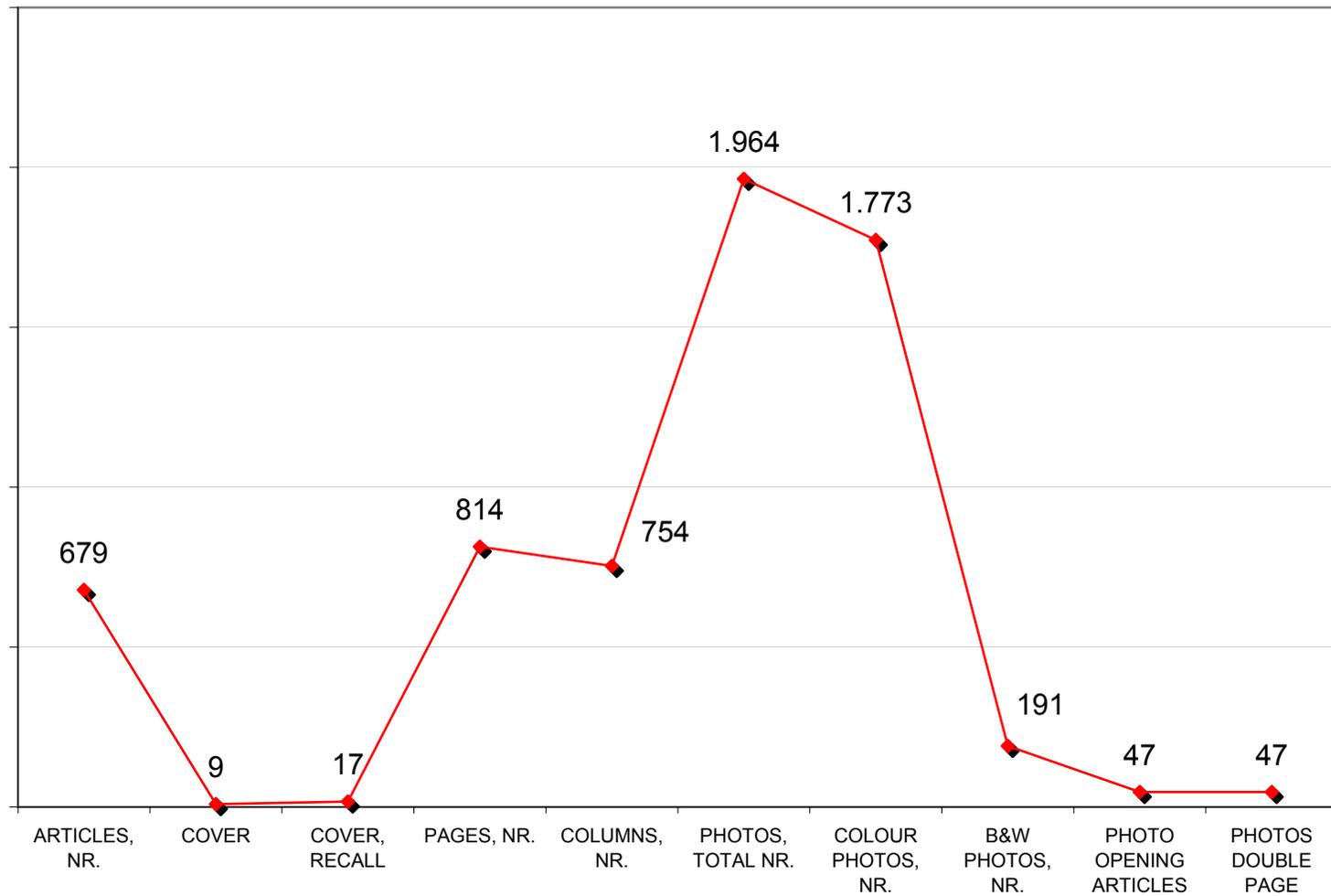
Not Available date 52

NEWSPAPERS

MAGAZINES

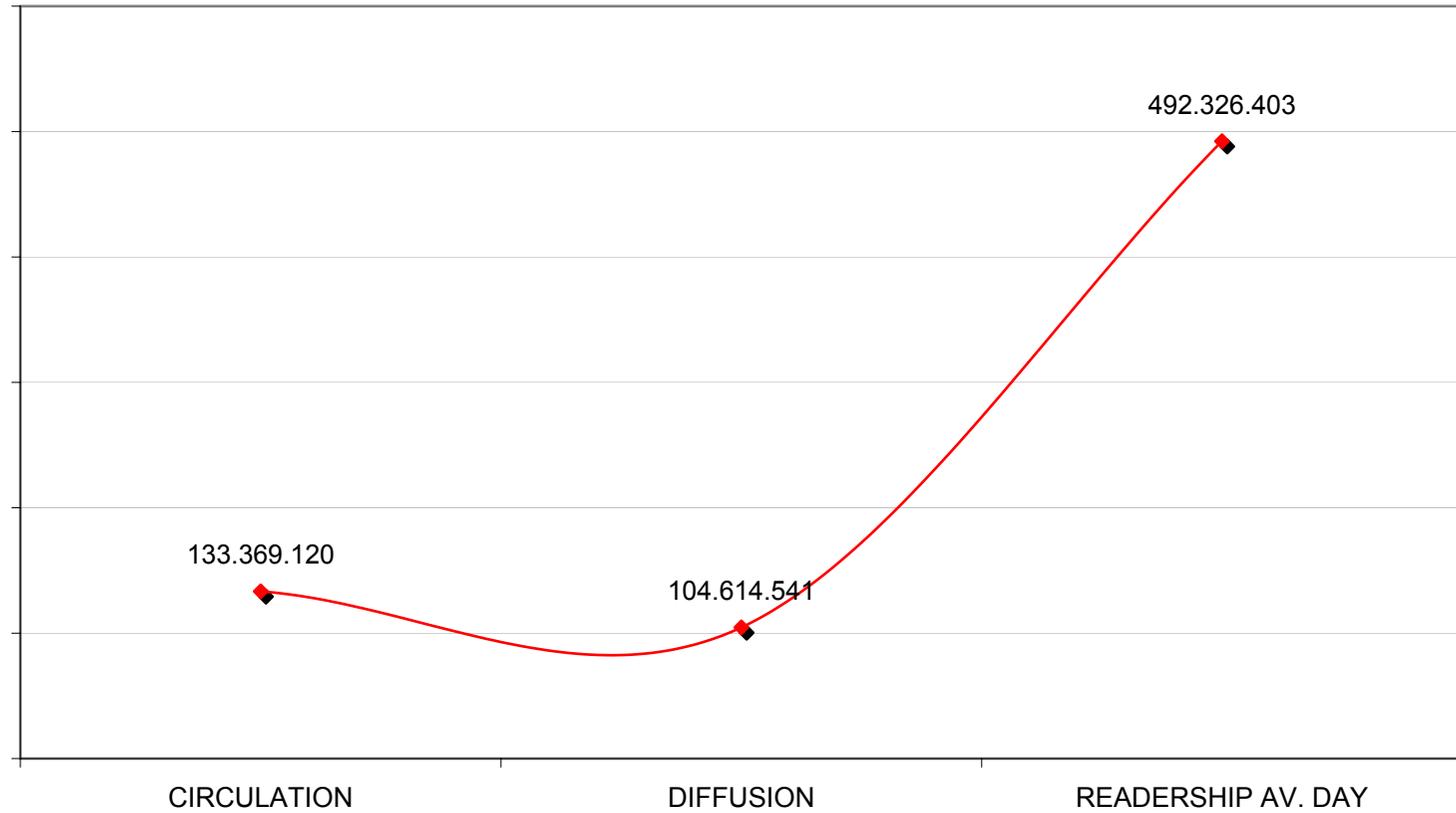


A portrait of Volvo
"Corporate" press review:
number of articles, number
of covers, number of
pages of the article
(magazines), number of
columns (newspapers),
number of photos (colour
and B&W), number of
opening article photos,
number of double pages
photos.
Data refer to one column
for newspaper and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



