

News Release

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Synovate PAX results show media reach in Argentina

BUENOS AIRES - Synovate, a leading global market research company, today released data from its inaugural PAX Latin America Media Survey (Synovate PAX). Covering 7.6 million affluent adults, top management and business decision makers in Argentina, Brazil and Mexico, Synovate PAX provides international marketers with important information about the media consumption patterns of these high value audiences.

The study, conducted from February to May 2007, surveyed affluent consumers in the top 21% of the population in Argentina.

According to Steve Garton, Global Head of Media for Synovate, "As Latin America continues to emerge as an important player in the global economy, it's vitally important for marketers to understand what consumers are reading, watching and buying.

"It's even more important to be closely watching the behaviour of the elites as they are typically the trend-setters and early product adopters," he said.

TV channel viewing

Past 7 days viewership
All figures are %

	Total Affluent	Business Decision Makers	Top Management
A&E	5.8	7.8	6.9
América	39.4	38.3	39.6
America 24	17.3	19.4	21.5
ATC	15.9	18.0	17.2
BBC World	2.5	4.2	4.8

	Total Affluent	Business Decision Makers	Top Management
Bloomberg	1.3	1.5	2.7
Canal 13	58.7	67.6	65.5
Canal 9	28.2	28.3	29.0
Canal Fox	29.0	35.3	35.5
Cinecanal	31.5	33.4	34.3
CNN en Español	26.5	37.1	41.0
CNN International	10.1	18.4	21.0
Cronica TV	20.1	18.8	17.2
Discovery Channel	30.1	35.8	35.9
ESPN	23.3	33.0	36.2
ESPN Mas	16.7	22.5	27.2
Fox Sports	27.9	36.3	37.3
HBO	11.9	13.1	16.3
History Channel	18.8	22.4	26.5
Infinito	8.8	8.9	6.1
National Geographic	23.9	30.4	32.3
People & Arts	15.9	17.5	13.4
Sony	18.8	20.2	17.9
TCM	3.4	3.2	3.5
Telefé	52.5	59.6	51.1
TNT	19.8	23.4	18.5
Todo Noticias	43.7	59.5	59.2
TyC Sports	26.6	36.6	37.5
Universal Channel /			
USA Network	10.4	11.3	13.1
Warner Channel	11.7	11.6	11.2

Daily newspaper readership

Average issue readership
All figures are %

	Total Affluents	Business Decision Makers	Top Management
Ambito Financiero	2.9	9.5	13.6
Clarín	36.4	48.9	50.6
Cronista Comercial	1.7	5.7	9.4
Infobae	3.5	6.7	10.1
La Nación	17.2	28.9	39.4
Ole	4.4	5.9	6.1
Página 12	3.2	5.1	1.9

Internet Usage

The Internet has grown tremendously in Argentina with 70% of affluents currently enjoying Internet access, the majority of who access it at home. Additionally, 80% of Internet users have broadband and spend an average of 120 minutes per day online.

“Business Decision Makers and Top Management are more likely to visit more websites, especially those that are financial or business-related,” said Mr Garton.

Websites visited in the past 30 days
All figures are %

	Total Affluents	Business Decision Makers	Top Management
Ambitoweb (www.ambitoweb.com)	4.2	11.6	16.1
BBC (www.bbc.com)	3.1	3.6	2.5
BBC World (www.bbcworld.com)	2.6	2.9	4.4
Bloomberg (www.bloomberg.com)	0.9	1.9	4.4
Business Week (www.businessweek.com)	1.1	2.4	4.4
ciudad.com.ar	9.7	14.1	11.4
Clarín (www.clarin.com)	38.1	52.5	57.2
CNBC (www.cnbc.com)	1.3	0.8	1.0
CNN (www.cnn.com)	5.5	7.1	11.9
Datafull.com (www.datafull.com)	2.7	2.3	3.2
Discovery Channel (dsc.discovery.com)	3.9	4.8	6.2
Economist (www.economist.com)	1.2	2.0	1.8
ESPN (www.espn.go.com)	3.3	3.8	6.4
Financial Times (www.ft.com)	0.4	1.2	2.0
Forbes (www.forbes.com)	0.4	0.6	1.8
Fortune (www.fortune.com)	3.3	2.9	3.4
Google (www.google.com)	53.4	66.2	75.3
La Nación (www.lanacion.com.ar)	24.8	37.9	55.7
National Geographic channel (www.natgeo.tv)	3.5	2.6	1.8
National Geographic magazine (www.nationalgeographic.com)	3.3	2.9	3.4
Newsweek (www.newsweek.com)	0.6	1.5	2.2
Ole (www.ole.com)	8.2	11.6	13.0
Terra (www.terra.com)	9.6	11.5	14.4
Time Magazine (www.time.com)	0.4	1.0	1.7
UOL (www.uol.com)	5.3	5.6	5.8
USA Today (www.usatoday.com)	0.2	1.3	1.2
Wall Street Journal (www.wsj.com)	1.2	2.7	3.8
Yahoo (www.yahoo.com)	41.7	48.9	54.1