



**PRESS RELEASE**

## **Plaza.fi and Leiki announce intelligent ad network**

**Helsinki, Oct 5<sup>th</sup> 2007:** United Magazines and Leiki release the first intelligent advertising system in the market today where web ads are targeted using natural language understanding. Meanwhile the co-operation of United Magazines and Leiki expands from combining editorial and user-generated content to targeted advertising. The first text advertisements targeted based on topical analysis of content will appear in the Plaza.fi website, which is one of Finland's largest portals.

The ad network is based on Leiki Focus personalisation engine, which allows matching of different types of content with a very detailed ontological analysis of the content topics. For example, editorial articles, user conversation and advertisements that deal with the same topic are matched automatically, even if they do not have the same keyword. This means that the user is offered a wider and more interesting content selection by showing other similar articles, conversations and ads with each article. The user's earlier selections that depict the user's interest can also be used to target content.

The advantage of the system for the advertiser compared other current systems is a higher response rate to the campaigns. United Magazines' Sales Group Manager Petri Kokkonen believes that advertising will become considerably more effective: "There are several benefits – we can target the ads automatically with the right content that is relevant to the ads, and we can assume that an ad message that is closely linked to the content will have the desired effect to the user, for example the user clicks the ad more often than earlier. This method of advertising can be used with very tactical operations such as placing an ad for a product or a closely related product that is mentioned in the content next to the article."

The targeting method fits to all types of advertisers. Companies that particularly benefit from the targeting system include those with a large selection of products as well as those that can advertise their products naturally in relation to different types of content. The ad system is first used in the Plaza.fi web portal, after which the system will be applied to other United Magazines' web services, such as the respective magazines' websites and NettiX classifieds sites including Nettiauto.com. Picture ads can also be used in the future.

**Ends**

## **Contact for more information:**

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## **Notes to Editors**

### **About Leiki**

Leiki Ltd provides software technology that automatically personalises content and community services. The functionality is based on automatic content analysis and learning of the user's preferences. Established in 2000, Leiki has offices in Helsinki and London. In 2005 Leiki was awarded a place in Red Herring's Top 100 European technology companies list and in 2007 nominated for the European ICT Grand Prize.

[www.leiki.com](http://www.leiki.com)

### **About United Magazines**

As part of the Otava Books and Magazines Group Ltd., United Magazines Ltd. is the market leader of Finnish magazines and periodicals. The number of consumer magazines in its publishing programme is 43.

Through its subsidiary Kynämies Oy, United Magazines Ltd. is also a significant content provider and publisher of customer magazines. Kynämies Oy, together with its subsidiary Viestintätoimisto Sanakunta Oy, publishes a total of 46 customer magazines. The company's internet business includes numerous websites maintained by Plaza Portal and NettiX Oy.

The total number of the readers of the company's consumer and customer magazines is 8,7 million.