

Past 7 days viewership

11 markets total (Hong Kong/Singapore/ Kuala Lumpur/Bangkok/Taipei/Jakarta/  
Manila/India/Seoul/Sydney/Melbourne/Tokyo)

Target: Total sample

Projected universe: 14,356,000 individuals in the PAX universe

Sample size: 20,314

	Weighted Reach %
Animal Planet	11.8
AXN Asia	6.2
BBC World	9.9
Bloomberg Television	2.7
Cartoon Network	8.2
Channel [V]	4.6
Channel [V] International	0.5
Channel NewsAsia	4.3
CNBC*	5.7
CNN	19.2
CNN Headline News	2.6
Discovery Channel	22.3
Discovery Travel & Living	9.2
Disney Channel Asia	2.2
Disney Channel Australia	0.5
Disney Channel Taiwan	1.6
ESPN	11.0
Hallmark Channel	3.1
HBO	13.6
MTV	10.2
National Geographic Channel	18.0
Nickelodeon	1.9
Phoenix Chinese Channel	2.8
Reality TV	1.3
Sport-i ESPN	0.6
STAR Movies	11.1
STAR Sports	9.3
STAR World	5.3
Zee TV	4.6

Source: PAX Q3 2006 to Q2 2007

\* Includes CNBC Asia, CNBC Hong Kong, CNBC Singapore, CNBC TV 18,  
CNBC Australia and Nikkei CNBC.

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11 markets total (Hong Kong/Singapore/ Kuala Lumpur/Bangkok/Taipei/Jakarta/  
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Target: Classification - all top management

Projected universe: 822,000 individuals in the PAX universe

Sample size: 6,774

	Weighted Reach %
Animal Planet	12.2
AXN Asia	6.8
BBC World	15.4
Bloomberg Television	4.3
Cartoon Network	7.6
Channel [V]	4.0
Channel [V] International	0.7
Channel NewsAsia	5.9
CNBC*	11.3
CNN	30.3
CNN Headline News	3.7
Discovery Channel	25.5
Discovery Travel & Living	9.4
Disney Channel Asia	1.7
Disney Channel Australia	0.3
Disney Channel Taiwan	1.5
ESPN	16.3
Hallmark Channel	3.5
HBO	15.8
MTV	9.1
National Geographic Channel	19.5
Nickelodeon	1.5
Phoenix Chinese Channel	3.7
Reality TV	1.4
Sport-i ESPN	0.5
STAR Movies	12.4
STAR Sports	11.5
STAR World	7.1
Zee TV	4.4

Source: PAX Q3 2006 to Q2 2007

\* Includes CNBC Asia, CNBC Hong Kong, CNBC Singapore, CNBC TV 18,  
CNBC Australia and Nikkei CNBC.

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