

FOR IMMEDIATE RELEASE

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## LEADING CHINESE-LANGUAGE PORTAL ATNEXT.COM ENTERS NEW PHASE IN ITS DEVELOPMENT

Next Media Limited today announced plans to further develop and enhance the content of its leading Hong Kong-based Chinese-language portal, atnext.com. From July 1, overseas users will pay a nominal subscription of approximately HK\$24 monthly to access the portal's online versions of popular consumer publications *Apple Daily*, *Easy Finder*, *Sudden Weekly* and *Eat & Travel Weekly*.

However, people in Hong Kong who log on via a local Internet Service Provider (ISP) will still be able to access these sites free of charge. In addition, access to atnext.com's eight other lifestyle sites covering topics such as soccer, travel, motoring and fortune telling, will remain free for all users.

The *Next* magazine site, which is also on the portal, is already available to both local and overseas users by subscription only. Overseas users who join the new subscription plan will be able to view the *Next* site without paying any additional charge. *Apple Racing*, another pay-to-view site on the portal, will maintain its existing separate subscription plan for all users.

Users will be notified of the subscription package via the portal and e-mail. Subscription fees will be HK\$144 for six months and HK\$268 for one year, payable by credit card or HK dollar cheque.

Making the announcement, Next Media Limited's CEO, Mr Pieter Schats, pointed out that the company is confident in taking this bold step in a period when the Internet industry faces uncertain times

"We believe our leadership position, with an average 4 ½ million page views per day and over 140,000 registered unique daily users, together with our dedication to providing quality online content, will allow atnext.com to move successfully into this new revenue stream.

"The subscription model lays the foundations for our plans to further enrich the portal's content, and provide an even more diverse range of news and lifestyle information

for the entire global online Chinese community. It also allows us to test overseas subscription interest without penalising local users and customers.”

Mr Schats added the subscription plan was unlikely to have an adverse effect on the portal's advertising revenues. The cumulative number of monthly ad impressions it receives has already passed the 150-million mark since its launch in November 2000.

Mr Stephen Moss, CEO of DoubleClick Media, which acts as exclusive global online sales representation to atnext.com commented:

“Establishing this new revenue stream from overseas subscriptions will enable atnext.com to continue investing in the quality of its leading editorial product. By keeping access to these sites free of charge for Hong Kong Internet users, atnext.com will also continue delivering a large and highly desirable audience to local advertisers.”

## **ABOUT ATNEXT.COM**

atnext.com is a Hong Kong-based Chinese-language portal owned by the publicly-listed Next Media Limited.

Launched in November 2000, the portal brings together the two websites of Next Media Limited - *Apple Daily* Online ([www.appledaily.com.hk](http://www.appledaily.com.hk)) and Next Media Interactive ([www.nextmedia.com](http://www.nextmedia.com)). *Apple Daily* Online is the online version of *Apple Daily*, Hong Kong's leading daily newspaper, which attracts millions of page views every day from Chinese communities in various locations all over the world.

In addition, the atnext portal also publishes a number of well-known consumer magazine titles: *Next Magazine*, *Easy Finder*, *Sudden Weekly* and *Eat & Travel Weekly* as well as hosting a variety of lifestyle websites. The portal is one of the most popular Chinese language sites in the World.

## **ABOUT DOUBLECLICK IN THE ASIA-PACIFIC REGION**

DoubleClick is the global leader in online advertising solutions. In the Asia Pacific region, DoubleClick's benchmark in the world's fastest-growing Internet market enables advertisers and Web publishers to maximise revenue from online advertising. In the Asia-Pacific region, DoubleClick operates two businesses: Media and TechSolutions. DoubleClick Media, a joint venture company in Asia between Asiacontent.com (NASDAQ: IASIA) and DoubleClick Inc. (NASDAQ: DCLK) enables advertisers and Web publishers to reach highly targeted and aggregated audiences on the 300 websites it represent in the Asia-Pacific region. DoubleClick TechSolutions provides comprehensive service and ad management tools including DART for Publishers, DART for Advertisers, and Adserver. With more than 250 staff across 12 offices in eight markets in the Asia-Pacific region, DoubleClick serves over 5 billion ad impressions per month from seven data centres in Hong Kong, China, Japan, Korea, Taiwan, Singapore and Australia.

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On behalf of Next Media Limited

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