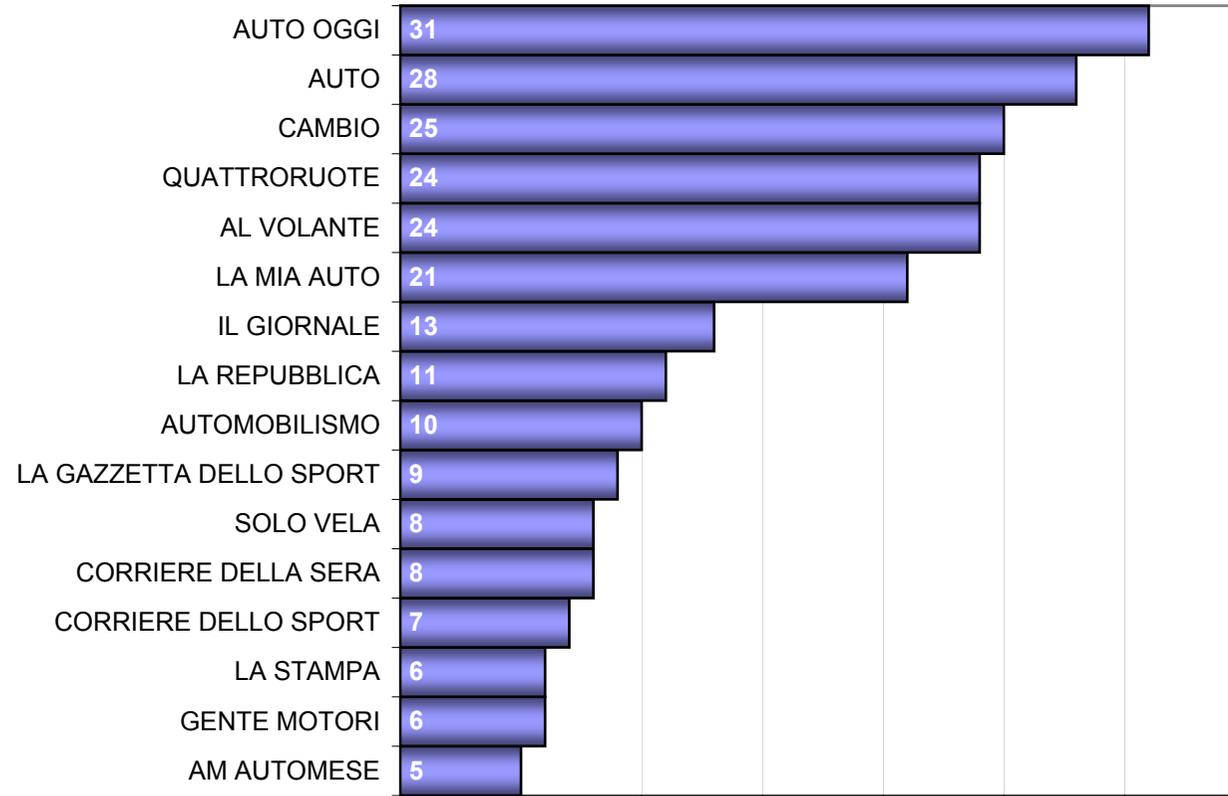


Volvo
"Corporate":
overall
circulation,
diffusion and
"readership
average day"
data.



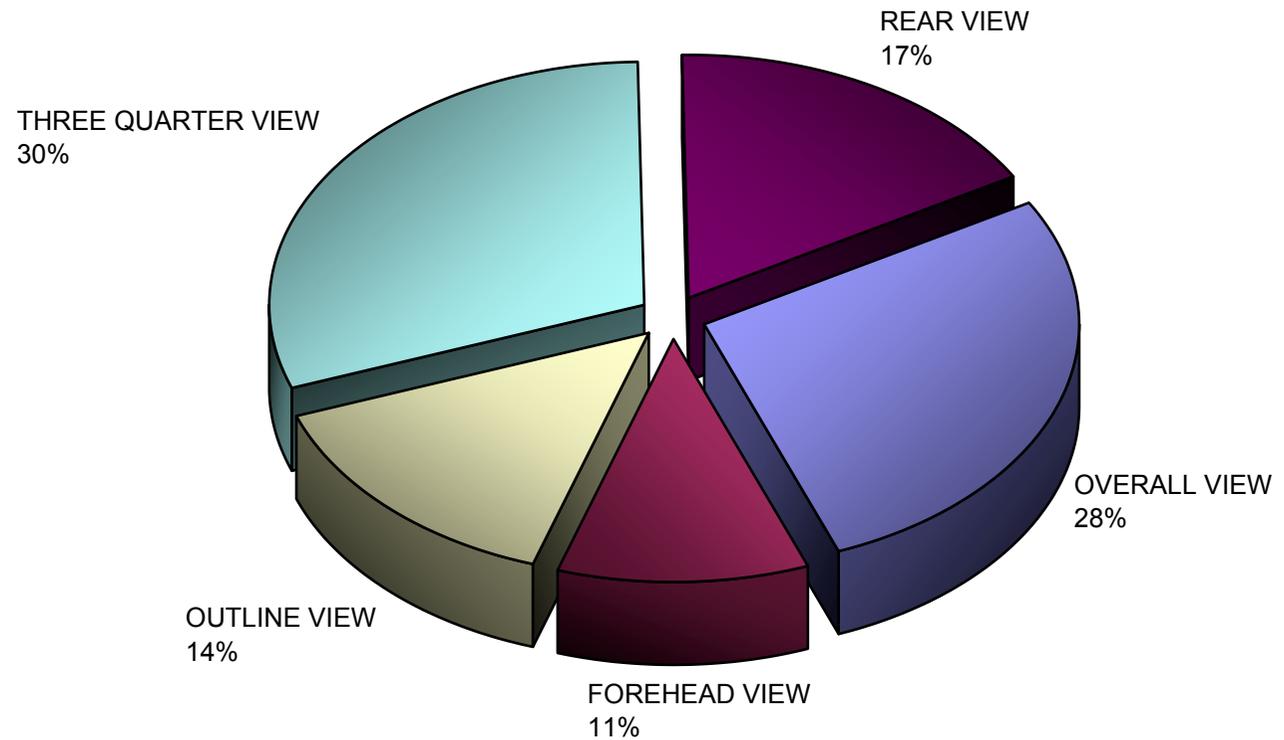


This diagram highlights the number of articles per newspaper or magazine. The list contains major newspapers and magazines classified according to their circulation, number of readers and number of sold copies.





