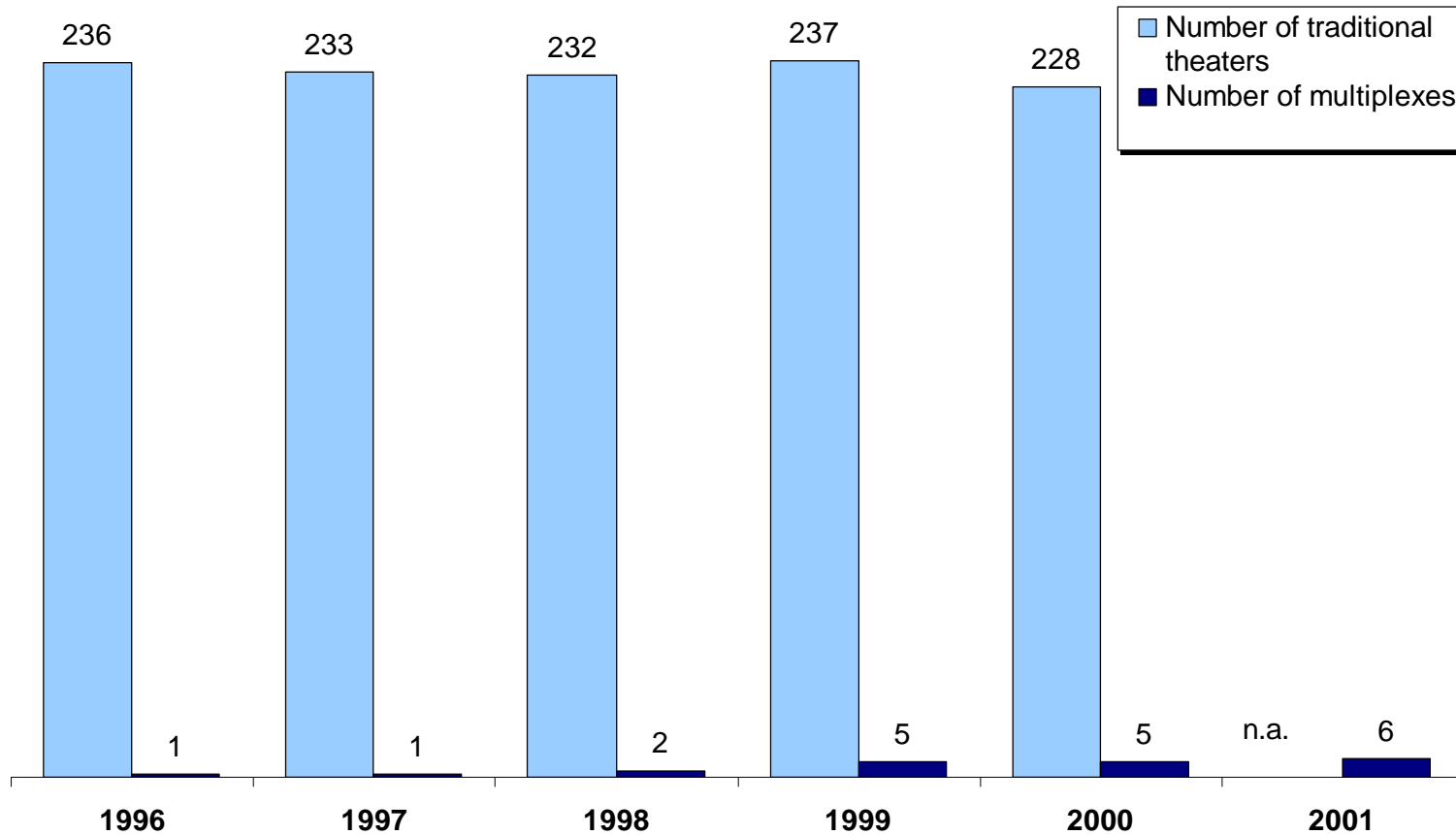
