

Distribution co-operation between Dagmar and TietoEnator

Dagmar and TietoEnator have signed a co-operation agreement on the distribution of the Media-avain ("The Media Key") service through TietoEnator's ePortti service interface. Media-avain completes the assembly of Marketing Services in ePortti.

ePortti is a portal developed by the Tietopalvelut (Information Services) Business Unit of TietoEnator Oyj. In ePortti the producers of contents and services can bring their services for distribution to users. The user can access all services at ePortti using a single sign-on and on the basis of a single agreement, irrespective of the producer of the service.

Dagmar's Media-avain is a tool for purchasing and planning of media advertising. There is basic information of 2400 Finnish advertising media. Media-avain contains information on publisher, contact information for editorial board and media sales, prices, dates of publication and material, technical information and material descriptions. Source of the information is Media Database maintained by Dagmar. Media-avain is updated daily by data from Media Database. Distribution via ePortti started in December 2002.

Mediaviestit (The "Media message") is issued weekly in the Internet and it is a part of Media-avain service. Mediaviestit provides you with background information on media field and research reports. Mediaviestit informs of price changes, terms of sale and special offers.

- ePortti provides a marketing, sales and distribution channel for Media-avain. As Media-avain now can be used also through ePortti, resources will be released for maintaining and developing of Media Database, states Raija-Liisa Ahlgren, Information Service Manager, Oy Dagmar Ab.

- Marketing Services and Media-avain will bring to ePortti new user groups such as advertising and media agencies, marketing planners and media advertising purchasers, states Riitta Salminen, Marketing Manager, TietoEnator Online Information Services.

Further information

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With 12,000 employees and annual net sales of EUR 1.1 billion, TietoEnator is a leading supplier of high value-added IT services in Europe. TietoEnator specialises in consulting, building and hosting its customers' business operations in the digital economy. The Group's services are based on a combination of deep industry-specific expertise and latest information technology.

www.tietoenator.com
www.eportti.com

Dagmar is the leading independent media agency in Finland with 115 employees. Dagmar specializes in consulting advertisers on marketing communications and target group behavior. Dagmar makes plans for marketing strategy, selects the best media for campaigns, provides background information and analyzes for marketing and makes research on results of marketing communications.

TIETOENATOR CORPORATION

DISTRIBUTION
Principal media