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



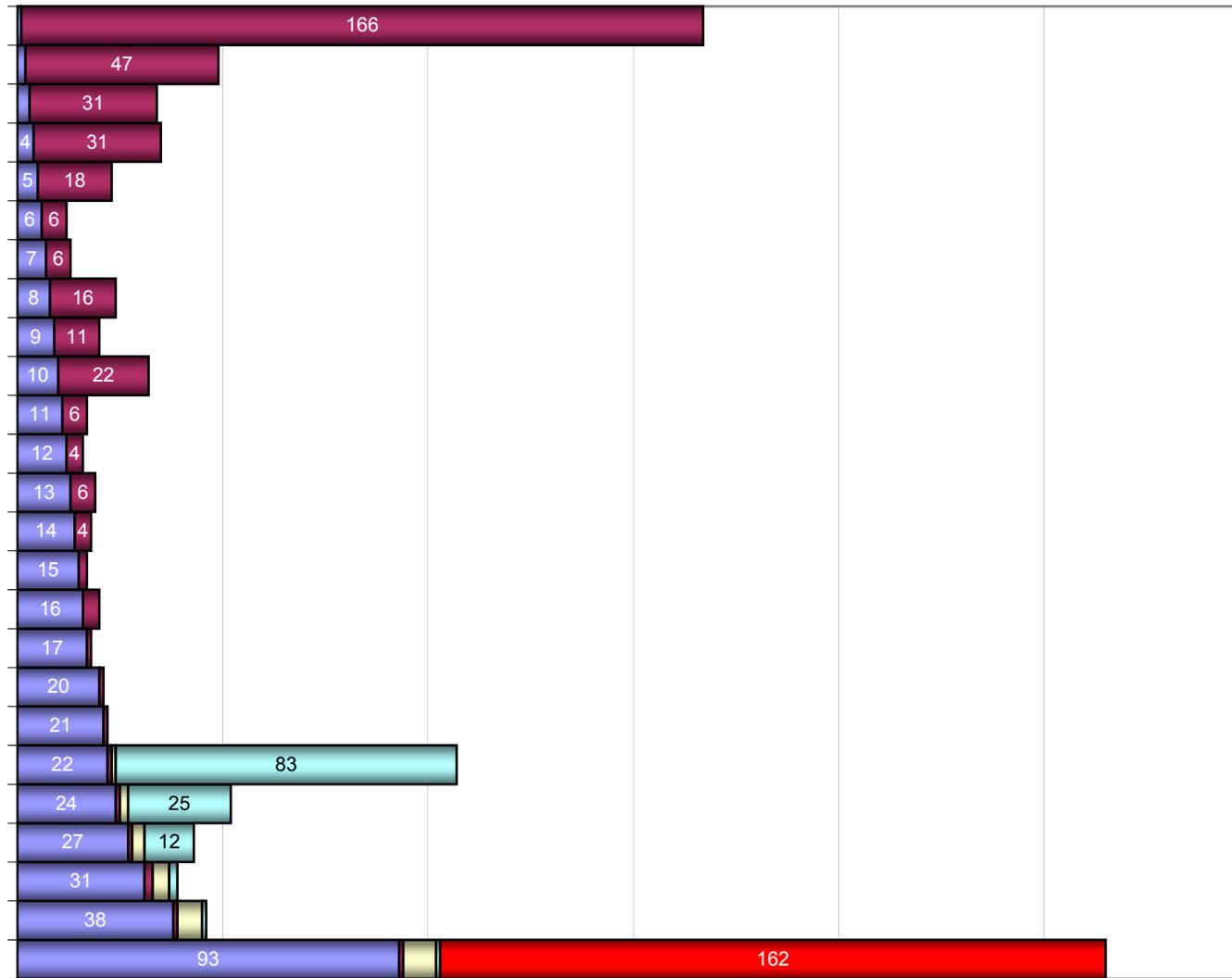


Comparison
between photo and
magazine's&newspapers
articles.

The chart show also
articles without photos:
red column.

For example: 166 indicates
number of articles with
only one photo, 93 it's
number of photos in only
one article...
and so, and so...

- Nr. PHOTOS
COLOURS IN
ARTICLES
- Nr. ARTICLES
- Nr. PHOTOS B&W IN
ARTICLES
- Nr. ARTICLES
- Nr. ARTICLES
WITHOUT PHOTOS





Size of colour photos

small:

from thumbnail to 1/5 of page

medium:

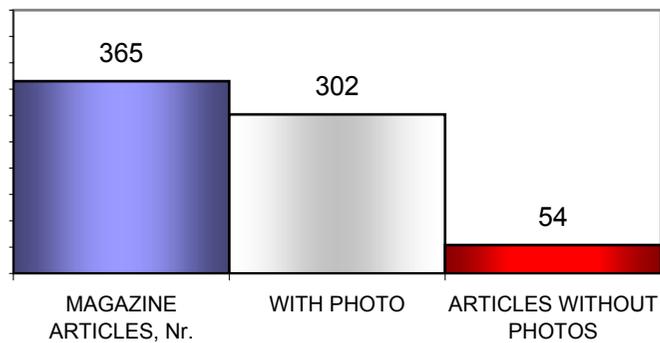
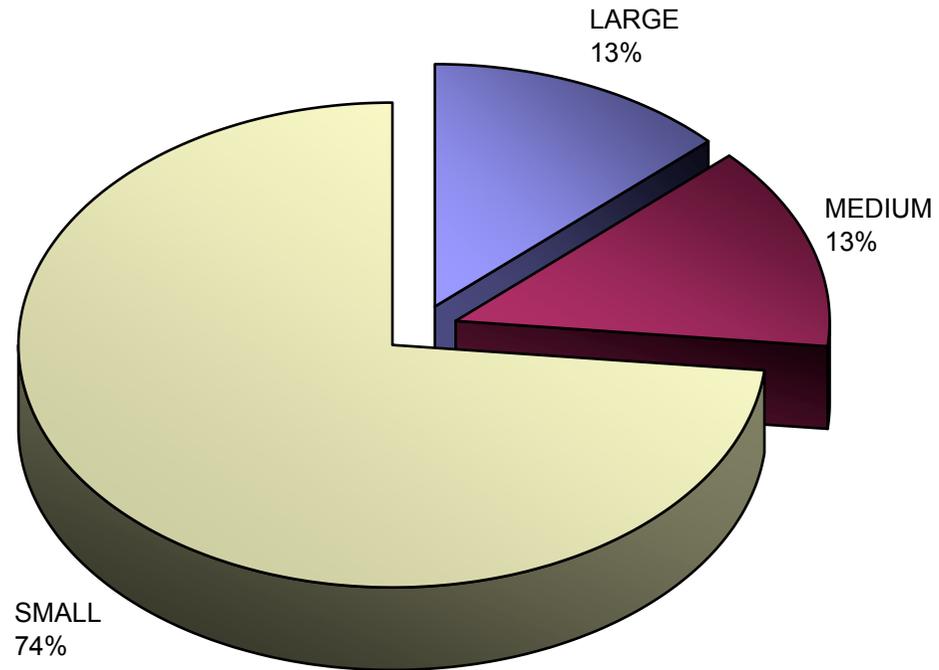
smaller than half page

large:

from half page to double pages,
and opening article photos.

