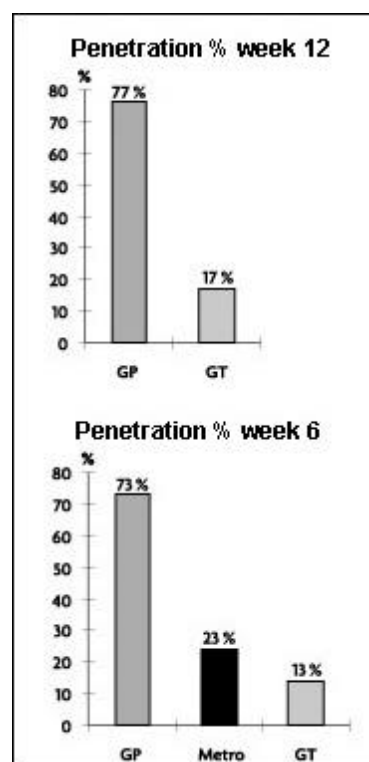


METRO INCREASES THE NEWSPAPER CONSUMPTION IN GOTHENBURG

Since its launch on 16 February the Gothenburg edition of the Metro newspaper has changed the newspaper-reading habits of the city's residents. According to an enquiry carried out by SIFO (the Swedish Institute of Public Opinion Research) there has been a rise in the total volume of newspaper reading; and almost one in three of the 120 000 people who read Metro every day do not read either of Gothenburg's other two dailies.

On commission from Metro, SIFO has been conducting an on-going enquiry into the degree of penetration reached by Metro and its competitors in Gothenburg. The study got under way on 3 February (with the Gothenburg edition of Metro making its inaugural appearance on 16 February); every week 260 randomly chosen inhabitants of the Greater Gothenburg area aged between 15 and 79 have been interviewed.



For further information, please visit www.mtg.se, or email info@mtg.se or contact:

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