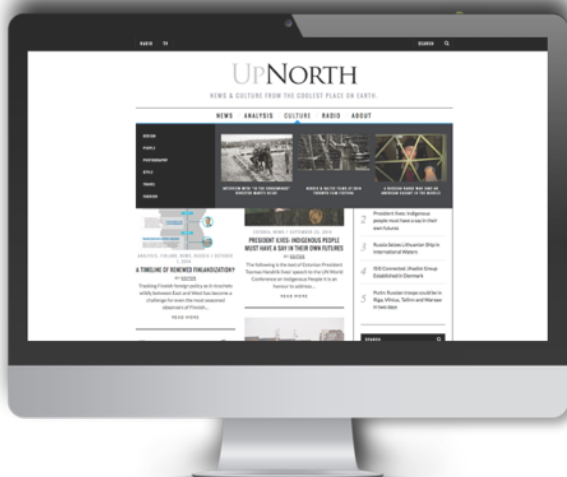




UPNORTH

NEWS & CULTURE FROM THE COOLEST PLACE ON EARTH



“VERY IMPRESSIVE . . .”

– ANNE APPLEBAUM

WHAT IS UPNORTH?

UpNorth is a new cross-media, **English language** online **media platform** for Nordic and Baltic Sea news, analysis, culture and perspectives on regional and international issues to a regional and global audience in a common language.

Much like other international online channels, *Russia Today*, *Al Jazeera*, *BBC* and cutting edge media such as *Vice* and *Monocle*, *UpNorth* delivers a unique Nordic and Baltic look at issues and creates both a **local and global platform for regional issues** that would otherwise be limited in geographic area, context and audience.

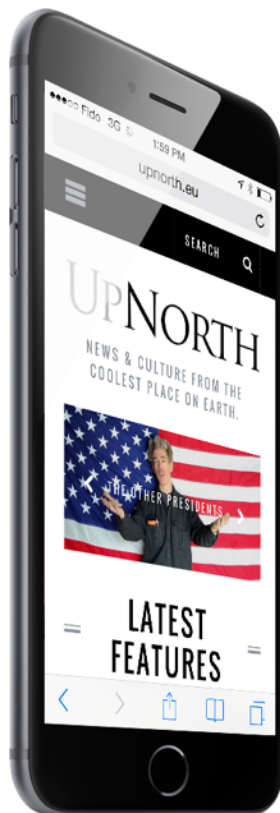
UpNorth connects with a wide global audience using a delivery platform that utilizes the latest technologies and design tools that offer **contextualized features with online TV, radio and interactive infographics**.

Create a space for regional dialogue and information sharing in a common language.

Nordic & Baltic perspectives on global issues.

Contextualize regional, national and local issues, stories and analysis for a broad audience.

UpNorth TV, Radio and infographics connect with a broad global audience using familiar media.



REGIONAL ISSUES : GLOBAL CONTEXT



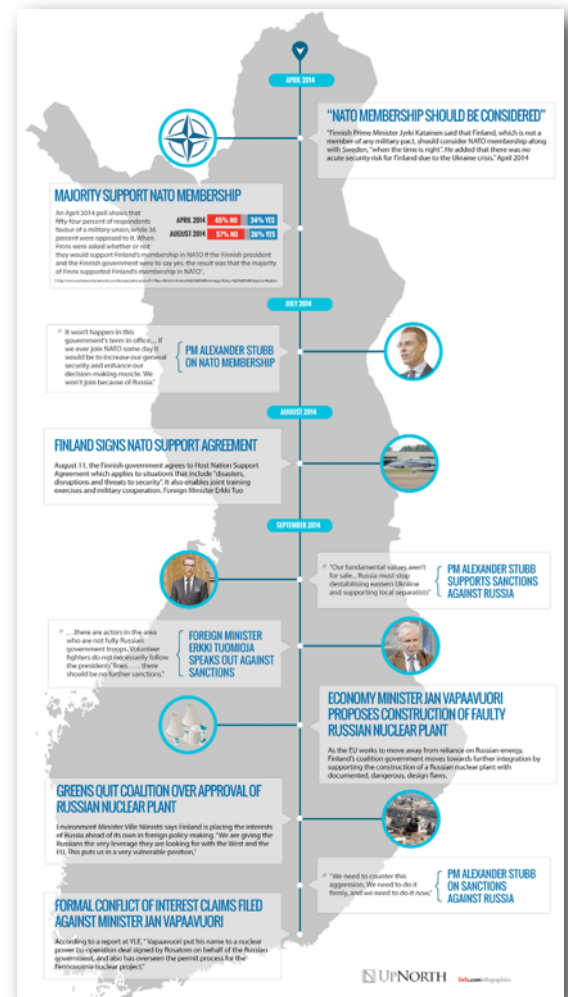
While some Nordic and Baltic media have recognized that **a market exists for English language news** about the region (*Estonia's ERR, Finland's YLE, Copenhagen Post, Baltic Times*), **most don't include global or regional context which makes reading and engaging difficult for readers who aren't constantly tracking issues**. These media serve an important but narrow demographic that fails to connect with wider regional and global audiences.

