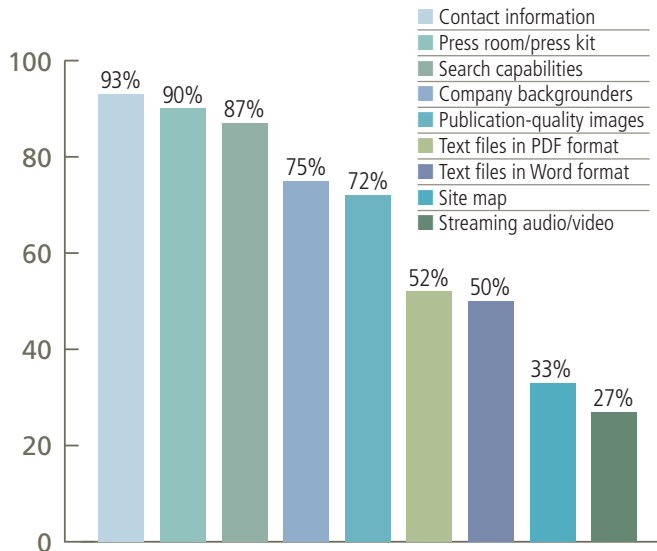


Site-seeing

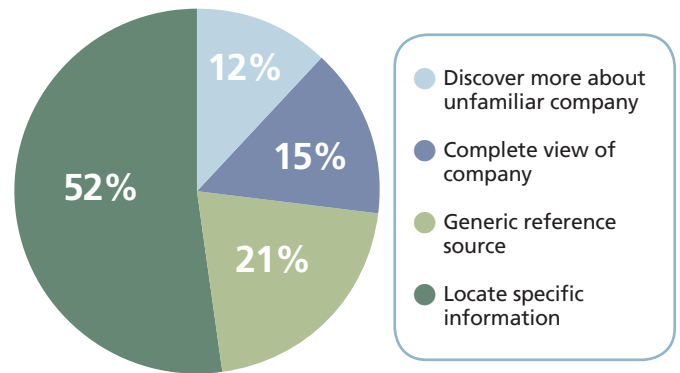
PR and marketing firm Arketi Group, which mainly consults b-to-b tech organizations, recently conducted a survey of b-to-b journalists to gain a better grasp of their Web use. The study, for which results were released June 15, looks at what makes a company's Web site most useful to them.



Source: 2009 Web Watch Media Survey, conducted by Arketi Group

Reporting prowess

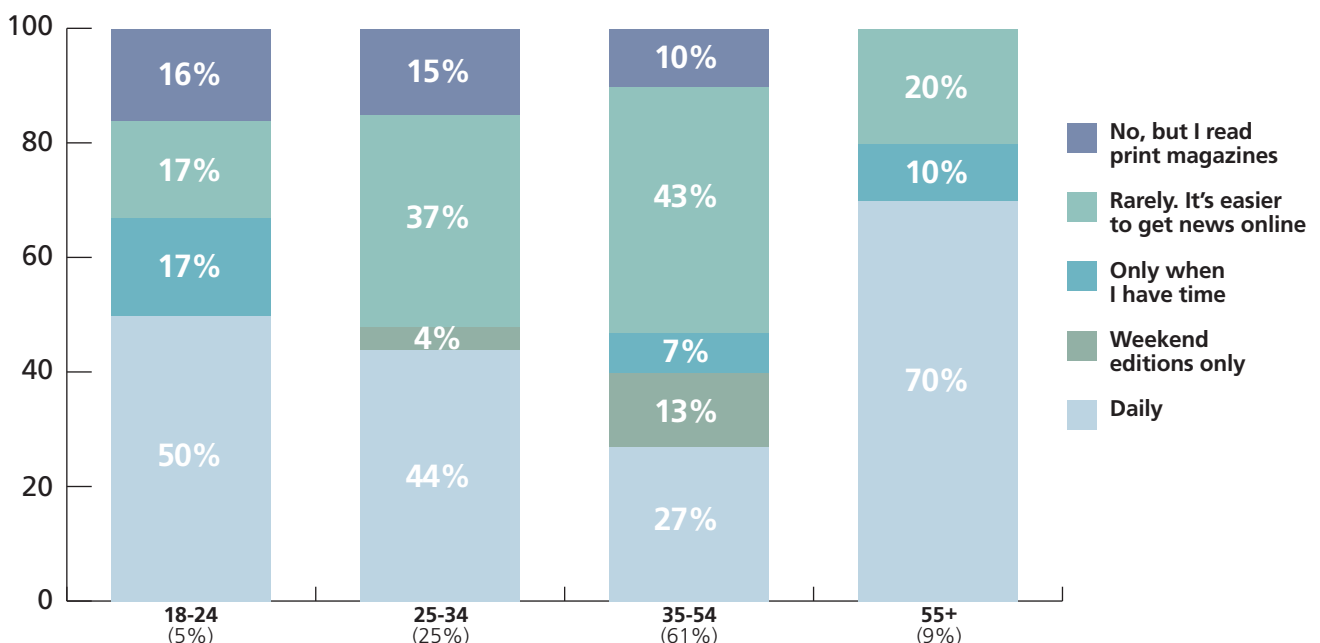
Black Sun, one of Europe's leading independent corporate reporting consultancies, surveyed 40 investment pros in the UK, Germany, and France. They included investors and advisers, all with a detailed understanding of corporate reporting tools. They were asked to identify how they use annual reports in their investment decisions.



Source: Return on Investment? – a study conducted by Black Sun

Read all about it

The Fortex Group, a PR and marketing firm that specializes in digital media, recently conducted a survey on LinkedIn of nearly 200 professionals in the media, tech, telecom, and marketing sectors. Respondents were simply asked if they still read print newspapers. Even when explored by age group, it would seem the demand for print media still exists.



Source: Study on "How Do Professionals Get News... Today," conducted by the Fortex Group