



NEWS RELEASE

## Talentum interlinks sites and targets advertising with Leiki Focus

**Dynamic linking helps users find information and advertisers find their audience**

**Helsinki, February 6<sup>th</sup> 2008:** Talentum, a leading Scandinavian business and technology publisher, has chosen Leiki Focus for content linking on all of its online publications. The intelligent Leiki Focus content discovery engine is used for recommending articles and advertisements that match a detailed analysis of the topics of each page.

The content on the different Talentum sites is combined automatically; at the end of the article there are links to other similar articles. This presents a new content discovery method to the user, offering a broad range of articles and enabling easy study of a detailed topic from different viewpoints and times. Advertisements are targeted in the same way, based on the context of the page being viewed. Leiki's contextual advertising uniquely allows automatic linking of entire product catalogues in addition to targeting of individual advertisements.

Similar articles are recommended across Talentum's properties, including some of the largest Finnish business and IT newspapers and web sites such as Talouselämä ([talouselama.fi](http://talouselama.fi)), Tekniikka & Talous ([tekniikkatalous.fi](http://tekniikkatalous.fi)), Tietoviikko ([tietoviikko.fi](http://tietoviikko.fi)) and Markkinointi & Mainonta ([marmai.fi](http://marmai.fi)). Use of Leiki Focus on Talentum's Swedish online properties is to follow after the Finnish implementations.

The unification of the content sources is based on the Leiki Focus content discovery engine, which allows matching of different types of content with a very detailed ontological analysis of content topics and their relevance. For example, editorial articles, community conversations 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 displaying other similar articles, conversations and ads alongside each article. The user's earlier selections that depict the user's interests can also be used to target content.

Antti Oksanen, Director of Online content at Talentum, says that Talentum has been very satisfied with the Leiki technology. "It has helped us to provide more contextually related content to all our online visitors."

**Ends**

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## **Notes to Editors**

### **About Leiki**

**Leiki** provides patented 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 received the European ICT Prize. Leiki's customers include Financial Times, Nokia and Sun Microsystems. [www.leiki.com](http://www.leiki.com)

### **About Talentum**

**Talentum** offers professionals magazines, books, seminars and online services. The media content produced by Talentum is based on strong expertise and journalistic skills.

Talentum's media are Talouselämä, Arvopaperi, Fakta, Tekniikka & Talous, MikroPC, Tietoviikko, Markkinointi & Mainonta, Metallitekniikka, Energia and Mediuutiset, while in Sweden it publishes Affärsvärlden, Ny Teknik, Dagens Teknik, Byggvärlden, Dagens Media, Lag & Avtal, Arbetarskydd and Miljörapporten. Talentum Fakta produces information, seminars and publications for professions in HR and tax administration in Sweden. Talentum is also the leading publisher of a wide range of legal and professional literature and an instructor in the legal field. Suomen Laki products are the best-known legal publications. The Talentum Group employs about 1,000 people in Finland, Sweden, the Baltic countries and Russia. Talentum's shares are listed on the OMX Nordic Exchange in Helsinki.