UpNorth makes Baltic and Nordic issues and perspectives accessible by recognizing that the audience does not micro-track regional developments/media and **presumes a relative low overall audience awareness of regional issues and perspectives**. Also critical is recognizing that **western media consumers increasingly seek channels that offer information in an entertaining, visually engaging and interactive format** based on varied delivery platforms including mobile and tablet.

UpNorth content is contextualized during the editorial process to serve the widest possible audience - also offering "at-a-glance" info-graphics, cross-linking to other relevant channels etc. as well as taking advantage of the latest video and audio capabilities. In addition, **content will be commissioned from known global experts, analysts and other individuals** to efficiently persuade and immediately increase the chances of connect with a wider English speaking audience with recognized names. **A piece contributed by Finnish author Sofi Oksanen recently earned nearly 30,000 views over a 24 hour period.**

Furthermore, **UpNorth attracts a wider audience by offering content that embraces a wide but defined geographic area.**

A viewer who is interested in Danish cinema may be enticed to view UpNorth based on a feature on filmmaker Lars von Trier, but will then be exposed to an article about Estonia's expertise in oil shale extraction or a discussion on Estonia's successes in integrating the Russian speaking population in Narva. **Even if the viewer does not directly interact with an article, they will be exposed to new headlines, resulting in increased awareness and increased future positive receptiveness to similar articles and issues.**

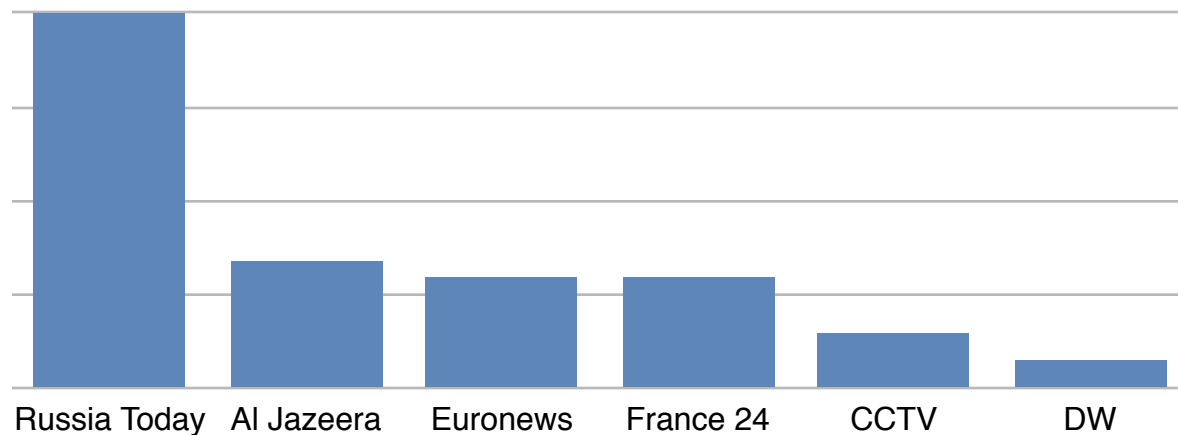


A NEW CHANNEL NOW

Media in competing regional markets have recognized and developed effective strategies and platforms to communicate with audiences on distant continents in a common language (*see Russia Today*).

Not unlike the early 1990's, the **media world is still undergoing a revolution** in how information is consumed. The region must seize the moment in order to ensure increased global exposure for regional issues/perspectives.

VIEWERS OF INTERNATIONAL NEWS IN NORTH AMERICA



The Baltic and Nordic region can compete for the attention of a global audience by cooperating and embracing a regional media strategy.