In the box:

articles total nr. and articles with/without photos.





Size of B&W photos

small:

from thumbnail to 1/5 of page

medium:

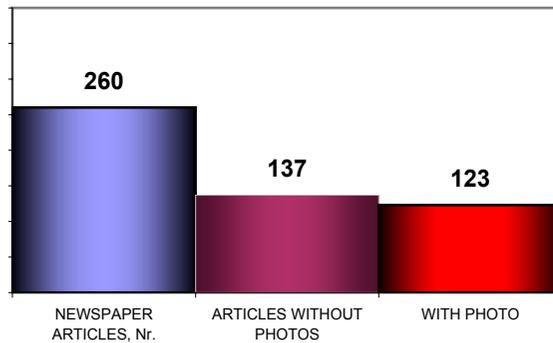
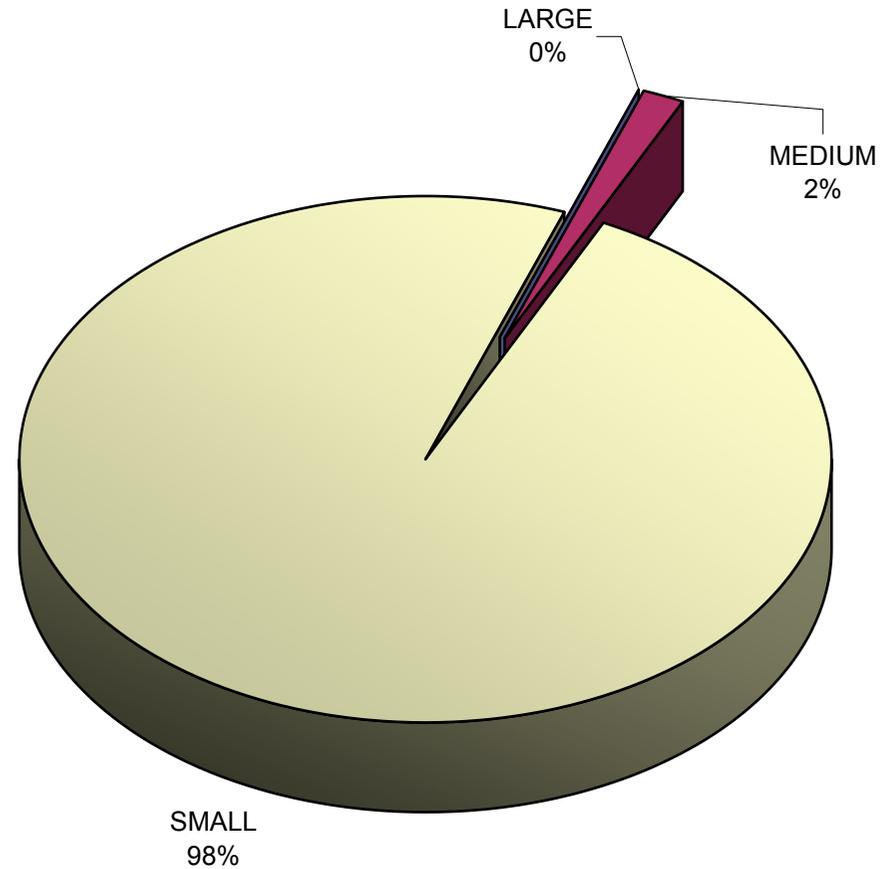
smaller than half page

large:

from half page to double pages,
and opening article photos.

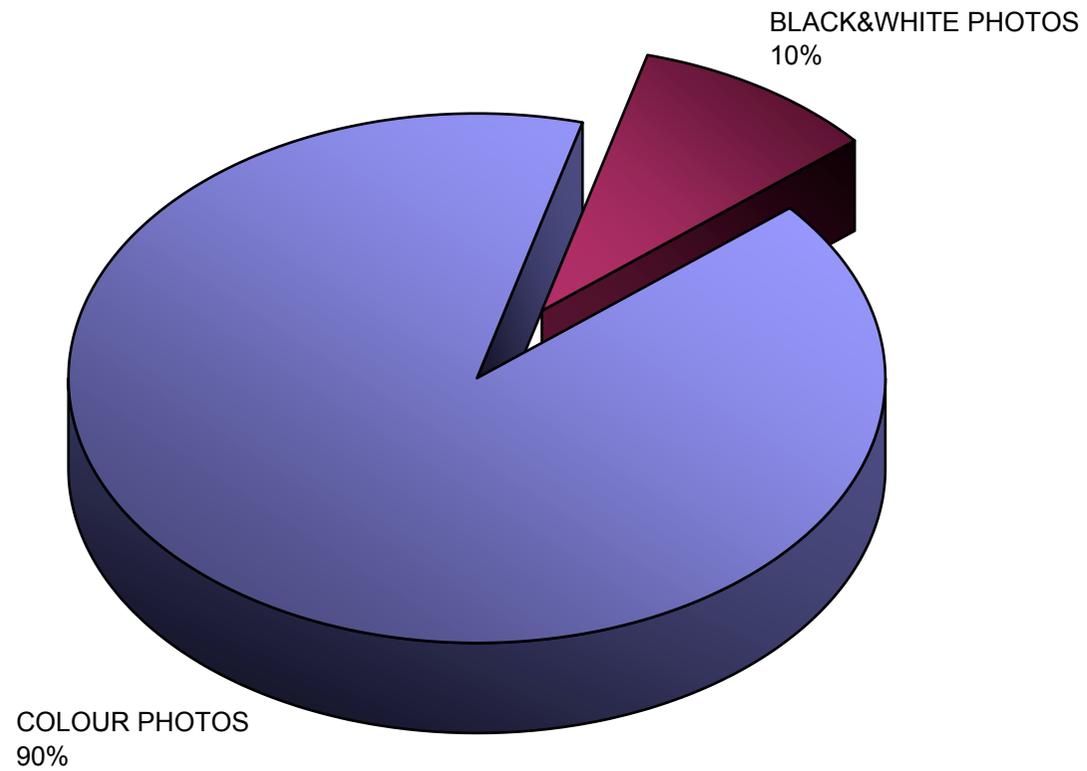
In the box:

articles total nr. and articles with/without photos.



