

Haymarket Media Group



haymarket® brands

GP

medeconomics

mims

**WIND
POWER**
MONTHLY

Cancer Therapy
Advisor

BrandRepublic

MediaWeek

campaign

MT
Management
Today

**MARKETING
M**

**PR
WEEK**

FourFourTwo

AUTOCAR

WHAT CAR?



PistonHeads

AUTOSPORT

Stuff

WHAT HI-FI?

The Haymarket logo consists of a dark blue rectangular background with a red vertical bar on the left side. The word "haymarket" is written in a white, lowercase, sans-serif font, with a registered trademark symbol (®) to the upper right of the 't'.

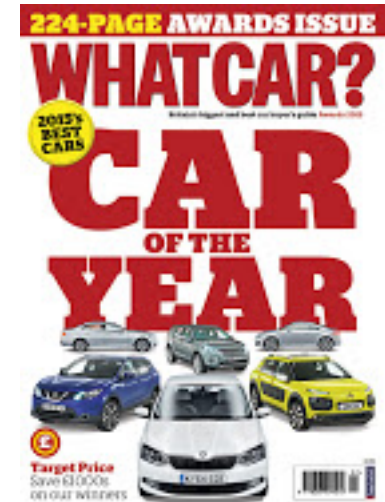
haymarket®

- Group turnover: £200m
- Employees: 1000 worldwide
- Offices: London, New York, Hong Kong, Singapore, Mumbai, Braunschweig
- 70 brands across the world

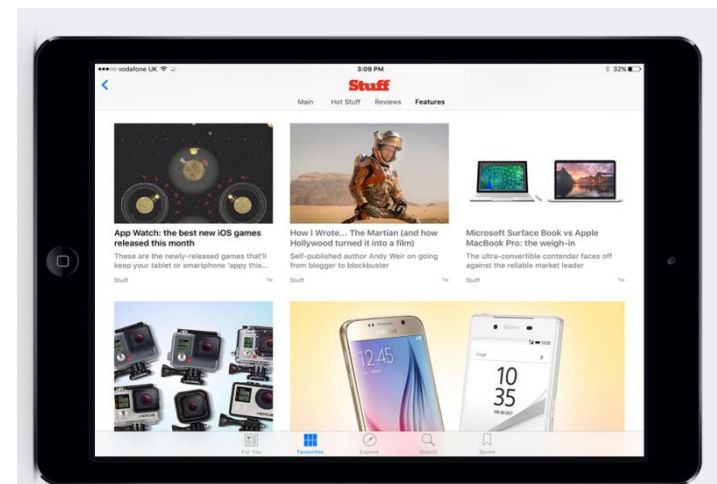


The biggest challenge

- 50-year history in magazines, but sales declining...
- Managing the transition to digital



This is a screenshot of the What Car? website. At the top, there is a navigation bar with links for Home, Reviews, True MPG, Advice, News, Awards, Used cars, Leasing deals, Free valuations, and Finance. Below this is a large advertisement for the All-New Renault Kadjar, featuring a red car and the text 'All-New Renault KADJAR 5.9% APR representative With £660 deposit contribution*'. The main content area has a search bar and a 'Car reviews' section. Under 'Car reviews', there are filters for 'Select make' and 'Select model', and a 'GO' button. Below the filters, there are radio buttons for 'New' and 'Used', and a 'Compare up to three cars' link. The main image shows a silver Renault Kadjar driving on a road. Below the image, there is a section titled 'Are you looking for a used 7-seater?' with the text 'Here's our pick of the best seven-seat MPVs and SUVs on the used market'. To the right of the main image, there is a 'Free car valuations' section with a form to enter a registration number, mileage, and condition. Below this, there is a 'Recommended for you' section.



