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BUSINESS MEDIA- & ECONOMIC JOURNALISTS RANKING 2010

Gunnar Örn tops among Swedish business journalists

Top ranked journalists

Among individual journalists macro economist analyst Gunnar Örn, Dagens Industri gets the highest score, in front of Sophie Nachemson-Ekwall. Dagens Industri. Andreas Cervenka, Svenska Dagbladet is second runner up in a real tight race. Björn Wilke and Peter Benson are also close in the top on place 4 and 5.

Journalists:

Rank	Journalists	Score
1	Gunnar Örn, Dagens Industri	120
2	Sophie Nachemson-Ekwall, Dagens Industri	111
3	Andreas Cervenka, Svenska Dagbladet	109
4	Björn Wilke, Dagens Industri	104
5	Peter Benson, Dagens Industri	95
6	Patricia Hedelius, Dagens Nyheter	60
7	Torbjörn Isacson, E24	55
8	Johan Schück, Dagens Nyheter	44
9	Per Lindvall, E24	43
10	Tomas Linnala, E24	35
11	Anna Ekelund, Affärsvärlden	29
11	Birgitta Forsberg, Affärsvärlden	29

Top ranked economic commentator

New this year is the category Best Economic Commentator, both Macro and Financial markets. Robert Bergqvist from SEB gets 25 % of the votes and Jan Häggström Handelsbanken gets 15 %.

Top ranked media

In the Daily business press category Dagens Industri beats Svenska Dagbladet in a rather close race, 51 % vs 39%. Best Business Magazine was as usual an easy race for Affärsvärlden receiving 68 % of all votes.

Ekonomiekot from the Swedish Public Broadcasting company SR won the broadcasting media contest with 37 % before A-ekonomi, part of the news programme Aktuellt in the Swedish Television with 34 %. TV4 Ekonominyheterna scored 16 %.

Di.se beats E24 in the category Internet media 41% vs 32 %, leaving 11 % to affarsvarlden.se and 7 % to realtid.se. The news agency Direkt beats Bloomberg with 49 % vs 30 %.

The Financial Times wins the foreign press class like every year getting 74% of the votes. In the grand class of “Best in economic reporting all categories” FT beat Dagens Industri with 31 % vs 22 %.

Category of media	Winner	Share, %
DAILY PRESS	Dagens Industri	51%
MAGAZINE, TRADE PRESS	Affärsvärlden	68 %
NEWS AGENCIES	Nyhetsbyrån Direkt	49 %
RADIO & TV	Ekonomiekot	37 %
INTERNET	www.di.se	41 %
FOREIGN MEDIA	Financial Times	74 %
MEDIA – ALL CATEGORIES	Financial Times	31%

The ranking is based on 177 responses from CEOs, analysts, investors and information and IR officers. They gave votes on the five best journalists and voted for best media in seven categories.

The survey was made for the fourteenth year, by the communication consultancy Hallvarsson & Halvarsson in cooperation with Svensk Image.

The Awards was delivered at a ceremony today at Operaterrassen arranged by financialhearings.com

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