



## Synovate EMS Middle East 2009 Latest results show regional media reach - Web

Amsterdam - Synovate, a leading global market intelligence company released media data from 8 markets in the Middle East. The data were collected mid-June to beginning of September 2008.

Visited Yesterday		Gulf		Non-Gulf		EMS ME 2009		
		abs	%	abs	%	abs	%	
Total		1,120,000	100,0%	630,000	100,0%	1,750,000	100,0%	
		Audience	Daily reach	Audience	Daily reach	Audience	Daily reach	
<b>Print-related websites</b>	BusinessWeek website (businessweek.com)	22,513	2,0%	12,498	2,0%	35,012	2,0%	
	The Economist website (economist.com)	5,277	0,5%	4,974	0,8%	10,251	0,6%	
	Financial Times website (ft.com)	17,764	1,6%	533	0,1%	18,297	1,0%	
	Forbes website (forbes.com)	3,653	0,3%	56	0,0%	3,709	0,2%	
	Fortune website (fortune.com)	3,564	0,3%	91	0,0%	3,656	0,2%	
	International Herald Tribune website (iht.com)	3,277	0,3%	472	0,1%	3,749	0,2%	
	National Geographic Magazine website (nationalgeographic.com)	9,930	0,9%	3,068	0,5%	12,998	0,7%	
<b>TV-related websites</b>	Newsweek website (newsweek.com)	14,249	1,3%	799	0,1%	15,048	0,9%	
	TIME website (time.com)	6,821	0,6%	3,305	0,5%	10,127	0,6%	
	Wall Street Journal website (online.wsj.com)	4,224	0,4%	12	0,0%	4,237	0,2%	
	Al Arabiya website, in Arabic (alarabiya.net)	33,864	3,0%	3,726	0,6%	37,590	2,1%	
	Al Arabiya website, in English (alarabiya.net)	9,759	0,9%	1,507	0,2%	11,266	0,6%	
	Aljazeera English website (english.aljazeera.net)	9,960	0,9%	4,284	0,7%	14,243	0,8%	
	Aljazeera Sport website (aljazeera.net)	20,408	1,8%	4,918	0,8%	25,326	1,4%	
	Aljazeera website, in Arabic (aljazeera.net)	53,068	4,7%	8,784	1,4%	61,852	3,5%	
	BBC Arabic website (bbc.com)	10,176	0,9%	459	0,1%	10,635	0,6%	
	BBC News website in English (news.bbc.co.uk)	10,308	0,9%	1,420	0,2%	11,728	0,7%	
	BBC World News website (bbcworld.com)	20,544	1,8%	7	0,0%	20,551	1,2%	
	Bloomberg website (bloomberg.com)	3,081	0,3%	-	0,0%	3,081	0,2%	
	CNBC Arabia website (cnbcarabia.com)	10,503	0,9%	-	0,0%	10,503	0,6%	
	CNBC website in English (cnbc.com)	9,890	0,9%	253	0,0%	10,143	0,6%	
	CNN Arabic website (arabic.cnn.com)	3,252	0,3%	4,483	0,7%	7,735	0,4%	
	CNN Money website (money.cnn.com)	7,515	0,7%	220	0,0%	7,735	0,4%	
	CNN website in English (edition.cnn.com)	4,715	0,4%	659	0,1%	5,374	0,3%	
	Deutsche Welle website (dw-world.de)	362	0,0%	-	0,0%	362	0,0%	
	Discovery Channel website (discovery.com)	4,217	0,4%	211	0,0%	4,428	0,3%	
	EuroNews website (euronews.net)	1,022	0,1%	412	0,1%	1,434	0,1%	
	Eurosport website (eurosport.yahoo.com)	4,985	0,4%	-	0,0%	4,985	0,3%	
	Fashion TV Arabia website (ftvarabia.com)	2,459	0,2%	1,693	0,3%	4,152	0,2%	
	France vingt-quatre website (france24.com)	958	0,1%	-	0,0%	958	0,1%	
	Sky News website (news.sky.com)	1,025	0,1%	1,415	0,2%	2,440	0,1%	
	Travel Channel website (travelchannel.co.uk)	5,208	0,5%	-	0,0%	5,208	0,3%	
	TV Cinq website (tv5.org)	599	0,1%	8	0,0%	607	0,0%	
	<b>Other websites</b>	Al Arabiya website, in Arabic (alarabiya.net)	7,565	0,7%	283	0,0%	7,848	0,4%
		maktoob (maktoob.com)	20,386	1,8%	19,202	3,0%	39,588	2,3%
		the Arabic version of MSN (arabia.msn.com)	36,676	3,3%	37,336	5,9%	74,013	4,2%
the international version of MSN (msn.com)		141,585	12,6%	38,656	6,1%	180,241	10,3%	
Google (google.com)		467,007	41,7%	261,817	41,6%	728,824	41,6%	
Wikipedia (wikipedia.org)		10,469	0,9%	5,895	0,9%	16,364	0,9%	
Windows Live website (live.com)		86,762	7,7%	28,330	4,5%	115,092	6,6%	
Yahoo! (yahoo.com)		434,357	38,8%	259,718	41,2%	694,074	39,7%	
YouTube (youtube.com)		125,114	11,2%	53,875	8,6%	178,989	10,2%	

