



News release

24 August 2004

### **Waymaker benefits the most from continued fall in RNS's share of the regulatory news market**

In its latest six-monthly survey of the regulatory news market, Knowledge Technology Solutions PLC (KTS) exposes the continued reduction in popularity of the London Stock Exchange's Regulatory News Service (RNS). Between February and August 2004, 71.05% of the 89,189 regulatory news announcements issued were distributed by RNS compared to 73.78% in the previous six months. KTS's regular survey shows that RNS's share has steadily fallen since the market was opened up to other primary information providers (PIPs) in April 2002.

In June, Waymaker merged with Romeike Media Intelligence (another subsidiary of its parent company Sweden-based Observer AB group) which did not have a regulatory news service. The combined business, which has retained the Romeike name, was the biggest beneficiary of RNS's decreased market share over the last six months. Its portion of the regulatory news market has leapt from 5.59% to 8.31% during the period which builds on its 0.86% increase in the previous six months following a reduction of its charges for news and results announcements.

PR Newswire has the second biggest share of the market but there is still a significant gap to the market leader, the London Stock Exchange's RNS service. In the last six months it has handled 11.84% of regulatory news announcements, a fairly modest increase on its 11.12% share in the six months before. The only other PIP to grow its slice of the regulatory news market was Hugin which controls a lowly 0.69%, up from 0.56% in February.

Other than RNS, BusinessWire was the only PIP to see its share of the market fall between February and August. It dropped from 8.56% to 7.72%. PIMS, the smallest PIP by volume of announcements distributed maintained its 0.39% segment of the market.

The source of KTS's data is its UK live financial news and data service, QuoteTerminal, which carries comprehensive regulatory news from all PIPs.

**Dr Marc Pinter-Krainer, Chief Executive of KTS, said:**

“Unsurprisingly RNS's large market share has continued to fall but it is still the out and out market leader by volume of announcements distributed. Perhaps more interestingly, Romeike has overtaken BusinessWire to become the third largest PIP and, if it continues to expand at the same rate, it may well threaten PRNewswire's place as number two in the market.”

**Current PIPs market share**

<b>Service</b>	<b>Current share (%) August 2004</b>
RNS	71.05
PRNewswire	11.84
Romeike (formerly Waymaker)	8.31
BusinessWire	7.72
PIMS	0.39
Hugin	0.69

Table 1: PIPs market share from 22<sup>nd</sup> February 2004 to 21<sup>st</sup> August 2004  
Source: QuoteTerminal (<http://www.quoteterminal.com>)

On 15<sup>th</sup> April 2002, RNS ceased to be the sole outlet for company regulatory announcements. PR Newswire, BusinessWire, PIMS, and Newslink introduced their competing services on 15<sup>th</sup> April of that same year. Hugin and Waymaker implemented their services on 29<sup>th</sup> April 2002. However, Newslink's service has been suspended since June 2003.

The PIPs charge either per announcement made (with an upper limit to the annual price charged), or they have an annual fee (please refer to Table 2 on the following page).

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## Notes to editors

**Table 2: Price comparison of regulatory information services as at 20<sup>th</sup> August 2004**

<b>Name</b>	<b>Business Wire</b>	<b>Hugin</b>	<b>PIMS</b>	<b>PR Newswire</b>	<b>RNS</b>	<b>Romeike (formerly Waymaker)</b>
<b>Annual fee</b>	£80	None	None	None	None	None
<b>Capped annual charge</b>	£2300* (annual contract)	£3500**** (£2000) (annual contract )	£4000** (£1750)	£3000** (£1950)	£5000** (£2500)	£1000
<b>Ad hoc results</b>	£295	£200	£99***	£100	£220*****	£10
<b>Ad hoc announcements</b>	£40	£150	£99***	£100	£150*****	£10
<b>Ad hoc forms</b>	£20	£50	£20	£20	£50	£10
<b>Input format</b>	Word/Excel	Word/Excel	Word/Excel	Word/Excel/HTML	HTML/Word	Word
<b>Automated input interface</b>	Web	Web	Email & Web	Web	Web	Web
<b>Hard copy input</b>	No extra charge	Not available	Charges apply	Not available	Charges apply	Charges apply
<b>Input availability</b>	24hrs/7 days	24hrs/7 days	24hrs/7 days	24hrs/7 day	24hrs/7 days	24hrs/7 days
<b>Input availability to SIPS</b>	7am-6.30pm Mon-Fri	24hrs/7 days	24hrs/7 days	7am-6.30pm Mon-Fri	24hrs Sun-Fri	24hrs/7 days
<b>Helpline</b>	24hrs/7 days	6am-8pm Mon-Fri*****	24hrs/7 days	6am – 8pm Mon-Fri*****	24hrs/7 days	24hrs/7 days

- \* If customers sign up for an annual contract the annual fee is waived
- \*\* Figure in brackets is reduced rate for Investment Trusts
- \*\*\* or £30 for first 400 words and £8 per additional 100 words whichever is less
- \*\*\*\* Figure in brackets is reduced rate for financial institutions
- \*\*\*\*\* for up to 400 words, then £45 for each additional 100 words
- \*\*\*\*\* Service outside these hours if required

## **About Knowledge Technology Solutions PLC**

Knowledge Technology Solutions PLC is a technology and software solutions company listed on the Alternative Investment Market of the London Stock Exchange (ticker symbol: KTS).

Utilising its proprietary advanced technologies, KTS focuses on developing and providing real-time thin-client market data services to the financial marketplace by delivering essential market data and news via more cost-effective communications channels.

KTS differentiates itself from other leading information providers as its services are technology driven. They are designed to run on standard PCs and laptops without the need for any installation of dedicated hardware, software or infrastructure, as the application runs on the server side on powerful clusters of highly resilient and secure servers. Financial professionals can log on to KTS's services by using a standard Internet connection from any geographical location. KTS's "zero-client" application service technologies offer its clients unprecedented benefits including significant cost savings in the areas of support and maintenance of any market data infrastructure and user data, as no client-side components are required and upgrades are automatic.