

Synovate EMS Middle East 2009

Latest results show regional media reach - TV

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	
	Population	abs 1.120.000	% 100,0%	abs 630.000	% 100,0%	abs 1.750.000
	Audience	Monthly reach	Audience	Monthly reach	Audience	Monthly reach
Al Arabiya	715.246	63,9%	247.346	39,3%	962.592	55,0%
Aljazeera, in Arabic	660.839	59,0%	366.098	58,1%	1.026.937	58,7%
Aljazeera English	112.232	10,0%	44.945	7,1%	157.177	9,0%
Aljazeera Documentary	171.648	15,3%	53.883	8,6%	225.531	12,9%
Aljazeera Sport	348.165	31,1%	230.007	36,5%	578.172	33,0%
BBC Arabic	213.430	19,1%	106.775	16,9%	320.204	18,3%
BBC World News, in English	225.918	20,2%	47.702	7,6%	273.620	15,6%
Bloomberg TV	33.935	3,0%	7.696	1,2%	41.631	2,4%
CNBC, in English	66.558	5,9%	17.097	2,7%	83.656	4,8%
CNBC Arabia	141.508	12,6%	29.391	4,7%	170.898	9,8%
CNN	242.413	21,6%	125.542	19,9%	367.955	21,0%
DW-TV, also known as Deutsche Welle	6.765	0,6%	11.072	1,8%	17.837	1,0%
Discovery Channel	68.427	6,1%	35.524	5,6%	103.951	5,9%
E! Entertainment	16.907	1,5%	6.732	1,1%	23.639	1,4%
EuroNews	40.663	3,6%	22.689	3,6%	63.351	3,6%
Eurosport	72.946	6,5%	42.509	6,7%	115.456	6,6%
Fashion TV Arabia	24.736	2,2%	40.228	6,4%	64.964	3,7%
France vingt-quatre (France 24)	34.936	3,1%	13.522	2,1%	48.459	2,8%
MTV, in English	59.088	5,3%	9.928	1,6%	69.016	3,9%
MTV Arabia	63.972	5,7%	35.057	5,6%	99.029	5,7%
National Geographic Channel	70.401	6,3%	24.752	3,9%	95.153	5,4%
Orbit News	21.430	1,9%	60.174	9,6%	81.604	4,7%
Travel Channel	13.858	1,2%	10.595	1,7%	24.453	1,4%
TV Cinq Monde (TV5Monde)	17.718	1,6%	12.303	2,0%	30.022	1,7%
MBC	625.096	55,8%	279.705	44,4%	904.802	51,7%
MBC Action	252.997	22,6%	351.628	55,8%	604.625	34,5%
MBC2	555.386	49,6%	355.132	56,4%	910.518	52,0%
MBC3	114.815	10,3%	73.562	11,7%	188.377	10,8%
MBC4	362.428	32,4%	141.914	22,5%	504.342	28,8%
LBC Europe	47.164	4,2%	50.870	8,1%	98.034	5,6%
LBC International	106.529	9,5%	84.510	13,4%	191.038	10,9%
Dubai One TV	207.005	18,5%	117.110	18,6%	324.116	18,5%
Future tv	157.573	14,1%	88.203	14,0%	245.775	14,0%
Al Hurra	58.487	5,2%	37.803	6,0%	96.290	5,5%
Infinity	57.134	5,1%	63.493	10,1%	120.628	6,9%
Discovery Travel & Living	27.717	2,5%	10.659	1,7%	38.376	2,2%