A COMMON MEDIA PLATFORM

A common media platform will increase the likelihood of attracting the attention of English speaking audiences around the world as well within the region itself. **Currently, there exists no such forum that encourages discussion and cross-cultural communication within the otherwise relatively integrated nordic and Baltic region.** Such a forum can positively assist in fostering communications in a common language, promoting discussion, dialogue and understanding around common issues and values.

Unfortunately, nation specific issues/content alone will not attract a broad, world wide audience. However, by including content from other regions the opportunity for wider engagement increases.

UpNorth offers nations in the region an opportunity to lead the region and reinforce existing positive perceptions by exploiting current technologies to develop a high profile vehicle, UpNorth, for their own issues as well as those of regional partners.

Nordic and Baltic partners will be attracted to the wide English speaking audience that UpNorth addresses: **decision and opinion makers; cultural and business leaders; analysts; trend setters and cultural aficionados.**

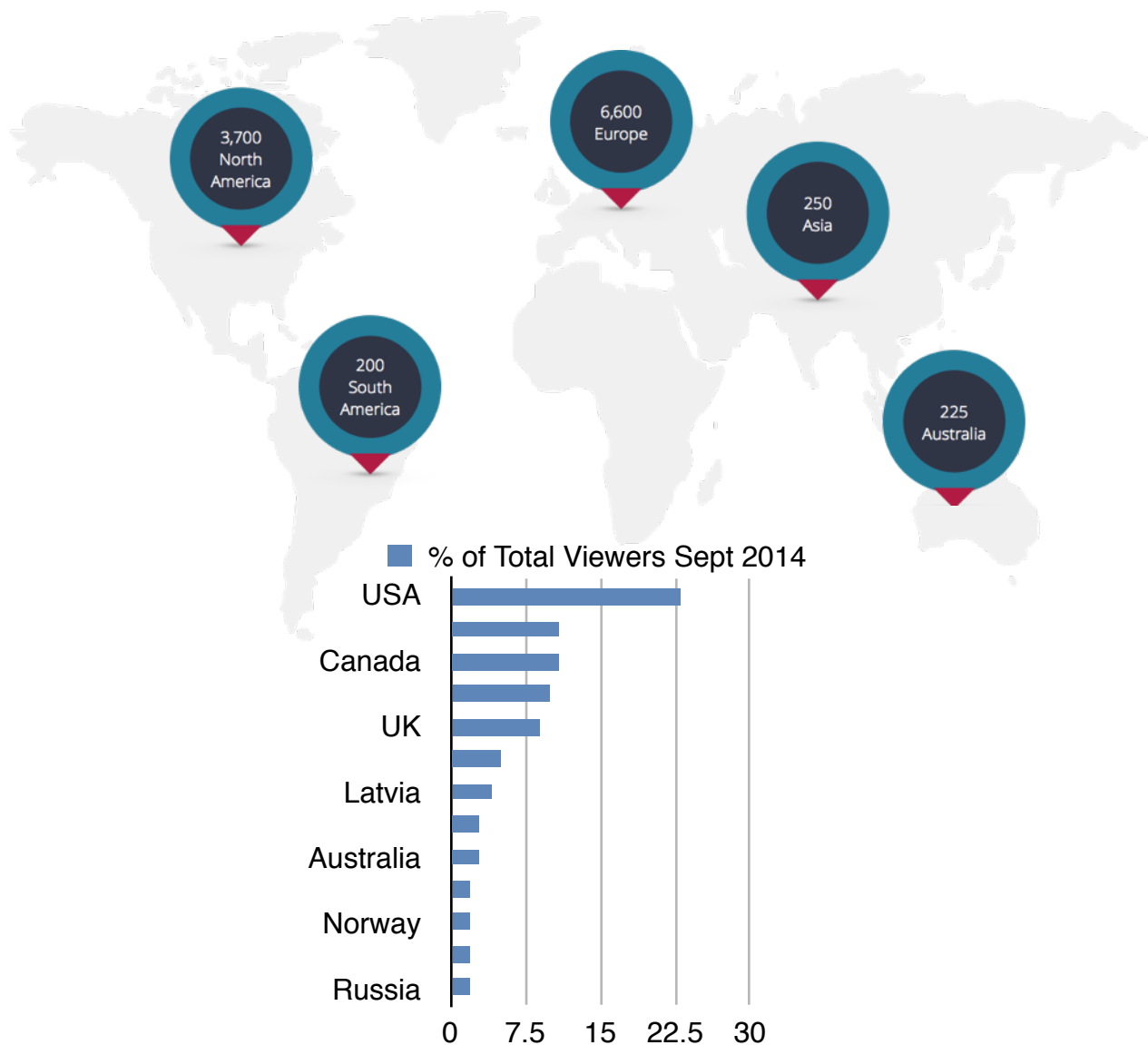
OUR AUDIENCE

Our audience is geographically diverse and targets different demographics in different regions.