\* Gulf: KSA, UAE, Bahrain, Kuwait, Qatar  
Non-Gulf: Jordan, Lebanon, Egypt



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### Latest results show regional media reach - Web

Amsterdam - Synovate, a leading global market intelligence company released media data from 8 markets in the Middle East. The data were collected mid-June to beginning of September 2008.

Viewed past 30 days		Gulf		Non-Gulf		EMS ME 2009	
		abs	%	abs	%	abs	%
Total		1.120.000	100,0%	630.000	100,0%	1.750.000	100,0%
		Audience	Monthly reach	Audience	Monthly reach	Audience	Monthly reach
<b>Print-related websites</b>	BusinessWeek website (businessweek.com)	53.613	4,8%	28.295	4,5%	81.907	4,7%
	The Economist website (economist.com)	18.109	1,6%	30.164	4,8%	48.274	2,8%
	Financial Times website (ft.com)	40.507	3,6%	11.146	1,8%	51.653	3,0%
	Forbes website (forbes.com)	18.487	1,7%	12.681	2,0%	31.168	1,8%
	Fortune website (fortune.com)	14.177	1,3%	13.150	2,1%	27.326	1,6%
	International Herald Tribune website (iht.com)	13.090	1,2%	13.045	2,1%	26.135	1,5%
	National Geographic Magazine website (nationalgeographic.com)	33.662	3,0%	10.513	1,7%	44.175	2,5%
	Newsweek website (newsweek.com)	42.388	3,8%	14.705	2,3%	57.093	3,3%
	TIME website (time.com)	33.849	3,0%	18.922	3,0%	52.772	3,0%
	Wall Street Journal website (online.wsj.com)	18.698	1,7%	3.387	0,5%	22.086	1,3%
<b>TV-related websites</b>	Al Arabiya website, in Arabic (alarabiya.net)	128.601	11,5%	17.580	2,8%	146.181	8,4%
	Al Arabiya website, in English (alarabiya.net)	29.171	2,6%	3.057	0,5%	32.228	1,8%
	Aljazeera English website (english.aljazeera.net)	30.382	2,7%	7.628	1,2%	38.010	2,2%
	Aljazeera Sport website (aljazeera.net)	51.720	4,6%	28.657	4,5%	80.376	4,6%
	Aljazeera website, in Arabic (aljazeera.net)	120.544	10,8%	31.465	5,0%	152.009	8,7%
	BBC Arabic website (bbc.com)	40.934	3,7%	4.317	0,7%	45.251	2,6%
	BBC News website in English (news.bbc.co.uk)	36.049	3,2%	3.356	0,5%	39.404	2,3%
	BBC World News website (bbcworld.com)	37.202	3,3%	4.294	0,7%	41.496	2,4%
