

About Outsell's Service for AP Members

Q. What is Outsell and why am I receiving reports from them?

A. Outsell is a market research and analysis firm specializing in the publishing and information industry. AP has been a customer of Outsell research and custom analysis since 2002, and that relationship has been tremendously valuable to AP's analysis and response to digital information trends. Both AP and Outsell felt strongly that a service distributed to AP members would help all better understand the challenges and opportunities ahead for the news industry.

Q. What am I getting?

A. You should be receiving short reports called "*Insights*" by e-mail several times a week from Outsell. These are brief analyses of breaking events written by Outsell's analysts. By default you were set up to receive *Insights* covering News, B2B Trade publishing, and Search. You can adjust those preferences as explained below in the question "Can I narrow down the topics?"

In addition, AP will e-mail PDFs of four detailed research reports about the News market over the year-long service, approximately one every 2 to 3 months.

The first research report was e-mailed to you by AP at the end of August. It was entitled "News Providers & Publishers: 2007 Final Market Size and Share Report." It looks at the size and growth of the top 50 news publishers, analyzes factors driving and inhibiting demand in the news segment, and provides recommendations for how news publishers can be successful in the current environment.

The other research reports you will receive during the year will be a Market Forecast report for the news industry looking at trends and challenges ahead, a News Users report examining changing preferences of news consumers (based on Outsell surveys of thousands of readers), and a Print-to-Digital report examining how top newspaper publishers are moving from print to digital operations.

Q. How much does this cost?

A. It costs you nothing. The Associated Press has contracted with Outsell to make these reports available to you for one year.

Q. How do I receive these reports and *Insights*?

A. The *Insights* are being e-mailed to you by Outsell. To ensure that these e-mails are not blocked by your spam filter, please add insights@mailers.outsellinc.com to your address book and/or safe senders list.

The research reports are e-mailed to you by AP. They are sent as PDF attachments. The first one was e-mailed to you in late August.

Q. I like the *Insights*, but some of them aren't relevant to me. Can I narrow down the topics?

A. Yes. Visit <http://www.outsellinc.com> and log in at the upper right. This will take you to a new page. At the top right of this page, click on the My Account link. Then click on the first bullet, "Update preferences and contact details." Scroll down to the "Update *Insights* Preferences" section. Check the topics that interest you, and uncheck any others. Remember to click the orange "Submit" button.

Q. What's my login information and password?

A. Outsell sent you an e-mail with this information a few weeks ago. If you did not receive it or have misplaced it, please contact Kim Everhart at keverhart@outsellinc.com.

Q. I get too much e-mail already. Can I stop the *Insights* e-mails and just read them on your website?

A. Yes. Please contact Kim Everhart at keverhart@outsellinc.com to unsubscribe from the e-mails, or you can click on the "unsubscribe" button at the bottom of an *Insights* e-mail that you have received.

To read Insights on the web: Visit <http://www.outsellinc.com> and log in on the upper right-hand side. Then click on the *Insights* link under My News and Databases.

Q. Can I read past *Insights* reports? How can I search *Insights*?

A. Visit <http://www.outsellinc.com> and log in at the upper right. Then click on the *Insights* link under My News and Databases. Once on the *Insights* page, use the navigation on the right-hand side to search, filter, and see the archives.

Q. I'd prefer that someone else at my company receive the reports – can I change my subscription to their name?

A. Yes. Please e-mail Tom Combellick at tcombellick@outsellinc.com and ask him to change your subscription to the new recipient's e-mail address.

Q. Can other people at my organization sign up to receive your e-mails?

A. If someone at your organization who is not receiving the reports would like to be added to the list for the first year, please contact Tom Combellick at tcombellick@outsellinc.com.

Q. Am I allowed to forward your *Insights* to other people?

A. You may forward them to other employees of your company during the first year. However, under the terms of the AP-Outsell agreement, you may not forward them to people in other organizations.

Q. Whom should I contact if I have additional questions?

A. If you have any questions about this service, please contact Tom Combellick at tcombellick@outsellinc.com or +1 408-323-8258.