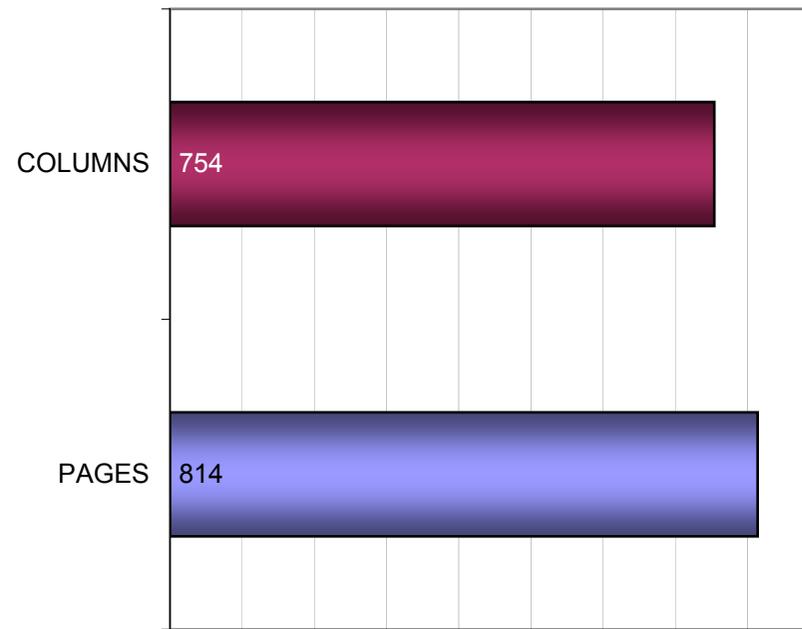


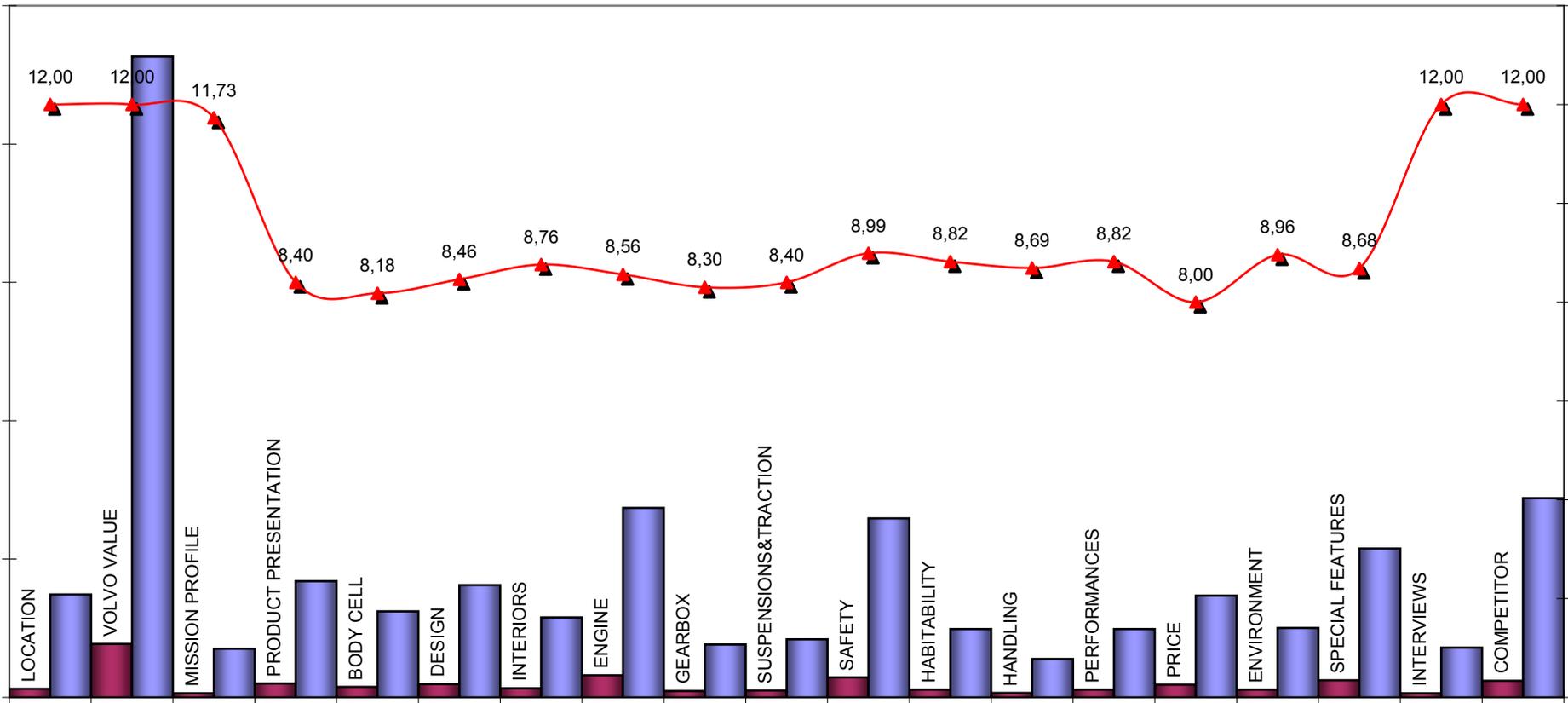
Comparison between
the number of colour photos
and that of black and white ones.





Comparison between
newspaper's columns
and magazine's pages.





This diagram highlights the AP index trend.

AP index allow us to estimate how a Volvo product has been described in an article.

The chart highlights the application criteria related to words and concepts expressed by the author of the article.

The average mark results from the arithmetic mean of all marks received by a single article.

