



**24 February 2002**

**PR Newswire loses market share to smaller PIP rivals,  
finds latest quarterly survey by Knowledge Technology Solutions PLC**

PR Newswire, the biggest competitor to the London Stock Exchange's Regulatory News Service (RNS), has seen its share of the market for company regulatory announcements fall by over 1.5% in the last three months. This is the largest change in market share of any of the primary information providers (PIPs), according to the fourth survey of the PIPs market by live financial data technology company Knowledge Technology Solutions PLC (KTS).

The survey also found that RNS has remained the clear market leader. It carried 83.5% of the 43,271 company announcements issued between November 2002 and February 2003. Since KTS started surveying the PIP market in May 2002, a month after it was liberalised, RNS has lost only 1.47% to its rivals (84.96 to 83.49%).

The survey found that the other five PIPs shared just over 7% of the market between them. Waymaker led share with 3.6%, Business Wire followed with 2%, PIMS had 0.7% and Hugin and Newslink around 0.5% each.

A number of the PIPs are introducing price changes this year. PR Newswire will offer all new clients the option of paying a flat-rate annual subscription or a pay as you go service. From 7th April RNS is dropping its annual administration fee. However, it is also increasing the charge for issuing company results' statements from £150 to £220 per announcement. Hugin, which had the lowest market share, has also increased its annual charges.

KTS monitored regulatory announcements on its live financial information product QuoteTerminal™ to identify how many were made using each of the PIPs.

Dr Marc Pinter-Krainer, the chief executive of KTS, said:

*"Although RNS's market share is continuing to fall slowly, it still remains the dominant player. And its leading position is strengthened since its main competitor, PR Newswire, has lost market share. Our most recent survey shows that the other five PIPs all benefited from the falls experienced by RNS and PR Newswire. But, it's clearly going to take a long time, if ever, before the other PIPs threaten RNS's market leading position."*

Service	Current share (%) February 2003	Previous share (%) November 2002	Change (+/-%)
RNS	83.49	83.75	-0.26
PRNewswire	9.33	10.91	-1.58
PIMS Wire	0.66	0.64	+0.02
Business Wire	1.99	1.29	+0.70
Newslink	0.49	0.40	-0.09
Waymaker	3.57	2.57	+1.00
Hugin	0.47	0.44	+0.03

*Table 1: Percentage change in PIPs market share from 20th November 2002 to 20th February 2003.*

*Source: QuoteTerminal (<http://www.quoteterminal.com>)*

On 15th April 2002, RNS ceased to be the only outlet for company regulatory announcements. PR Newswire, BusinessWire, PIMS, and Newslink introduced their competing services on 15th April. Hugin and Waymaker started their services on 29th April. 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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## Note to editors

**Table 2: Price comparison of regulatory information services as at 21<sup>st</sup> February**

Name	Business Wire	Hugin	Newslink	PIMS	PR Newswire	RNS	Waymaker
<b>Annual fee</b>	£80	£1300/£2000 <sup>5</sup>	None	None	None	£100	None
<b>Capped annual charge</b>	£2300 <sup>1</sup>	N/A	£3000/2000 <sup>2</sup>	£4000 (£1750) <sup>3</sup>	£3000 (£1950) <sup>3</sup>	£5000 (£2500) <sup>3</sup>	£2300 (£1500) <sup>3</sup>
<b>Ad hoc results</b>	£295	N/A	£95/125 <sup>2</sup>	£99 <sup>4</sup>	£100	£150	£10 per page
<b>Ad hoc announcements</b>	£40	N/A	£20/15 <sup>2</sup>	£99 <sup>4</sup>	£100	£150	£10 per page
<b>Ad hoc forms</b>	£20	N/A	£20/15 <sup>2</sup>	£20	£20	£50	£10 per page
<b>Input format</b>	Word/Excel	Word/Excel	Word/Excel	Word/Excel	Word/Excel/HTML	HTML	Word/PDF
<b>Automated input interface</b>	Web	Web	Web	Email & Web	Web	Web	Web
<b>Hard copy input</b>	No extra charge	Not available	Charges apply	Charges apply	No extra charge	Charges apply	Charges may apply
<b>Input availability</b>	24hrs/7 days	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 M-F	24hrs/7 days	24hrs/7 days	24hrs/7 days	7am-6.30pm M-F	7am-6.30pm M-F	24hrs/7 days
<b>Helpline</b>	24hrs/7 days	24hrs/7 days	24hrs/7 days	24hrs/7 days	18hrs M-F – service outside these hours if required	24hrs/7 days	24hrs/7 days

<sup>1</sup> Terms and conditions apply

<sup>2</sup> Two rates apply for FTSE350 companies and others

<sup>3</sup> Figure in brackets is reduced rate for Investment Trusts

<sup>4</sup> Or £30 for first 400 words and £8 per additional 100 words, whichever is less

<sup>5</sup> £1300 for less than 15 announcements per year or £2000 for unlimited announcements

## **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 (AIM: KTS). Utilising its proprietary technology, KTS focuses on developing and licensing software solutions related to real-time information processing. The Group's information technologies aggregate, analyse and process live data and deliver the enhanced information as organised knowledge in real time, tailored to customer requirements, via the Internet and wireless platforms. This delivery mechanism offers organisations a cost-effective communications infrastructure and enables users to speedily connect to and instantaneously interact with live information from any location at any time.

KTS provides real-time market data solutions to market professionals via its financial information products which deliver essential real-time financial information from leading data providers at a low cost point.

KTS is the holding company for Cognita Technologies Limited, owner of the Group's IPR, and Sharepages.com Limited, an online publisher of financial information.

([www.ktsplc.com](http://www.ktsplc.com))

## **About QuoteTerminal**

QuoteTerminal is the company's real-time financial information system which offers a fast continuous stream of essential UK market data, analytics, news and research for equities, fixed income, foreign exchange and derivatives, seamlessly integrated into a single complete package. Premium data is provided by leading information providers such as Standard & Poor's ComStock, Dow Jones Newswires, RNS and AFX News. By utilising proprietary technology and the Internet, financial professionals can immediately monitor and interpret live market activity via a more cost-effective channel.

([www.quoteterminal.com](http://www.quoteterminal.com)).