In the English speaking western world, UpNorth speaks to an educated, affluent, urban and professional audience. They include decision makers and trend setters who are predisposed to global issues, business and culture. They are users who receive the information online via smart phones and tablets.

Within the Nordic region, our audience is well educated, well informed and affluent.

The numbers above demonstrate the number of unique viewers in September 2014. The statistics displayed in the bar chart show a breakdown of where UpNorth viewers have come from as a percentage of all viewers.



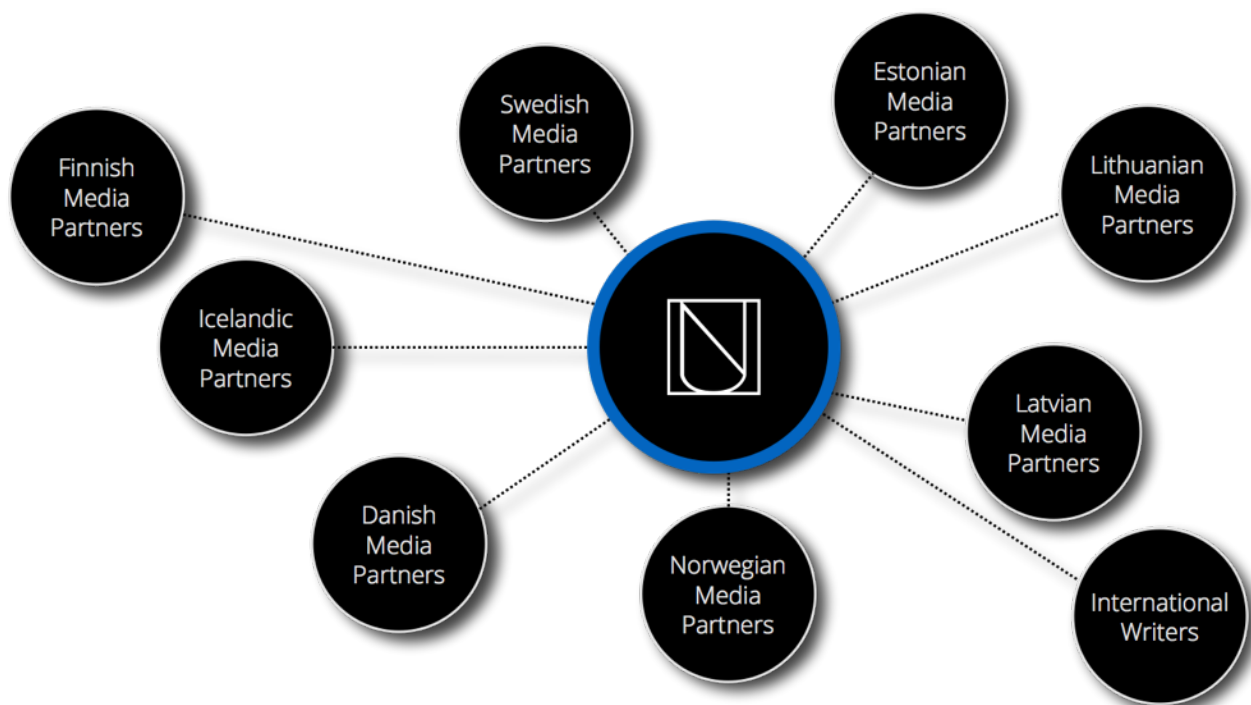
CONTENT PROFILE

UpNorth.eu content is sourced from locally and internationally based contributors as well as content translated into English from native languages and content published by regional network partners.

Regionally, the areas covered by UpNorth are the Nordic and Baltic Sea region countries including Russia and Poland.

In style and delivery, UpNorth aspires to be a combination of **Foreign Policy**, **New Yorker**, **Vice**, **Monocle** and **Vanity Fair**, utilizing all the latest technologies to bring together the most important news makers, analysts and personalities in and from the region.

While some hard news items will be included, the majority of news content will focus on in-depth analysis and commentary and interactive spaces for discussion. The media will feature the latest regional developments and innovations in technology and other business. Music, film, literature, design and food are featured along side news content to connect with global audiences with a broad range of UpNorth content.