	Bloomberg website (bloomberg.com)	11.152	1,0%	1.412	0,2%	12.564	0,7%
	CNBC Arabia website (cnbcarabia.com)	23.553	2,1%	606	0,1%	24.159	1,4%
	CNBC website in English (cnbc.com)	13.478	1,2%	712	0,1%	14.190	0,8%
	CNN Arabic website (arabic.cnn.com)	17.712	1,6%	7.956	1,3%	25.668	1,5%
	CNN Money website (money.cnn.com)	13.948	1,2%	873	0,1%	14.821	0,8%
	CNN website in English (edition.cnn.com)	17.708	1,6%	6.604	1,0%	24.311	1,4%
	Deutsche Welle website (dw-world.de)	1.859	0,2%	283	0,0%	2.141	0,1%
	Discovery Channel website (discovery.com)	14.501	1,3%	1.818	0,3%	16.319	0,9%
	EuroNews website (euronews.net)	5.381	0,5%	3.331	0,5%	8.713	0,5%
	Eurosport website (eurosport.yahoo.com)	14.268	1,3%	2.125	0,3%	16.394	0,9%
	Fashion TV Arabia website (ftvarabia.com)	8.128	0,7%	4.269	0,7%	12.397	0,7%
	France vingt-quatre website (france24.com)	5.968	0,5%	-	0,0%	5.968	0,3%
	Sky News website (news.sky.com)	8.847	0,8%	3.236	0,5%	12.083	0,7%
	Travel Channel website (travelchannel.co.uk)	14.091	1,3%	683	0,1%	14.774	0,8%
	TV Cinq website (tv5.org)	3.067	0,3%	2.843	0,5%	5.910	0,3%
<b>Other websites</b>	Al Arabiya website, in Arabic (alarabiya.net)	28.408	2,5%	2.731	0,4%	31.139	1,8%
	maktoob (maktoob.com)	60.591	5,4%	51.886	8,2%	112.476	6,4%
	the Arabic version of MSN (arabia.msn.com)	59.184	5,3%	78.625	12,5%	137.809	7,9%
	the international version of MSN (msn.com)	218.460	19,5%	112.932	17,9%	331.392	18,9%
	Google (google.com)	736.707	65,8%	417.711	66,3%	1.154.419	66,0%
	Wikipedia (wikipedia.org)	45.981	4,1%	27.320	4,3%	73.301	4,2%
	Windows Live website (live.com)	200.343	17,9%	53.689	8,5%	254.032	14,5%
	Yahoo! (yahoo.com)	635.627	56,8%	429.826	68,2%	1.065.453	60,9%
	YouTube (youtube.com)	269.607	24,1%	130.840	20,8%	400.447	22,9%

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## Synovate EMS Middle East 2009 Latest results show regional media reach - Web

Amsterdam - Synovate, a leading global market intelligence company released media data from 8 markets in the Middle East. The data were collected mid-June to beginning of September 2008.

