

Keynote Customer Experience Rankings

ONLINE NEWS

September 2007

CE Rankings Methodology: Sites & Sample

SITES EVALUATED:

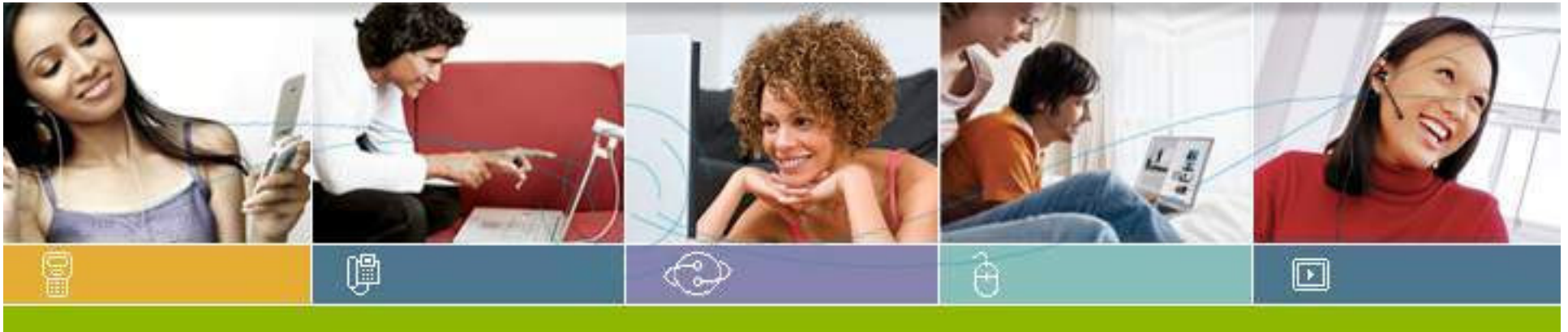
- AOL News
- CNN
- Fox News
- Google News
- MSNBC
- Newsvine.com
- USAToday
- Yahoo! News

SAMPLE:

- **8** evaluations; **3200** panelists total
- **400** per site; US online adults 18+
- Use the internet as a source for news on a regular basis

TIMING:

- **Evaluation period: September 6 – 19, 2007**
- Next study delivered: Fall 2008




Overview of Results

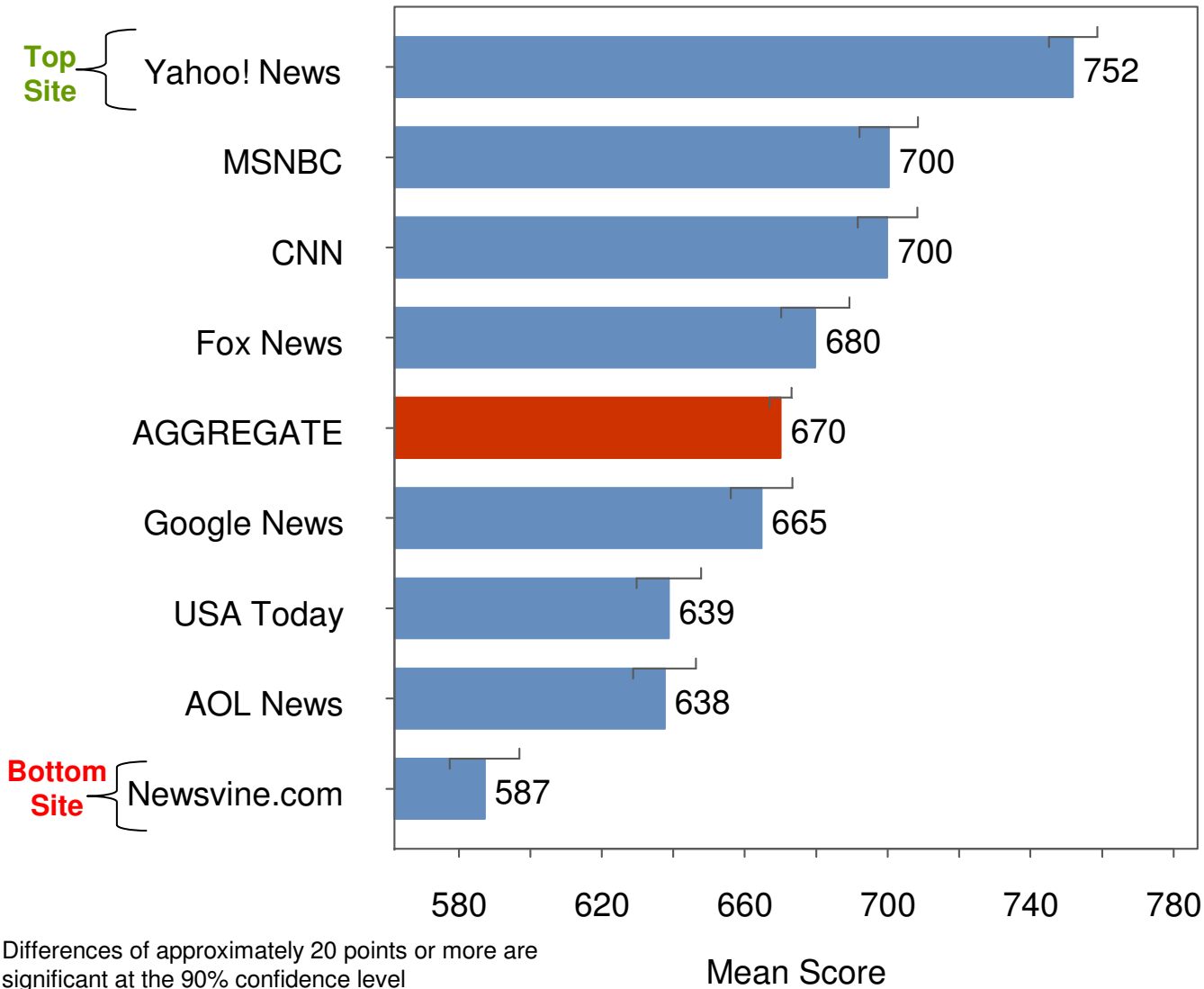
- Overall CE Index
- Brand Impact Index
- Conversion Impact Index
- Customer Satisfaction Index