* Gulf: KSA, UAE, Bahrain, Kuwait, Qatar

Non-Gulf: Jordan, Lebanon, Egypt

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Viewed past 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
Al Arabiya	669.172	59,7%	215.992	34,3%	885.164	50,6%
Aljazeera, in Arabic	610.319	54,5%	337.860	53,6%	948.179	54,2%
Aljazeera English	88.245	7,9%	31.898	5,1%	120.143	6,9%
Aljazeera Documentary	115.274	10,3%	35.723	5,7%	150.996	8,6%
Aljazeera Sport	270.249	24,1%	200.206	31,8%	470.454	26,9%
BBC Arabic	155.212	13,9%	75.426	12,0%	230.638	13,2%
BBC World News, in English	189.460	16,9%	27.821	4,4%	217.281	12,4%
Bloomberg TV	24.553	2,2%	5.854	0,9%	30.407	1,7%
CNBC, in English	48.972	4,4%	5.935	0,9%	54.906	3,1%
CNBC Arabia	89.085	8,0%	24.131	3,8%	113.216	6,5%
CNN	161.923	14,5%	82.648	13,1%	244.571	14,0%
DW-TV, also known as Deutsche Welle	5.468	0,5%	3.295	0,5%	8.763	0,5%
Discovery Channel	49.015	4,4%	26.967	4,3%	75.982	4,3%
E! Entertainment	13.315	1,2%	2.251	0,4%	15.566	0,9%
EuroNews	27.578	2,5%	17.124	2,7%	44.702	2,6%
Eurosport	55.859	5,0%	23.110	3,7%	78.969	4,5%
Fashion TV Arabia	12.703	1,1%	26.417	4,2%	39.119	2,2%
France vingt-quatre (France 24)	21.352	1,9%	8.062	1,3%	29.414	1,7%
MTV, in English	46.232	4,1%	3.624	0,6%	49.856	2,8%
MTV Arabia	30.433	2,7%	14.815	2,4%	45.249	2,6%
National Geographic Channel	43.059	3,8%	8.464	1,3%	51.523	2,9%
Orbit News	11.686	1,0%	41.441	6,6%	53.127	3,0%
Travel Channel	6.931	0,6%	5.159	0,8%	12.090	0,7%
TV Cinq Monde (TV5Monde)	11.232	1,0%	4.523	0,7%	15.755	0,9%
MBC	529.768	47,3%	252.727	40,1%	782.495	44,7%
MBC Action	207.271	18,5%	319.951	50,8%	527.222	30,1%
MBC2	430.904	38,5%	327.265	51,9%	758.169	43,3%
MBC3	80.978	7,2%	57.993	9,2%	138.972	7,9%
MBC4	268.405	24,0%	92.143	14,6%	360.547	20,6%
LBC Europe	26.745	2,4%	39.102	6,2%	65.846	3,8%
LBC International	60.703	5,4%	52.058	8,3%	112.760	6,4%
Dubai One TV	138.947	12,4%	75.972	12,1%	214.919	12,3%
Future tv	85.948	7,7%	43.649	6,9%	129.597	7,4%
Al Hurra	32.988	2,9%	21.794	3,5%	54.782	3,1%
Infinity	23.854	2,1%	45.477	7,2%	69.331	4,0%
Discovery Travel & Living	19.672	1,8%	7.643	1,2%	27.314	1,6%

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Viewed 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
Al Arabiya	527.191	47,1%	114.310	18,1%	641.501	36,7%
Aljazeera, in Arabic	463.205	41,4%	198.107	31,4%	661.312	37,8%
Aljazeera English	52.117	4,7%	18.808	3,0%	70.925	4,1%
Aljazeera Documentary	50.850	4,5%	14.951	2,4%	65.801	3,8%
Aljazeera Sport	131.939	11,8%	84.649	13,4%	216.588	12,4%
BBC Arabic	78.982	7,1%	48.065	7,6%	127.047	7,3%
BBC World News, in English	138.822	12,4%	11.615	1,8%	150.437	8,6%
Bloomberg TV	10.106	0,9%	1.618	0,3%	11.724	0,7%
CNBC, in English	29.617	2,6%	3.031	0,5%	32.648	1,9%
CNBC Arabia	44.552	4,0%	7.675	1,2%	52.227	3,0%
CNN	118.312	10,6%	38.901	6,2%	157.213	9,0%
DW-TV, also known as Deutsche Welle	5.468	0,5%	245	0,0%	5.713	0,3%
Discovery Channel	23.584	2,1%	14.516	2,3%	38.100	2,2%
E! Entertainment	8.529	0,8%	839	0,1%	9.369	0,5%
EuroNews	16.057	1,4%	5.578	0,9%	21.636	1,2%
Eurosport	35.984	3,2%	11.861	1,9%	47.844	2,7%
Fashion TV Arabia	7.455	0,7%	20.953	3,3%	28.408	1,6%
France vingt-quatre (France 24)	15.118	1,3%	269	0,0%	15.387	0,9%
MTV, in English	35.942	3,2%	1.095	0,2%	37.037	2,1%
MTV Arabia	8.230	0,7%	3.747	0,6%	11.977	0,7%
National Geographic Channel	20.227	1,8%	2.119	0,3%	22.346	1,3%
Orbit News	3.725	0,3%	13.066	2,1%	16.791	1,0%
Travel Channel	2.255	0,2%	442	0,1%	2.697	0,2%
TV Cinq Monde (TV5Monde)	8.922	0,8%	1.665	0,3%	10.586	0,6%
MBC	385.778	34,4%	109.566	17,4%	495.343	28,3%
MBC Action	137.291	12,3%	167.981	26,7%	305.273	17,4%
MBC2	249.813	22,3%	199.048	31,6%	448.860	25,6%
MBC3	30.189	2,7%	13.824	2,2%	44.013	2,5%
MBC4	150.380	13,4%	37.871	6,0%	188.252	10,8%
LBC Europe	7.055	0,6%	8.616	1,4%	15.671	0,9%
LBC International	26.946	2,4%	15.360	2,4%	42.306	2,4%
Dubai One TV	65.550	5,9%	22.289	3,5%	87.840	5,0%
Future tv	35.605	3,2%	10.152	1,6%	45.757	2,6%
Al Hurra	13.900	1,2%	6.218	1,0%	20.118	1,1%
Infinity	7.812	0,7%	10.307	1,6%	18.119	1,0%
Discovery Travel & Living	5.988	0,5%	3.934	0,6%	9.922	0,6%

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