Visited last 7 days		Gulf		Non-Gulf		EMS ME 2009		
		abs	%	abs	%	abs	%	
Total		1.120.000	100,0%	630.000	100,0%	1.750.000	100,0%	
		Audience	Weekly reach	Audience	Weekly reach	Audience	Weekly reach	
<b>Print-related websites</b>	BusinessWeek website (businessweek.com)	46.347	4,1%	24.967	4,0%	71.314	4,1%	
	The Economist website (economist.com)	14.897	1,3%	21.012	3,3%	35.908	2,1%	
	Financial Times website (ft.com)	31.844	2,8%	8.218	1,3%	40.062	2,3%	
	Forbes website (forbes.com)	15.328	1,4%	5.725	0,9%	21.053	1,2%	
	Fortune website (fortune.com)	8.741	0,8%	9.238	1,5%	17.979	1,0%	
	International Herald Tribune website (iht.com)	8.794	0,8%	9.498	1,5%	18.291	1,0%	
	National Geographic Magazine website (nationalgeographic.com)	25.883	2,3%	7.932	1,3%	33.815	1,9%	
	Newsweek website (newsweek.com)	34.684	3,1%	6.817	1,1%	41.501	2,4%	
	TIME website (time.com)	27.010	2,4%	15.085	2,4%	42.096	2,4%	
	Wall Street Journal website (online.wsj.com)	10.564	0,9%	1.144	0,2%	11.708	0,7%	
<b>TV-related websites</b>	Al Arabiya website, in Arabic (alarabiya.net)	112.749	10,1%	14.694	2,3%	127.443	7,3%	
	Al Arabiya website, in English (alarabiya.net)	26.306	2,3%	3.041	0,5%	29.347	1,7%	
	Aljazeera English website (english.aljazeera.net)	23.397	2,1%	4.773	0,8%	28.170	1,6%	
	Aljazeera Sport website (aljazeera.net)	38.913	3,5%	22.167	3,5%	61.080	3,5%	
	Aljazeera website, in Arabic (aljazeera.net)	105.345	9,4%	25.055	4,0%	130.399	7,5%	
	BBC Arabic website (bbc.com)	30.442	2,7%	3.056	0,5%	33.498	1,9%	
	BBC News website in English (news.bbc.co.uk)	29.951	2,7%	2.582	0,4%	32.533	1,9%	
	BBC World News website (bbcworld.com)	32.873	2,9%	694	0,1%	33.567	1,9%	
	Bloomberg website (bloomberg.com)	9.638	0,9%	1.411	0,2%	11.049	0,6%	
	CNBC Arabia website (cnbc.com)	18.204	1,6%	206	0,0%	18.410	1,1%	
	CNBC website in English (cnbc.com)	12.660	1,1%	503	0,1%	13.163	0,8%	
	CNN Arabic website (arabic.cnn.com)	10.676	1,0%	7.457	1,2%	18.134	1,0%	
	CNN Money website (money.cnn.com)	11.433	1,0%	866	0,1%	12.298	0,7%	
	CNN website in English (edition.cnn.com)	14.031	1,3%	4.570	0,7%	18.601	1,1%	
	Deutsche Welle website (dw-world.de)	1.055	0,1%	283	0,0%	1.337	0,1%	
	Discovery Channel website (discovery.com)	9.935	0,9%	1.603	0,3%	11.538	0,7%	
	EuroNews website (euronews.net)	3.350	0,3%	1.064	0,2%	4.415	0,3%	
	Eurosport website (eurosport.yahoo.com)	9.342	0,8%	1.635	0,3%	10.976	0,6%	
	Fashion TV Arabia website (ftvarabia.com)	6.786	0,6%	2.972	0,5%	9.758	0,6%	
	France vingt-quatre website (france24.com)	5.111	0,5%	-	0,0%	5.111	0,3%	
	Sky News website (news.sky.com)	4.117	0,4%	3.231	0,5%	7.348	0,4%	
	Travel Channel website (travelchannel.co.uk)	10.881	1,0%	-	0,0%	10.881	0,6%	
	TV Cinq website (tv5.org)	1.928	0,2%	859	0,1%	2.786	0,2%	
	<b>Other websites</b>	Al Arabiya website, in Arabic (alarabiya.net)	21.329	1,9%	2.317	0,4%	23.647	1,4%
		maktoob (maktoob.com)	41.131	3,7%	39.741	6,3%	80.873	4,6%
		the Arabic version of MSN (arabia.msn.com)	52.603	4,7%	74.615	11,8%	127.218	7,3%
		the international version of MSN (msn.com)	203.080	18,1%	105.661	16,8%	308.741	17,6%
Google (google.com)		690.064	61,6%	400.210	63,5%	1.090.274	62,3%	
Wikipedia (wikipedia.org)		31.663	2,8%	19.158	3,0%	50.821	2,9%	
Windows Live website (live.com)		180.428	16,1%	47.200	7,5%	227.628	13,0%	
Yahoo! (yahoo.com)		588.989	52,6%	411.374	65,3%	1.000.364	57,2%	
YouTube (youtube.com)		230.176	20,6%	100.062	15,9%	330.238	18,9%	

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Non-Gulf: Jordan, Lebanon, Egypt