



# International Guide to the Business and Financial Media

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## INTRODUCTION

This fifth annual international financial media guide by GFC/Net, the financial and corporate communications network linking leading independent PR consultancies, seeks to provide our clients with a detailed overview of the financial media across the major capital markets, as well as giving information on exchanges and financial markets disclosure rules.

GFC/Net's alternative approach to international PR, connecting specialist firms with concentrated expertise and local roots, informs this guide and the style of media relations counsel and execution we deliver.

We constantly strive to keep on top both of individual changes at publications and journalists' beats, and to understand the broader trends in the media. In particular, we analyse how the balance of "global" and "local" is shifting, and how it differs by geography and by industry or financial market segment. In addition we keep an eye on the evolution of media practices.

Some of our best work as a network has involved one of our agencies in the lead role advising a client on global co-ordination and on consistent international messages, but with other agencies giving guidance on how to localise the story and effectively influence national media with very customised approaches. While the web has transformed the speed with which stories can play out worldwide, we still come across too many cases where major companies misunderstand or underplay the importance of local media culture when communicating.

Each country's entry is contributed by GFC/Net's local agency, and the diversity of views expressed reflects the complexity and continuing diversity of the financial media. Some common themes do however come through. The financial crisis which defines most markets around the world, albeit with different degrees of severity, has put intense pressure on the financial media: in many markets titles or services have been shut down or curtailed. The surviving media are working with reduced headcount so time pressures on journalists remain substantial. While journalists' practices - in terms of face-to-face versus phone interviews, individual interviews versus press conferences, or desire for lunch or breakfast meetings - remain very diverse, it's the case everywhere that companies need to be more conscious that their story is sharp and compelling. This is underlined by the fact that in many markets the availability of space has shrunk considerably due to the fall-off in advertising. Today, more than ever, only a focused story, adequately tailored to the individual journalist and publication, will ensure the desired result.

The GFC/Net network hopes this guide will be of use to our clients and friends, apologises for any mistakes that have crept in, and would be delighted at any feedback or suggestions for improvements.