

*News Release*

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**Synovate PAX results show media reach in Brazil**

SAO PAULO - 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 31% of the population in Brazil.

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 Affluents	Business Decision Makers	Top Management
A&E	2.9	4.8	7.2
Band News	14.1	24.4	30.9
Bandeirantes	24.1	38.1	44.6

	Total Affluents	Business Decision Makers	Top Management
BBC World	2.9	5.7	6.5
Bloomberg	3.0	7.2	12.5
Canal Fox	18.1	31.0	33.4
CNN en Español	4.4	9.0	12.1
CNN International	6.4	14.3	18.8
Cultura	17.8	27.1	32.0
Discovery Channel	23.5	41.7	47.0
ESPN	12.1	23.8	34.4
ESPN Brasil	11.8	24.9	33.8
Gazeta	11.6	15.7	18.3
Globo	35.4	56.0	71.3
Globo News	23.0	38.2	49.0
GNT	14.9	23.2	31.0
HBO	13.4	26.2	31.3
History Channel	12.4	22.6	27.2
Infinito	0.4	0.3	0
Multishow	19.8	33.2	37.4
National Geographic	16.9	28.4	33.6
Other cable/ satellite channels	1.0	1.9	3.2
Other terrestrial channels	0.1	0.4	1.3
People & Arts	12.6	21.9	26.5
Record	23.3	34.6	42.7
Rede TV	19.5	31.0	40.0
SBT	19.1	30.3	36.3
Sony	13.0	23.7	23.5
SporTV	17.1	31.1	42.7
TCM	1.5	3.4	4.7
TNT	18.6	31.2	34.6
Universal Channel/ USA Network	12.3	22.8	22.8
Warner Channel	14.0	23.9	20.9

## Daily newspaper readership

Average issue readership  
All figures are %

	Total Affluents	Business Decision Makers	Top Management
Extra	8.4	10.9	6.4
Folha de Sao Paulo	10.0	11.8	14.1
Gazeta Mercantil	2.3	7.3	12.9
Jornal do Brasil	3.8	6.9	5.0
O Estado de Sao Paulo	8.6	15.3	23.2
O Globo	11.7	20.7	19.0
Valor Economico	2.2	7.9	14.7

## Internet Usage

Websites visited in the past 30 days  
All figures are %

	Total Affluents	Business Decision Makers	Top Management
Abril.com (www.abril.com.br)	11.8	17.4	19.6
Americanas.com (www.americanas.com.br)	24.1	39.7	33.9
BBC (www.bbc.com)	2.3	4.5	0.9
BBC Brazil (www.bbcbrasil.com)	2.3	4.8	0.9
BBC World (www.bbcworld.com)	1.3	3.0	2.8
Bloomberg (www.bloomberg.com)	0.9	0.9	3.2
Business Week (www.businessweek.com)	1.3	3.1	2.9
CNBC (www.cnbc.com)	1.0	1.0	0.0
CNN (www.cnn.com)	6.0	6.2	10.3
Discovery Channel (dsc.discovery.com)	7.9	5.7	6.7
Economist (www.economist.com)	0.9	1.1	0.9
ESPN (www.espn.go.com)	5.0	7.3	10.2
Estadao (www.estadao.com.br)	13.2	24.2	26.2
Financial Times (www.ft.com)	1.1	2.6	1.9
Folha (www.folha.uol.com.br)	17.8	28.3	28.2
Forbes (www.forbes.com)	0.8	1.3	3.1
Fortune (www.fortune.com)	2.8	3.5	5.7
Globo (www.globo.com)	34.0	50.9	45.8
Google (www.google.com)	50.1	69.9	63.8
iG (www.ig.com.br)	30.1	44.0	29.3
Mercado Livre (www.mercadolivre.com)	24.8	34.1	29.1

MSN (www.msn.com/www.T1msn.com)	32.8	43.8	37.3
National Geographic channel (www.natgeo.tv)	7.9	7.9	7.4
National Geographic magazine (www.nationalgeographic.com)	2.8	3.5	5.7
Newsweek (www.newsweek.com)	0.7	1.2	0.0
Terra (www.terra.com)	34.9	49.4	54.0
Time Magazine (www.time.com)	1.0	2.0	2.2
UOL (www.uol.com)	37.0	52.4	55.2
USA Today (www.usatoday.com)	0.1	0.5	0
Valor (www.valor.com.br)	3.7	7.2	14.7
Wall Street Journal (www.wsj.com)	1.5	1.7	1.2
Yahoo (www.yahoo.com)	32.1	44.1	33.7