Revenues



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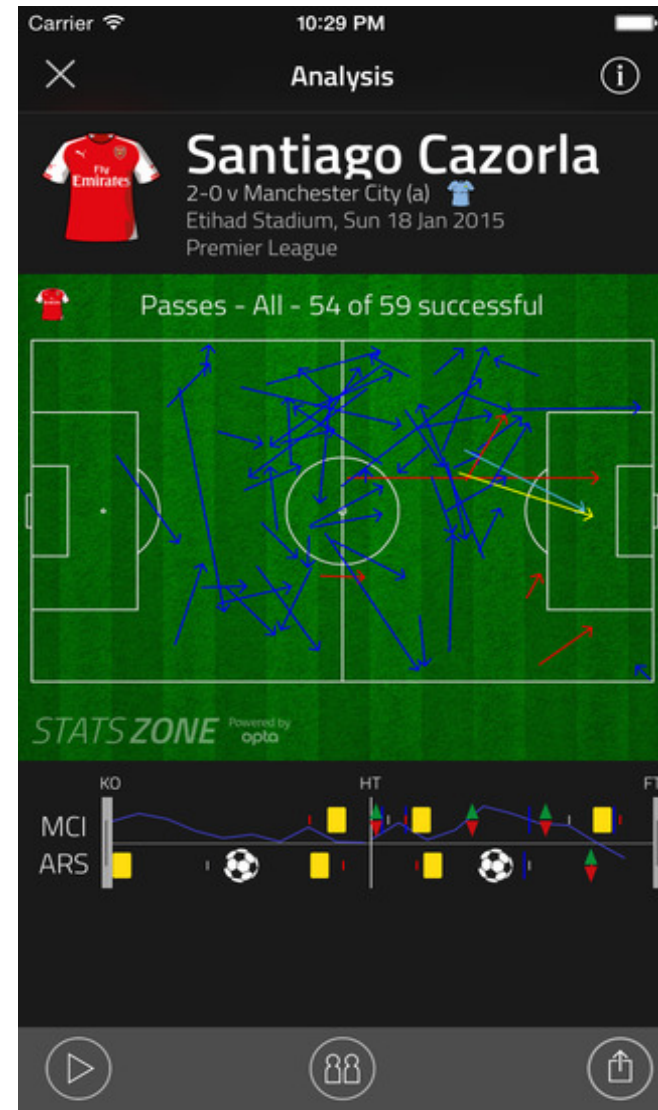


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How we innovate

- Cross-platform development
- Data collection – True MPG, medical, environment
- Online retail (What Hi-Fi?)
- User reviews (BazaarVoice)
- App Factory/Apple News (Autosport, FourFourTwo, Stuff)



Multiple platforms

- We have migrated our consumer websites to a single web platform (Drupal 7)
- All sites are now responsive so optimised for mobile = 28% of traffic
- App development is still a challenge – need to outsource (StatsZone)



Data collection

- How can we use our data for wider purposes?
- Motoring – True MPG, car buying habits, finance
- Consumer electronics - feedback from retail solution/price comparison/user reviews (citizen journalism)
- Medical data – we have comprehensive data on doctors in the UK through GP, healthcare and pharmaceutical data in USA
- Environment – green energy (Wind Power Monthly)

What Car? - True MPG

What Car? and Tesco:
helping you with the cost of motoring

WHATCAR? **TESCO** Petrol Filling Station



[← Back to What Car?](#)

[MPG calculator](#)

[How we do it](#)

[Fuel saving tips](#)

[Find filling station](#)