Index Rankings Summary

RANK	Overall CE Index	Brand Impact Index	Conversion Impact	Customer Satisfaction Index
1	Yahoo! News	Yahoo! News	Yahoo! News	Yahoo! News
2	MSNBC	CNN	MSNBC	MSNBC
3	CNN	MSNBC	CNN	CNN
4	Fox News	Fox News	Fox News	Fox News
5	Google News	Google News	Google News	Google News
6	USA Today	USA Today	USA Today	AOL News
7	AOL News	AOL News	AOL News	USA Today
8	Newsvine.com	Newsvine.com	Newsvine.com	Newsvine.com

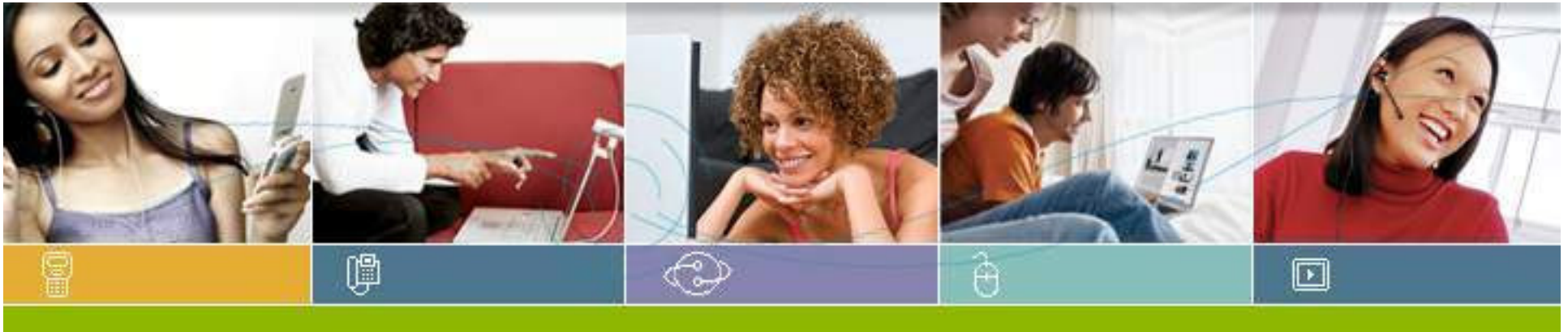
 = Indicates the statistical top tier sites

Overall CE Index



Keynote Overall CE Index comprises three indices:


- Brand Impact
- Conversion Impact
- Customer Satisfaction



Drivers, Best Practices, and Opportunities


Business Impact Drivers

TOP IMPACT DRIVERS	BRAND IMPACT	CONVERSION IMPACT
	Correlation to Brand Impact Index	Correlation to Conversion Impact Index
1. News Content Satisfaction	■ ■ ■ ■	■ ■ ■ ■
2. Organization and Navigation	■ ■ ■	■ ■ ■ ■
3. Search Satisfaction	■ ■ ■	■
4. News Credibility	■ ■	■ ■ ■
5. Visual Appeal	■ ■	■ ■
6. News Video Satisfaction	■ ■	■ ■
7. Feature Satisfaction	■	■
8. Perceived Site Performance	■	■

 = The highest partial correlation of driver to index


Driver Rankings (1 of 2)

RANK	News Content Satisfaction	Organization and Navigation	Search Satisfaction	News Credibility
1	Yahoo! News	Yahoo! News	Yahoo! News	Yahoo! News
2	MSNBC	CNN	MSNBC	CNN
3	CNN	MSNBC	Google News	MSNBC
4	Google News	Fox News	CNN	Google News
5	Fox News	Google News	Fox News	Fox News
6	USA Today	AOL News	AOL News	USA Today
7	AOL News	USA Today	USA Today	AOL News
8	Newsvine.com	Newsvine.com	Newsvine.com	Newsvine.com

 = Indicates the statistical top tier sites

Driver Rankings (2 of 2)

RANK	Visual Appeal	News Video Satisfaction	Feature Satisfaction	Perceived Site Performance
1	Yahoo! News	Yahoo! News	Yahoo! News	Yahoo! News
2	MSNBC	MSNBC	Newsvine.com	Google News
3	CNN	CNN	AOL News	CNN
4	USA Today	Fox News	CNN	MSNBC
5	Fox News	USA Today	MSNBC	Fox News
6	Google News	AOL News	Fox News	Newsvine.com
7	AOL News	Google News	USA Today	AOL News
8	Newsvine.com	Newsvine.com	Google News	USA Today

 = Indicates the statistical top tier sites