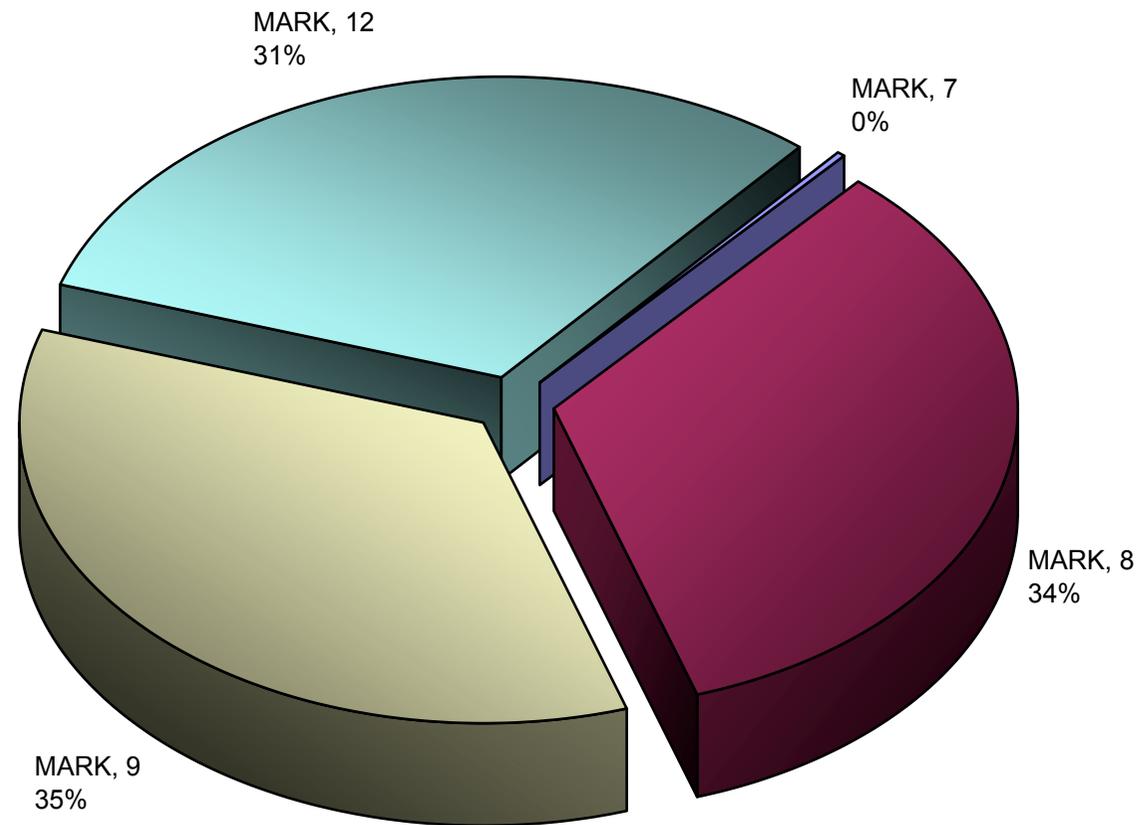
- HITS
- SUM
- ▲ AVERAGE



This pie chart express
the marks received percentage
sharing out.

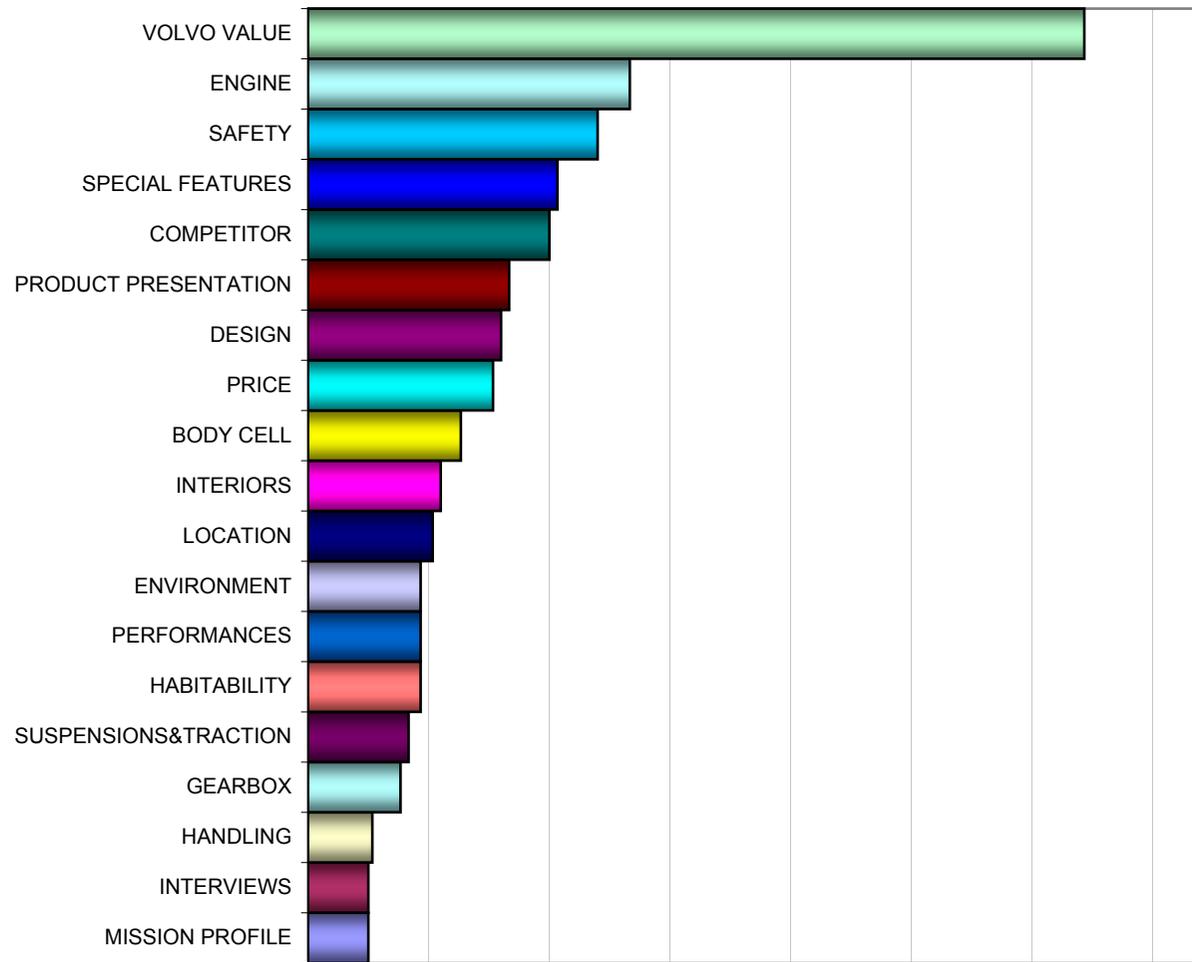
Keytable, available in press
review, specifies application
criteria related to words,
adjectives and concepts used
by authors.

Titles, half titles, subheadings,
picture's legends and texts are
analysed.