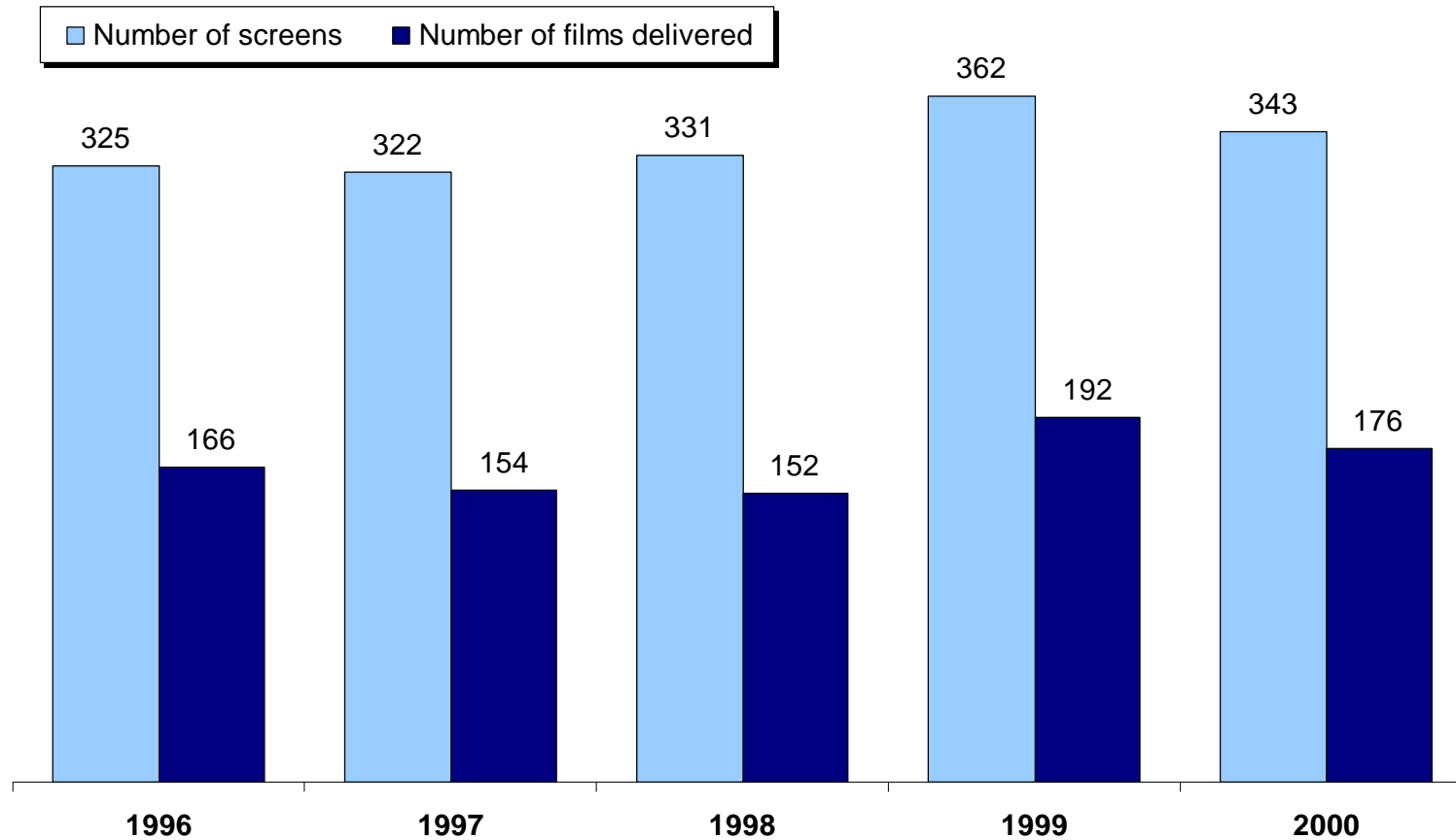

