

## News Release

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### Synovate PAX results show media reach in Mexico

MEXICO CITY - 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 20% of the population in Mexico.

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	5.0	5.8	4.9
BBC World	1.9	2.1	1.2
Bloomberg	1.0	1.5	1.1
Canal 11	13.4	16.2	15.3
Canal 13	14.1	15.1	13.9
Canal 2	14.5	15.1	16.5
Canal 22	9.1	9.4	8.7
Canal 4	8.7	8.7	9.3

	Total Affluent	Business Decision Makers	Top Management
Canal 5	10.9	10.9	12.4
Canal 7	12.1	12.3	11.7
Canal 9	8.3	9.1	8.3
Canal Fox	12.3	13.3	12.4
CNN en Español	9.4	12.1	10.7
CNN International	4.7	5.7	5.3
Discovery Channel	18.4	22.0	22.1
ESPN	8.0	12.5	9.8
ESPN 2	6.8	8.3	6.8
Fox Sports	11.1	14.6	14.0
HBO	7.4	9.1	9.8
History Channel	15.0	17.1	13.3
Infinito	5.7	6.0	6.8
National Geographic	15.3	17.7	15.7
People & Arts	9.9	10.5	7.9
Sony	10.0	13.1	13.8
TCM	2.3	2.0	1.0
TeleFormula	4.4	5.8	4.6
TNT	11.0	11.7	9.9
Universal/USA Network	7.4	8.3	7.6
Warner Channel	6.4	8.3	5.7

### Daily newspaper readership

*Average issue readership  
All figures are %*

	Total Affluent	Business Decision Makers	Top Management
Economista	2.1	2.6	4.0
El Financiero	2.8	3.4	4.2
El Universal	13.1	18.3	17.9
Reforma	8.3	12.3	12.0

### Internet Usage

One quarter of Mexicans with Internet access have purchased something online in the past 12 months. In particular, Top Management are more likely to book airline tickets and hotel reservations online. Airline tickets and music were the most popular online purchases.

*Websites visited in the past 30 days*  
*All figures are %*

	Total Affluent	Business Decision Makers	Top Management
BBC (www.bbc.com)	2.8	4.8	6.1
BBC Brazil (www.bbcbrasil.com)	0.5	0.9	0.0
BBC World (www.bbcworld.com)	1.2	2.4	2.5
Bloomberg (www.bloomberg.com)	1.1	2.0	2.5
Business Week (www.businessweek.com)	0.8	1.6	3.0
CNBC (www.cnbc.com)	1.8	1.8	2.2
CNN (www.cnn.com)	6.4	7.9	7.7
Discovery Channel (dsc.discovery.com)	8.9	9.7	10.6
Economist (www.economist.com)	0.6	2.0	3.0
El Universal (www.el- universal.com.mx)	12.3	13.6	14.6
Es Mas (www.esmas.com)	7.3	8.9	7.4
ESPN (www.espn.go.com)	2.8	3.2	3.8
Financial Times (www.ft.com)	1.2	1.5	1.8
Forbes (www.forbes.com)	0.1	0.3	0.9
Fortune (www.fortune.com)	3.9	6.6	6.0
Google (www.google.com)	29.0	34.0	36.9
La Jornada (www.jornada.unam.mx)	8.1	9.0	9.5
MSN (www.msn.com/www.T1msn.com)	19.9	23.2	26.6
National Geographic channel (www.natgeo.tv)	6.5	7.5	8.3
National Geographic magazine (www.nationalgeographic.com)	3.9	6.6	6.0
Newsweek (www.newsweek.com)	0.6	0.7	0.6
Reforma (www.reforma.com)	8.5	12.1	13.2
StarMedia (www.starmedia.com)	3.1	3.1	3.4
Terra (www.terra.com)	11.4	14.0	16.0
Time Magazine (www.time.com)	0.8	1.0	2.9
Todito (www.todito.com)	3.2	3.7	4.1
USA Today (www.usatoday.com)	0.2	0.9	1.3
Wall Street Journal (www.wsj.com)	1.2	1.2	1.7
Yahoo (www.yahoo.com)	30.5	35.8	42.6