A GLOBAL NETWORK & INTERNATIONAL CONTRIBUTORS

UpNorth draws content from a diverse global community of contributors as well as a network of existing Nordic media that report at a local level. We have recently received content from high profile writers including Edward Lucas, Mikhail Shishkin and Sofi Oksanen.



Scott Diel > Writer

Scott Diel moved to the Baltic region in the 1990s and is one of the highest profile writers in the region.



Edward Lucas > Journalist/Author

Edward Lucas is a senior editor at The Economist and a bestselling author. He is a leading authority on



Sofi Oksanen > Author

Finnish author, Sofi Oksanen has won countless awards for her literary works and frequently writes



Mike Collier > Journalist

Mike Collier is the AFP correspondent in Riga. His pieces appear regularly in newspapers and

Our international writers and global media network partners (content will also be translated) feed into UpNorth which then broadcasts to our global audience.



AHO REBAS



EDWARD LUCAS

Edward Lucas is a senior editor at The Economist, the world's foremost newsweekly. His expertise includes energy, cyber-security, espionage, Russian foreign and security policy and the politics and economics of Eastern Europe. In 2008 he wrote *The New Cold War*, a prescient account of Vladimir Putin's Russia. In 2011 he wrote *Deception*, an investigative account of east-west espionage. A forthco...



ELENA SERVETTAZ

Elena Servettaz is a Russian-French journalist and newscaster at Radio France Internationale in Paris, where she covers international affairs, corruption, and money laundering. She is also the editor and author of the book *Why Europe Needs a Magnitsky Law* (2013). She is a contributor to France24, The Interpreter, Figaro, Madame, Echo of Moscow, TV Rain, and others. Previously, she worked as the pa...



EYGLÓ SVALA ARNARSDÓTTIR

Deputy and Web Editor Iceland Review/Atlantica...



KALEV STOICESCU

Kalev Stoicescu, a former Estonian Ministry of Foreign Affairs and Ministry of Defence official, took a position as a researcher at the International Centre for Defence Studies on 11 August 2014.

Among other fields, Stoicescu will specialize in issues related to Russian foreign and domestic policy, as well as developments in the field of the military, the economy, the media and minorities affai...



MIKE COLLIER

Mike Collier is a British-born writer who lives in Latvia. His novel 'The Fourth Largest In Latvia' was published by Mansards in English and Latvian in 2014....



MIKHAIL SHISHKIN

Mikhail Shishkin was born 1961 in Moscow, he worked as a school teacher and journalist. In 1995 he moved to Switzerland, where he worked as a Russian and German translator within the Immigration Department and specifically with Asylum Seekers. In recent years he shares his time between Moscow, Berlin and Switzerland.

Mikhail Shishkin is the only writer who received all three the most importa...



MARCUS KOLGA

An international award winning documentary filmmaker, communications and brand strategist, journalist and political activist, Marcus' work has appeared internationally in print, television, theatres and on the internet. His films "GULAG 113" and "Sinking The Gustloff" have been screened and broadcast in North America and Europe (in Canada they have been seen by nearly 3 million viewers). ...



SCOTT DIEL



VERONIKA VIĻUMA

Some of our contributors and network members as of 10/2014.

A SUSTAINABLE MEDIA

UpNorth requires initial and some ongoing funding from NGO's, Governments and individuals in order to develop sustainable content streams which will then demonstrate to potential commercial partners, the viability of the media. **Within 5 years we believe that UpNorth will be a fully independent and sustainable media** with commercial funding partners while continuing to provide a common space for regional dialogue and promotes regional issues to a global audience.

More information including projected budget available upon request.

WHO IS UPNORTH?

UpNorth was founded by Finnish political analyst and media commentator, Iivi Anna Masso and Canadian-Estonian filmmaker and communications expert, Marcus Kolga.

Iivi Anna Masso is an internationally recognized political analyst and Finnish-Estonian media commentator. Her commentary pieces have appeared in many major European dailies and most recently, she was the editor of the Estonian foreign policy journal, *Diplomaatia*.

Kolga was the publisher of *The Northern European* from 1999-2005. *The Northern European* was an English language weekly newspaper that covered Nordic and Baltic news, issues, culture and sports. It was distributed in most major Canadian and US urban centres with a circulation of approximately 50,000. Kolga has produced a number of internationally broadcast documentaries and has led development on a number of high profile web sites and platforms with his company, Lief Communications. His foreign policy commentary pieces have been published in Canada's national dailies.