Cinema : Finland

5.1. General indicators

About Cinema Structure

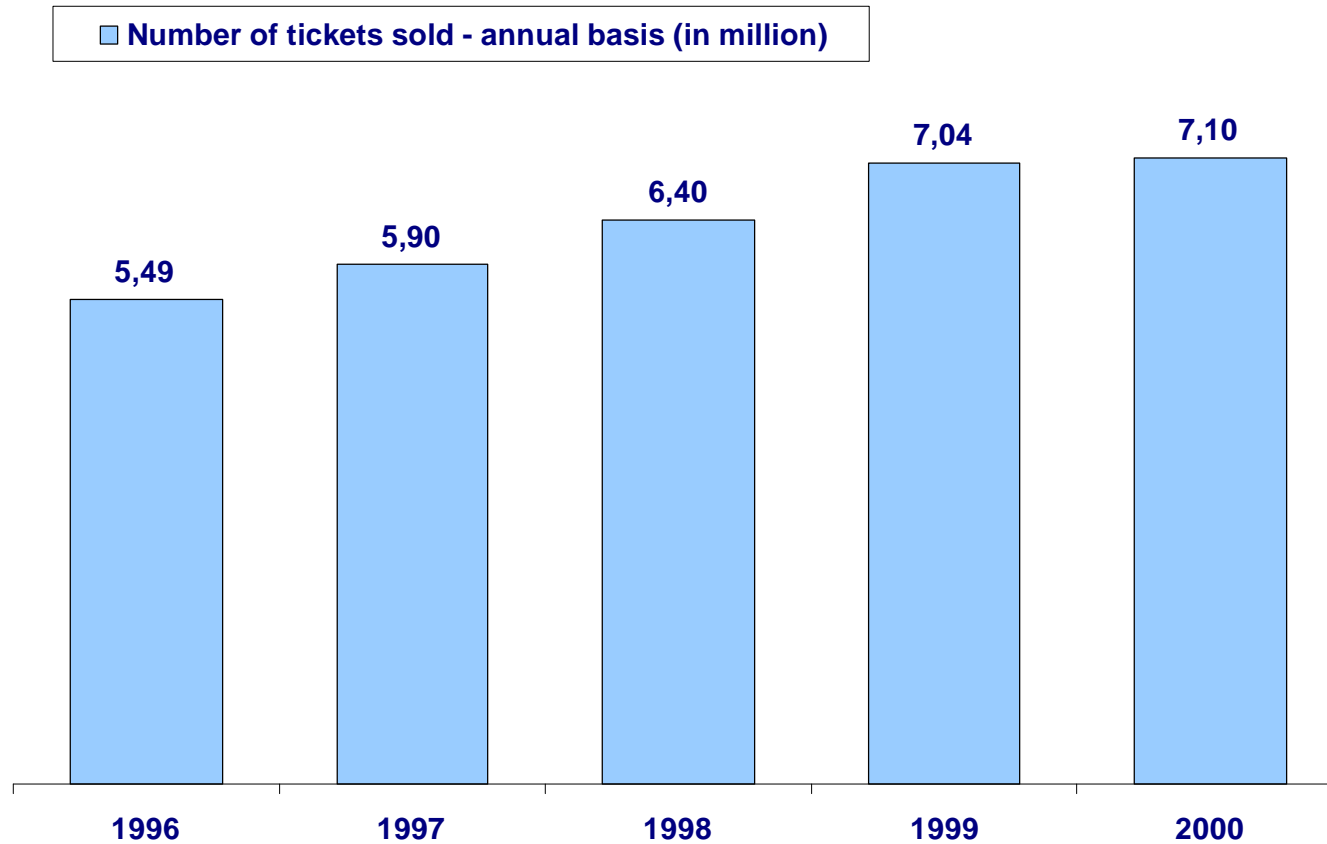