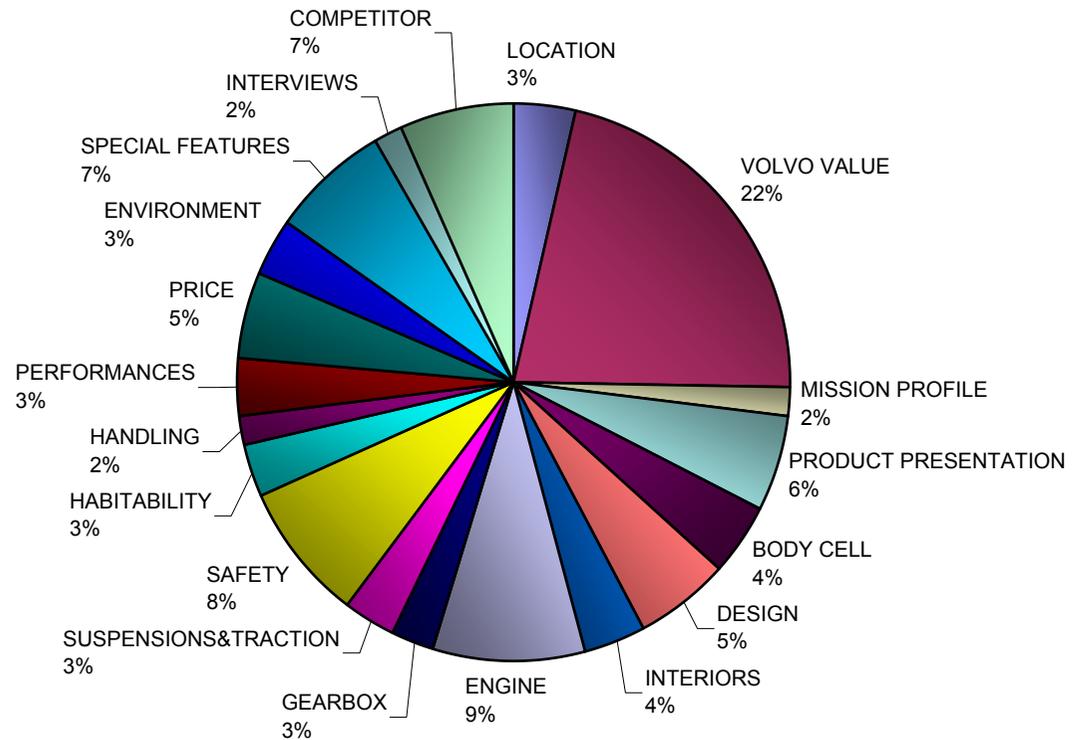


This diagram shows how many times a certain topic, highlighted on left of the column, has been found in the article presenting a Volvo product. The number between brackets in the title express how many times the topic has been discussed in all the 679 articles of this Volvo "Corporate" press review. Topics which have been given more attention by both the specialized press or not, are standing out.



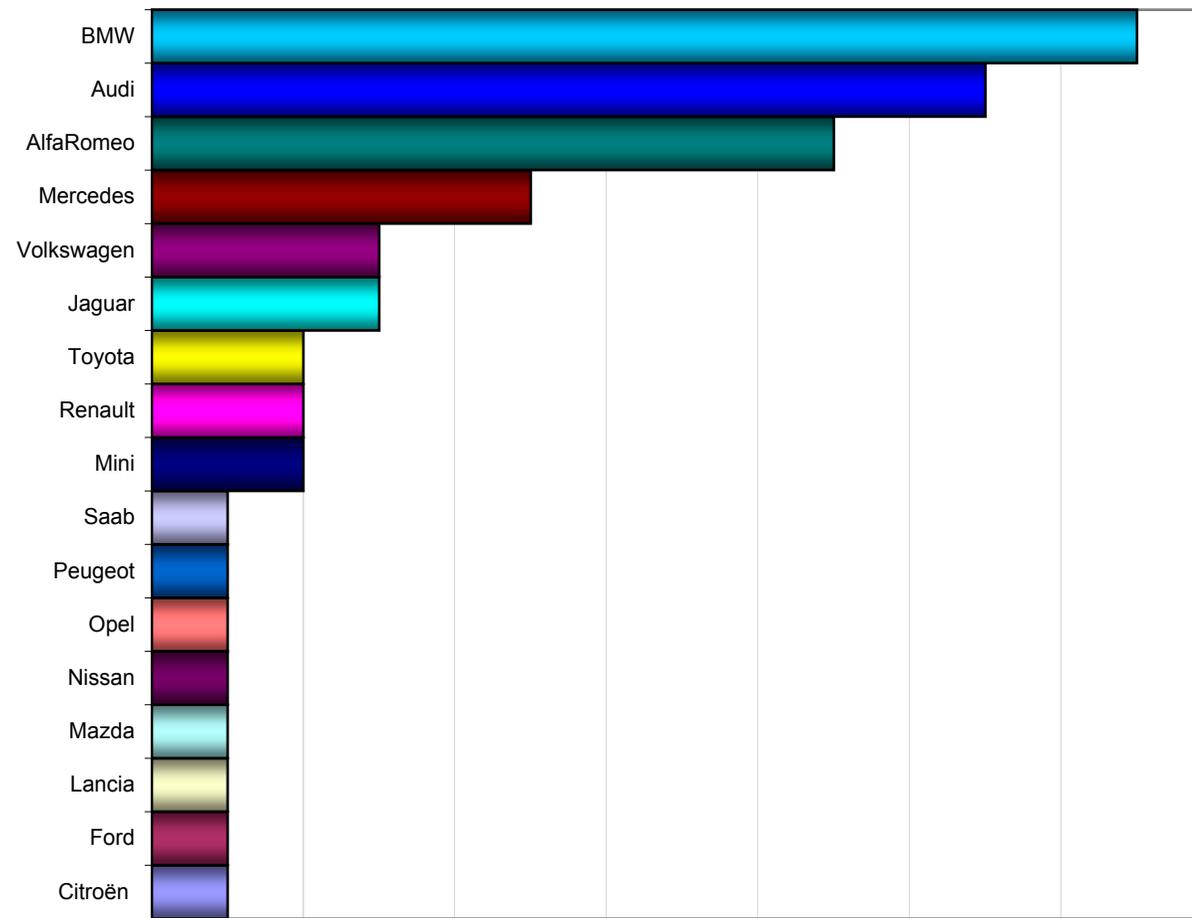


This pie chart express the topics percentage sharing out based on how many times a certain subject has been discussed in all 679 articles of this Volvo "Corporate" press review.
It show what topics have received more attention by both specialized press or not.





Volvo competitor's
in Corporate.
The diagram shows which cars
(Brands and Models when
available) have been
picked by journalist
as Volvo models competitors.
Presence in diagram means
either that competitor
model has been simply
mentioned in the article
or that a comparative
test has been made.





Number of times that the word Volvo has appeared in titles, half titles, subheadings, texts and in picture's legends in all 679 articles examined.

In the box: share between the items.

