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## Business digest

### Monster deal for 3D Vue

CINEMA chain Vue is to upgrade 200 screens, about a third of its estate, to give them 3D capability.

The multi-million-pound project is the latest move to capitalise on the increasingly popular format. When the same film is available in both 3D and traditional 2D, the former takes more money than the latter.

Vue, headed by Tim Richards, is working with Real D, the 3D company, on the conversion. Up to 15 films in 3D will be released this year, including *Monsters vs Aliens*, pictured.

### High hopes for carbon credit sales

THE price of permits to produce carbon dioxide will soar to a new high of €64 (£57.3) a ton when economic activity stabilises, according to a study by the corporate-finance group Akur Partners.

Firms have raised billions of pounds in recent months selling carbon-emissions permits they don't need due to factory slowdowns and stoppages. The sales rush has led to a collapse in the price to as low as €8 a ton.

### Green wing launched by private equity

THE BVCA, the private-equity industry group, has launched a "green-investment" team to lobby government for more subsidies and greater regulatory certainty. The energy, environment and technology group, which will be announced next week, will comprise 12 members, including investors from Blackstone Group and Riverstone. Tom Murley, head of renewable investing at HG Capital, will be chairman.

### Google is the king of brands

INTERNET giant Google has the most-admired business brand for the second year running, according to a survey of 1,500 professionals. The annual Business Superbrands survey ranked Rolls-Royce second and Sony third in a table of 500 companies. BBC Worldwide and British Airways dropped out of the top 10, which also included Microsoft, Nokia and Glaxo Smith Kline, the London Stock Exchange, Michelin, BP and Bupa.

### Rentokil profits and shares take a dive

**84%:** THE percentage fall in annual pretax profits which were announced on Friday by Alan Brown, the chief executive of Rentokil Initial, the pest-control specialist.

**16.7%:** THE percentage fall in the Rentokil Initial share price after the company announced its full-year results, and said that it would not pay a final dividend.

### Drug marketing 'obsolete'

THE traditional sales and marketing model used by the world's big drugs companies will be "largely obsolete" by 2020, according to a key report to be published this week.

The survey, being produced by Price Waterhouse Coopers, the accountant, will say that the hard-sell techniques employed by large pharmaceutical groups are "increasingly ineffective".

The report will say that one in five doctors already refuses to see sales reps from drugs firms. Pharma companies have begun adapting all their marketing strategies. Glaxo Smith Kline, for example, will this year cut the amount it spends on advertising direct to consumers by 20%.