About Cinema Structure



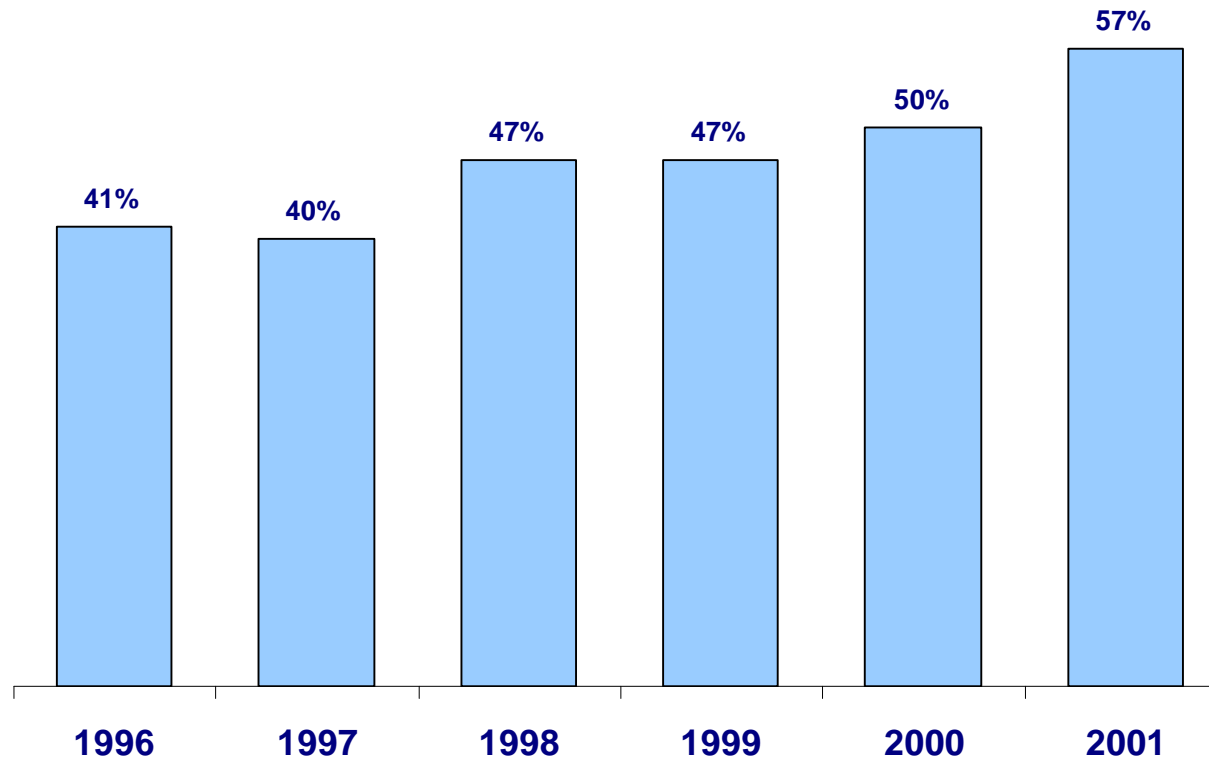
5.2. Audiences

About Audiences

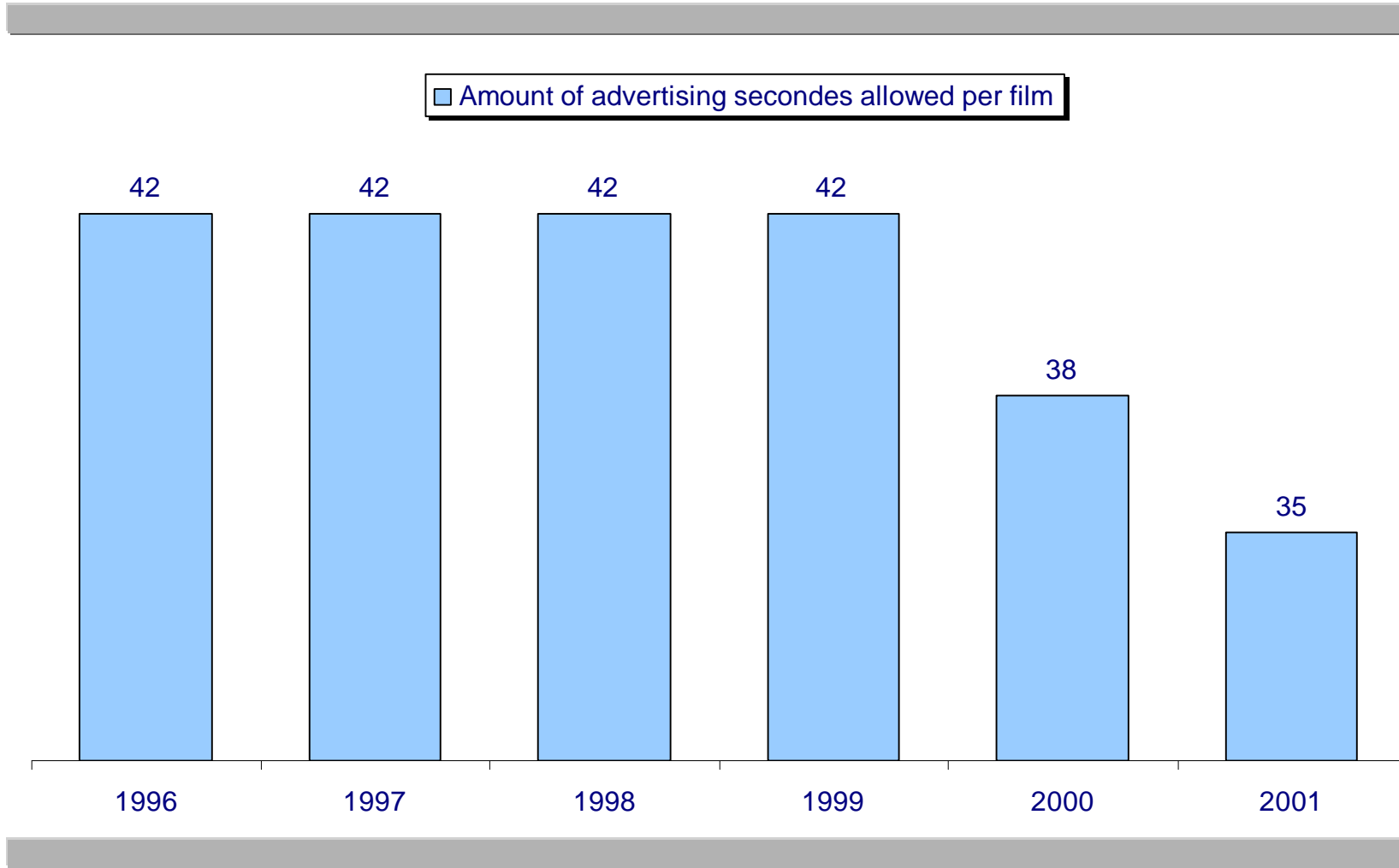