ARTICLES, TOTAL Nr.; 679

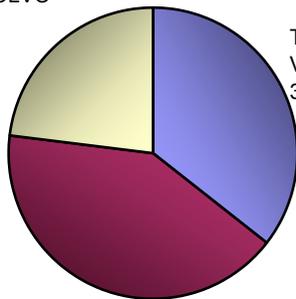
CAPTION, ITEM VOLVO; 361

TEXT, ITEM VOLVO; 647

TITLE, ITEM VOLVO; 558



CAPTION,
ITEM VOLVO
23%



TITLE, ITEM
VOLVO
36%

TEXT, ITEM
VOLVO
41%

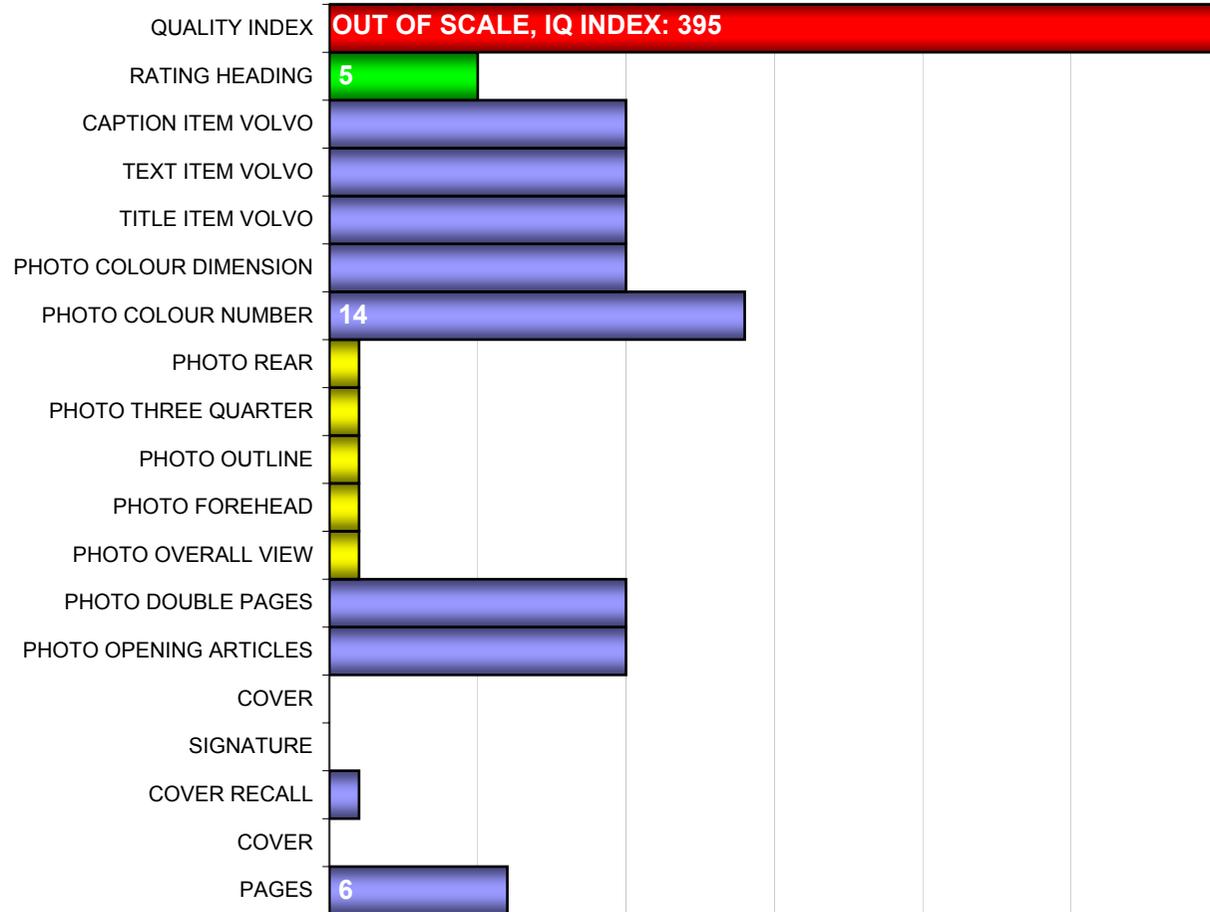


AL VOLANTE - AUG. 2005

A "snapshot" from one of most important italian specialized magazines:

Al Volante with an article on Volvo S40 and V50.

When coloured segment is missing, it means that IQ index evaluation criteria couldn't have been applied because that specific topic was not discussed in the article.



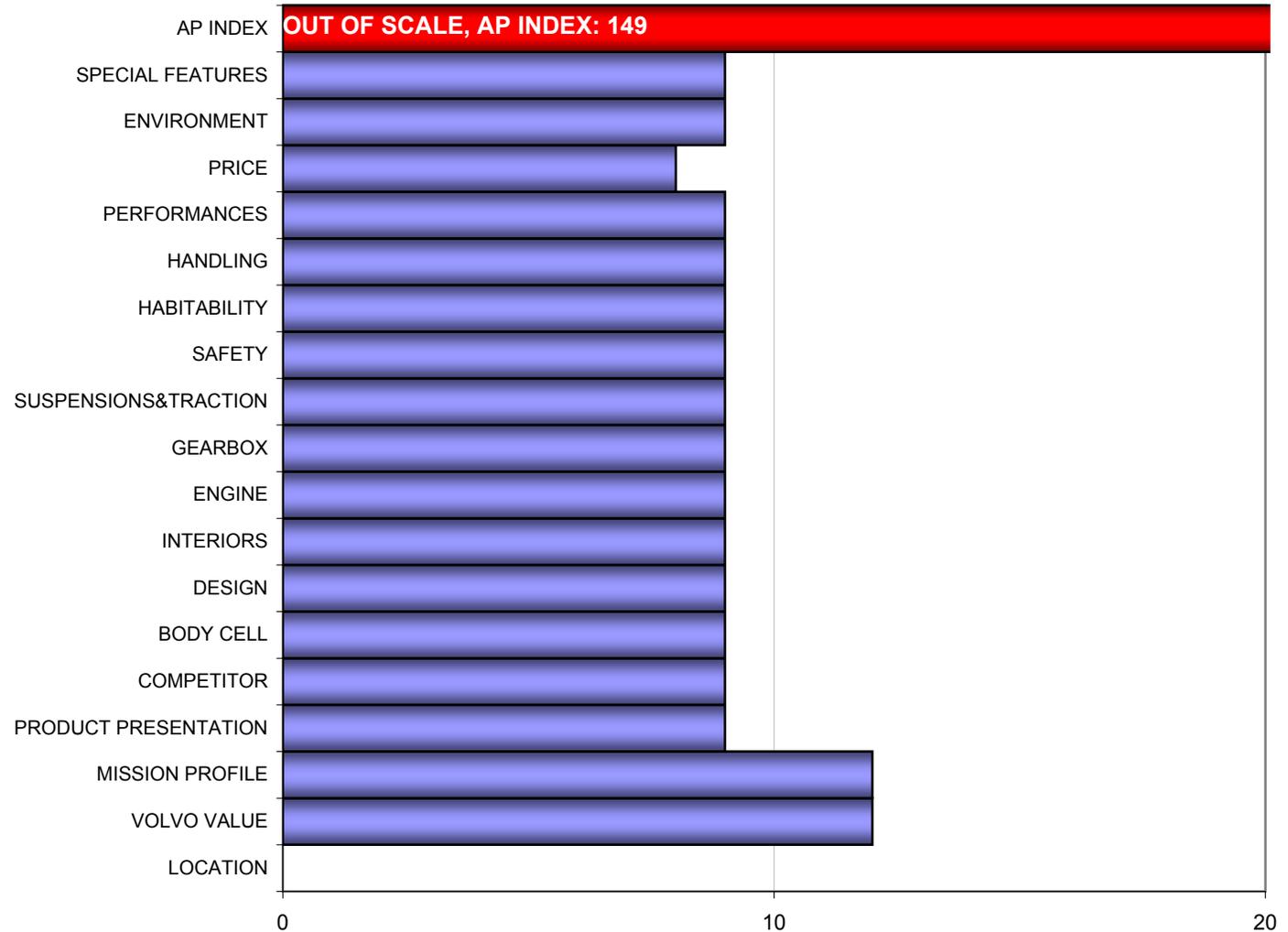


AUTO - APR. 2005

A "snapshot" from one of most important italian specialized magazines:

Auto with an article on Volvo range model.

When coloured segment is missing, it means that AP index evaluation criteria couldn't have been applied because that specific topic was not discussed in the article.





Articles percentage
regarding each model/subject.
Quantity total articles, 679.

