



synovate

Research reinvented

Synovate PAX shows media reach into Middle East elites

INTERNATIONAL BROADCASTERS	8 Markets	Gulf	Non-Gulf
	Sample Size	2606	702
	Projected Universe	1,635,000	595,000
(Yesterday)			
BBC World	10%	15%	2%
CNN	10%	13%	4%
Discovery Channel	2%	3%	1%
Euronews	2%	2%	2%
Star Gold	1%	1%	*%
Star Movies	4%	3%	4%
Star News	4%	6%	0%
Star Plus	4%	6%	*%
Star World	1%	2%	*%
Zee TV	4%	7%	0%
(Past 7 days)			
BBC World	17%	23%	5%
CNBC	3%	4%	1%
CNN	18%	22%	12%
Discovery Channel	4%	5%	3%
Euronews	3%	3%	4%
Eurosports	3%	2%	4%
Star Movies	7%	6%	10%
Star News	5%	8%	*%
Star Plus	6%	9%	*%
Zee TV	7%	10%	*%
(Past 30 days)			
ANN	4%	3%	5%
BBC Prime	4%	6%	*%
BBC World	21%	28%	9%
CNBC	4%	6%	2%
CNN	27%	28%	24%
Discovery Channel	6%	8%	1%
Star Movies	10%	8%	15%
Star News	6%	9%	*%
Star Plus	7%	10%	*%
Zee TV	7%	12%	1%

*% = less than 0.5 percent

REGIONAL BROADCASTERS	8 Markets	Gulf	Non-Gulf
	Sample Size	2606	702
	Projected Universe	1,635,000	595,000
(Yesterday)			
Abu Dhabi	6%	8%	4%
Al Arabiyah	37%	49%	16%
Al Jazeera - Arabic	57%	56%	59%
Al Jazeera Sports	12%	11%	12%
CNBC Arabiya	9%	14%	*%
Dubai TV Satellite Channel	8%	12%	2%
Eqraa	9%	5%	16%
LBC	13%	15%	12%
MBC 1	25%	31%	14%
MBC 2	37%	32%	48%
(Past 7 days)			
Abu Dhabi	14%	16%	10%
Al Arabiyah	51%	58%	39%
Al Jazeera - Arabic	73%	65%	86%
Al Jazeera Sports	23%	22%	25%
Dubai TV Satellite Channel	17%	23%	8%
Eqraa	19%	10%	34%
Future TV	15%	17%	12%
LBC	23%	26%	20%
MBC 1	40%	45%	30%
MBC 2	55%	49%	66%
(Past 30 days)			
Abu Dhabi	24%	28%	18%
Al Arabiyah	56%	60%	48%
Al Jazeera - Arabic	76%	68%	91%
Al Jazeera Sports	29%	28%	31%
Dream 1	29%	14%	55%
Dubai TV Satellite Channel	27%	34%	15%
Eqraa	25%	15%	42%
LBC	33%	33%	33%
MBC 1	49%	52%	43%
MBC 2	63%	57%	73%

*% = less than 0.5 percent

Average Issue Readership				
International Publications	8 Markets	Gulf	Non-Gulf	
Sample Size	2606	1904	702	
Projected Universe	1,635,000	1,040,000	595,000	
Business Week International	1%	1%	*%	
Financial Times	1%	1%	1%	
International Herald Tribune	1%	*%	1%	
Readers Digest English	2%	2%	*%	
The Economic World	2%	1%	3%	
Time	2%	2%	2%	

Average Issue Readership				
Regional Publications	8 Markets	Gulf	Non-Gulf	
Sample Size	2606	1904	702	
Projected Universe	1,635,000	1,040,000	595,000	
Al Ahram	24%	1%	64%	
Al Akhbar	18%	1%	48%	
Al Hayat	8%	13%	1%	
Al Iktisadia	7%	12%	0%	
Al Jumhriya	6%	*%	17%	
Al Khaleej	7%	11%	0%	
Al Rai	5%	5%	6%	
Al Riyad	8%	13%	0%	
Al Sharq Al Awsat	9%	14%	1%	
Al Watan	7%	12%	0%	

News & Entertainment Websites				
(Visited in past 30 days)				
	8 Markets	Gulf	Non-Gulf	
Sample Size	2606	1904	702	
Projected Universe	1,635,000	1,040,000	595,000	
Al Arabiya website: Alarabiya.com	13%	16%	7%	
Al Bawaba website: Albawaba.com	2%	2%	1%	
Al Jazeera website: Aljazeera.net	18%	23%	8%	
BBC Arabic website: bbcarabic.com	4%	5%	1%	
BBC Uk: bbc.co.uk	2%	2%	*%	
BBC World website: www.bbcworld.com	6%	8%	2%	
Business Week website: www.businessweek.com	2%	3%	*%	
CNN Arabic: Arabic.cnn.com	2%	3%	1%	
CNN website: www.cnn.com	5%	6%	4%	
Time website: www.time.com	1%	2%	*%	

*% = less than 0.5 percent

Other Websites			
(Visited in past 30 days)	8 Markets	Gulf	Non-Gulf
Sample Size	2606	1904	702
Projected Universe	1,635,000	1,040,000	595,000
Google.com	35%	36%	34%
Hotmail.com	36%	37%	33%
MSNArabia.com	9%	9%	9%
MSN.com	11%	11%	11%
Sify.com	2%	2%	*%
Yahoo.com	52%	53%	49%

*% = less than 0.5 percent

Please note

The information in this press release comes from a base of 2,606 respondents in the UAE, Saudi Arabia (Riyadh, Jeddah and Dammam/Khobar), Qatar, Kuwait, Bahrain, Egypt (Cairo, Alexandria), Lebanon (Beirut), and Jordan (Amman).