About Audiences

■ Average yearly reach*



About Audiences

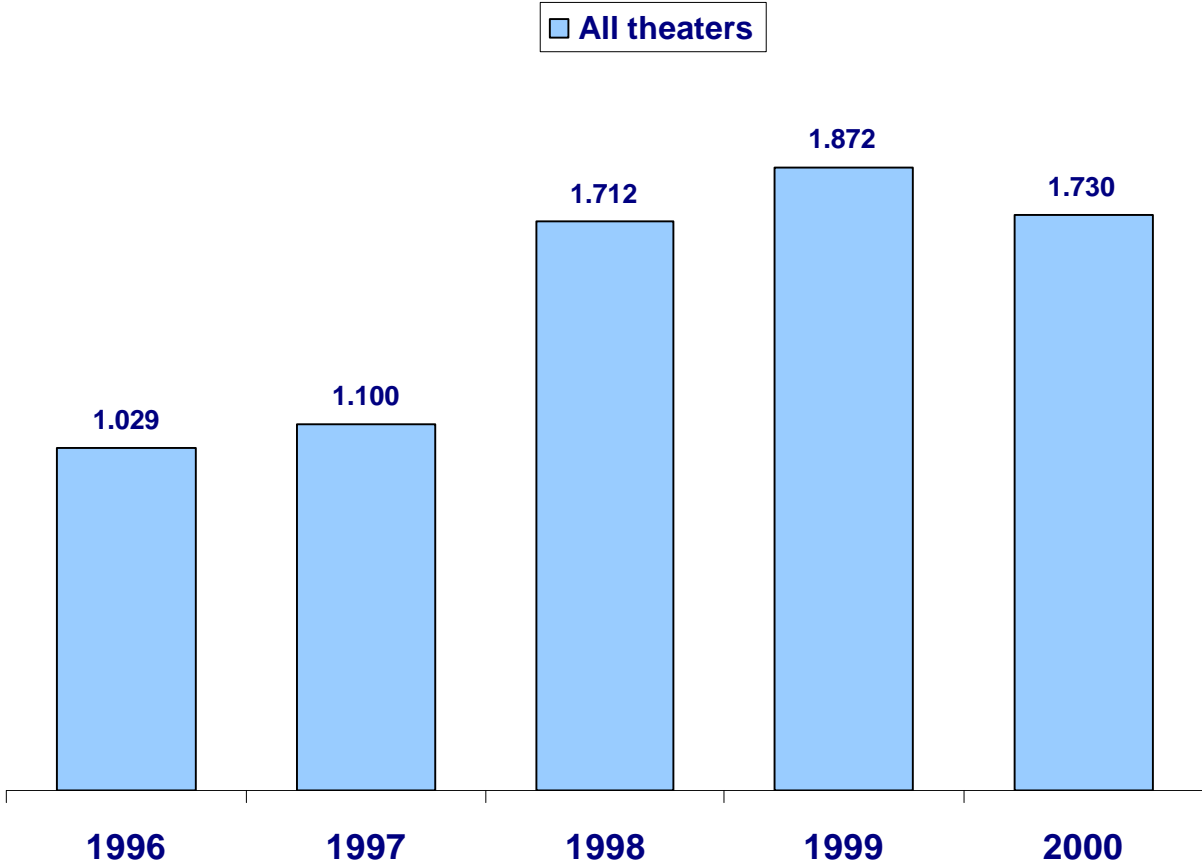


5.3. Commercial Offer in 2001

Sales houses	Owner	Status
RMB Finland	RMB International	Part of an International Group

