

*News Release*

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Research reinvented

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## **Synovate releases first local media survey results for Hong Kong**

HONG KONG - Synovate today released the first Synovate Media Atlas results for Hong Kong, showing large local media consumption across all media in the city.

Synovate Media Atlas is a new service aimed at revealing complete media audiences in an expanding number of countries across Asia.

Steve Garton, Synovate's Media Director for Asia Pacific said that as Asia has grown in wealth, large middle classes and affluent target audiences have emerged.

"These audiences are of great interest to most marketers, who want to choose the right media to communicate with them. This is certainly the case in Hong Kong so Synovate Media Atlas can deliver crucial information to help in these choices," he said.

The first major stage of Media Atlas in Hong Kong has just completed - covering the first quarter of 2006 with a sample size of over 1,500 people aged 15-64 years. The annual sample for 2006 will be 6,000.

"What we are seeing are large audiences across TV, newspapers, magazines, radio and the Internet. Advertisers and media specialists will find vital new information to help plan advertising campaigns, as has happened in Thailand and Malaysia, where we have also introduced this new service," Mr Garton said.

"We have received strong support for the new survey in Hong Kong and we were also delighted to receive industry approval to go ahead with a new service in the Philippines," he said.

The survey uses phone interviews to reach the nine in 10 of Hong Kong residents who live in homes with some form of security barriers.

***Please see over for top line results for TV, Print, Radio and Internet in Hong Kong.***

### **About Synovate**

Synovate, the market research arm of Aegis Group plc, generates consumer insights that drive competitive marketing solutions. The network provides clients with cohesive global support and a comprehensive suite of research solutions. Synovate employs over 5,000 staff across 50 countries. More information on Synovate can be found at [www.synovate.com](http://www.synovate.com).

### ***Top line TV results - Synovate Media Atlas Hong Kong***

Past 7 days viewership	Media Atlas Total age 15-64 Audience	
	Number of people	% reached
Total	5,133,100	100.0%
TVB Jade	4,909,350	95.6%
ATV Home	4,113,692	80.1%
TVB Pearl	3,881,213	75.6%
ATV World	2,724,728	53.1%
Cable News (Any)	1,460,223	28.4%
Cable Movie (Any)	1,172,539	22.8%
Cable Entertainment News	989,689	19.3%
Cable Sports (Any)	982,188	19.1%
Cable Entertainment	939,882	18.3%
Phoenix Chinese Channel	612,100	11.9%

***Top line Newspaper results - Synovate Media Atlas Hong Kong***

Average Issue Readership	Media Atlas Total age 15-64 Audience	
	Number of people	% reached
Total	5,133,100	100.0%
Oriental Daily News	1,553,744	30.3%
Apple Daily	1,286,799	25.1%
Headline Daily	939,478	18.3%
The Sun	776,932	15.1%
Metro Daily	757,441	14.8%
AM730	455,543	8.9%
Ming Pao Daily	415,840	8.1%
Sing Tao Daily	256,082	5.0%
South China Morning Post	243,199	4.7%
Hong Kong Economic Times	190,824	3.7%

***Top line Magazine results - Synovate Media Atlas Hong Kong***

Average Issue Readership	Media Atlas Total age 15-64 Audience	
	Number of people	% reached
Total	5,133,100	100.0%
Sudden Weekly	897,337	17.5%
Next Magazine	746,508	14.5%
Easy Finder	436,399	8.5%
East Week	422,062	8.2%
Oriental Sunday	394,441	7.7%
Ming Pao Weekly	358,576	7.0%
TVB Weekly	322,059	6.3%
New Monday	294,965	5.7%
Readers Digest Chinese	241,892	4.7%
East Touch	234,377	4.6%

**Top line Radio results - Synovate Media Atlas Hong Kong**

Listened in past 7 days	Media Atlas Total age 15-64 Audience	
	Number of people	% reached
Total	5,133,100	100.0%
Commercial Radio 1 (FM 88.1-89.5)	1,755,004	34.2%
RTHK 1 (FM 92.6-94.4)	1,670,743	32.5%
RTHK 2 (FM 94.8-96.9)	1,631,110	31.8%
Commercial Radio 2 (FM 90.3-92.1.)	1,514,372	29.5%
Metro Radio-Showbiz (FM 99.7-102.1)	1,201,566	23.4%
Metro Radio-Finance (FM 102.4-106.3)	754,464	14.7%
RTHK 5 (FM 99.4, FM106.8) (AM 783)	395,932	7.7%
RTHK PTC (AM 621) (FM 100.9, FM 103.3)	310,990	6.1%
RTHK 4/ Fine Music (FM 97.6-98.9)	215,046	4.2%
RTHK 3 (FM 97.9-107.8) (AM 567, AM 1584)	195,206	3.8%

**Top line Internet results - Synovate Media Atlas Hong Kong**

Websites Visited in past 7 days	Media Atlas Total age 15-64 Audience	
	Number of people	% reached
Total	5,133,100	100.0%
hk.yahoo.com	2,443,252	47.6%
www.yahoo.com	1,202,719	23.4%
msn.com.hk	727,258	14.2%
www.netvigator.com	609,884	11.9%
info.gov.hk	587,038	11.4%
www.google.com.hk	559,591	10.9%
www.hsbc.com.hk	498,815	9.7%
www.google.com	468,942	9.1%
www.sina.com.hk	456,321	8.9%
www.msn.com	450,965	8.8%