True MPG calculator
Select your car

Select Make

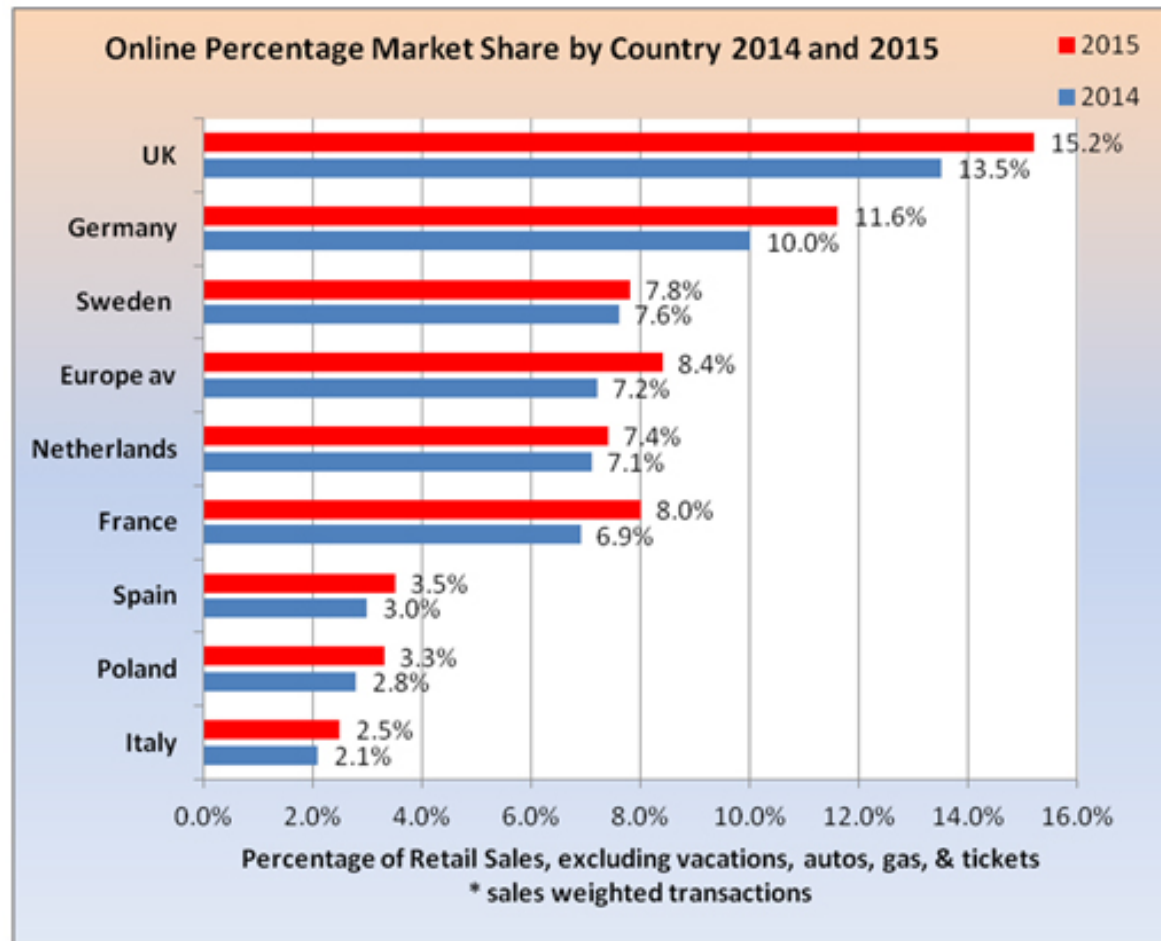


**What will your
next car really
do to the gallon?**

True emissions?








Online retail sales growth



Retail solution

How do we expand retail internationally?

WHAT HI*FI?				
Reviews ▾ News ▾ Best Buys Awards Forums More ▾ Search				
Retailer	Product	Information	Price	
	samsung ue40ju7000	Free delivery from the UK's premium AV Retailer	£849	Go to retailer
	samsung ue40ju7000	New, used, refurbished and collectable products at great prices, safely and securely from third parties, at Amazon.co.uk.	£834.95	Go to retailer
	samsung ue40ju7000	Reserve from our large range of great value products online & collect in store or shop online 24/7 at Currys, number 1 for electricals	£849	Go to retailer
	samsung ue40ju7000	Free Delivery on orders over £50. 5 Year Guarantee on TVs and 2 Year Guarantee on Electricals. Free Next Day Click and Collect from John Lewis and selected Waitrose.	£849	Go to retailer
	samsung ue40ju7000		£984.57	Go to retailer

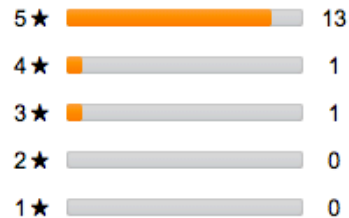
User reviews

Reviews

Write a review

Rating Snapshot

Select a row below to filter reviews.



Average Customer Ratings



Most Helpful Favorable Review

★★★★★ Approved Reviewer
[adventuresinsound](#) · a year ago

Epic sounding one-box wireless hi-fi

Mu-so blew me away in the demo room, it's distinctly clearer than anything else I've heard. It's dee... [Show Full Review](#)

28 of 29 people found this helpful

Most Helpful Critical Review

★★★★☆ Top 10 Contributor
[24bit7](#) · 6 months ago

A little too much white noise

We we're hoping to use the Mu-So as a 2nd unit in the bedroom but I would often find myself having t... [Show Full Review](#)

12 of 15 people found this helpful

User reviews

- 5000 expert reviews on whathifi.com
- 1100 user reviews since July 2014, and growing
- Joined forces with BazaarVoice in the US to develop user review strategy
- Allows us to complement our own reviews
- Useful data from product owners



What's next?

- We are teaming up with a private healthcare company to look at ways of developing products and services to help patients and doctors better manage their health (wearable tech)



Future ideas

- Develop a fee app/website to promote citizen journalism, handling copyright, integration with major news outlet APIs, payment etc
- Big data: huge potential in medical (but serious privacy issues) – health management, database of prescribed drugs
- International expansion of retail solution
- Future app development (online shopping)
- White-label user review solution