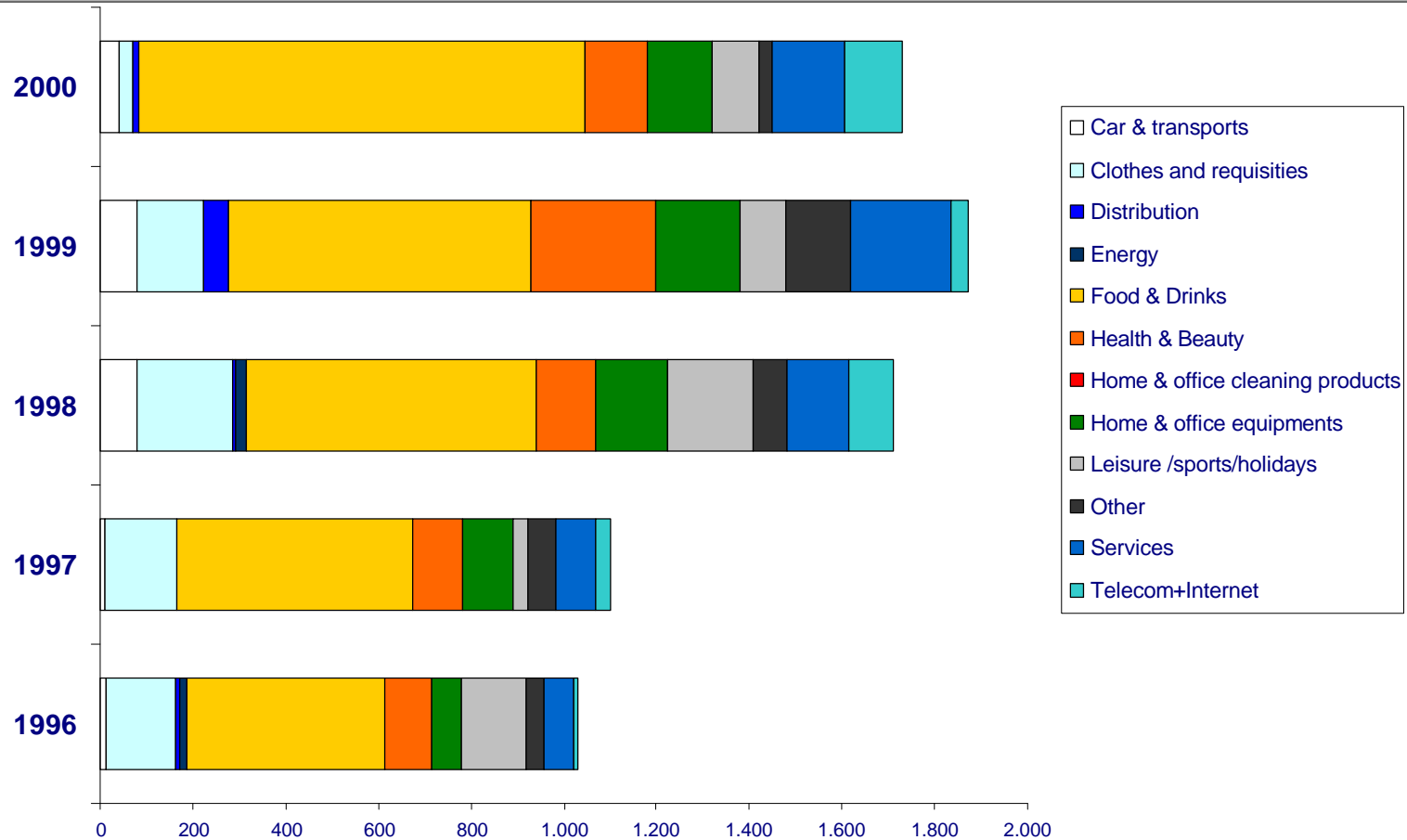
5.4. Media investments

Media Investments



Media Investments

(In Space Value - in 000 EURO)



Media Investments

Split by sector

	1996	1997	1998	1999	2000
All Cinema	1.029	1.100	1.712	1.872	1.730
Animals	N/A	N/A	N/A	N/A	N/A
Car & transports	13	11	81	78	42
Clothes and requisities	149	154	204	144	27
Distribution	9	0	7	56	14
Energy	16	0	23	0	0
Food & Drinks	427	509	627	649	962
Health & Beauty	100	108	127	272	134
Home & office cleaning products	0	0	0	0	0
Home & office equipments	66	107	155	181	140
Leisure /sports/holidays	138	32	186	97	102
Other	38	62	72	140	30
Services	66	85	134	218	155
Telecom+Internet	7	32	96	37	124
Tobacco	0	0	0	0	0

Media Investments

Split by sector

	1996	1997	1998	1999	2000
All Cinema	1.029	1.100	1.712	1.872	1.730
Animals	N/A	N/A	N/A	N/A	N/A
Car & transports	1,3%	1,0%	4,7%	4,2%	2,4%
Clothes and requisities	14,5%	14,0%	11,9%	7,7%	1,6%
Distribution	0,9%	0,0%	0,4%	3,0%	0,8%
Energy	1,6%	0,0%	1,3%	0,0%	0,0%
Food & Drinks	41,5%	46,3%	36,6%	34,7%	55,6%
Health & Beauty	9,7%	9,8%	7,4%	14,5%	7,7%
Home & office cleaning products	0,0%	0,0%	0,0%	0,0%	0,0%
Home & office equipments	6,4%	9,7%	9,1%	9,7%	8,1%
Leisure /sports/holidays	13,4%	2,9%	10,9%	5,2%	5,9%
Other	3,7%	5,6%	4,2%	7,5%	1,7%
Services	6,4%	7,7%	7,8%	11,6%	9,0%
Telecom+Internet	0,7%	2,9%	5,6%	2,0%	7,2%
Tobacco	0,0%	0,0%	0,0%	0,0%	0,0%