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Synovate PAX – latest results show regional media reach

ASIA PACIFIC - Synovate, a leading global market intelligence company, today released data from the Pan Asia Pacific Cross Media Survey (Synovate PAX) for Q3 2007 to Q2 2008.

Past 7 Days TV Viewing, reach into PAX universe

Past 7 Days Viewership
Target: Total PAX Sample
All figures are % reach

	Q3'07 to Q2'08	Q3'07 to Q2'08
	11 markets	10 markets exclude
	20,219	Tokyo
Sample size		18,762
Projected universe	14,356,000	9,554,000
Animal Planet	11.1	14.6
AXN Asia	6.4	8.0
BBC World	9.1	11.4
Bloomberg Television	2.9	3.2
Channel [V] **	5.5	8.2
Channel NewsAsia	3.8	5.7
CNBC*	5.8	5.8
CNN	17.1	19.5
Discovery Channel	20.2	26.9
Discovery Travel & Living	8.0	11.9
ESPN	10.6	16.0
Hallmark Channel	2.9	4.3
MTV	9.1	11.5
National Geographic Channel	16.7	23.5
Phoenix Chinese Channel	2.9	4.4
Sport-i ESPN	0.9	-
STAR Movies	10.9	16.4
STAR Sports	9.4	14.1
STAR World	4.6	6.9

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

** Includes Channel [V], Channel [V] International and Channel [V] Thai in Q3'06 to Q2'07 and includes Channel [V], Channel [V] International, Channel [V] Thai, Channel [V] Taiwan, Channel [V] India, Channel [V] Korea, Channel [V] Australia in Q3'07 to Q2'08

11 markets are Tokyo, Seoul, Taipei, Hong Kong, India, Singapore, Kuala Lumpur, Manila, Jakarta, Bangkok, Sydney and Melbourne

10 markets are Seoul, Taipei, Hong Kong, India, Singapore, Kuala Lumpur, Manila, Jakarta, Bangkok, Sydney and Melbourne



Past 7 Days TV Viewing, reach into PAX universe

Past 7 Days Viewership
Target: Top Management
All figures are % reach

	Q3'07 to Q2'08	Q3'07 to Q2'08
	11 markets	10 markets exclude
		Tokyo
Sample size	6,621	6,138
Projected universe	822,001	518,001
Animal Planet	10.9	16.2
AXN Asia	7.6	9.7
BBC World	14.6	19.5
Bloomberg Television	4.9	6.5
Channel [V] **	4.4	7.0
Channel NewsAsia	5.3	8.3
CNBC*	10.8	11.9
CNN	27.6	32.8
Discovery Channel	23.7	33.0
Discovery Travel & Living	8.9	13.7
ESPN	14.6	23.2
Hallmark Channel	3.3	5.2
MTV	8.1	11.7
National Geographic Channel	18.5	28.5
Phoenix Chinese Channel	3.3	5.3
Sport-i ESPN	1.0	-
STAR Movies	12.0	19.0
STAR Sports	11.3	17.9
STAR World	6.4	10.2

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

*** Includes Channel [V], Channel [V] International and Channel [V] Thai in Q3'06 to Q2'07 and includes Channel [V], Channel [V] International, Channel [V] Thai, Channel [V] Taiwan, Channel [V] India, Channel [V] Korea, Channel [V] Australia in Q3'07 to Q2'08*

11 markets are Tokyo, Seoul, Taipei, Hong Kong, India, Singapore, Kuala Lumpur, Manila, Jakarta, Bangkok, Sydney and Melbourne

10 markets are Seoul, Taipei, Hong Kong, India, Singapore, Kuala Lumpur, Manila, Jakarta, Bangkok, Sydney and Melbourne



Average Issue Readership (AIR), reach into PAX universe

Average Issue Readership
Target: Total PAX Sample
All figures are % reach

	Q3'07 to Q2'08
	10 markets exclude Tokyo
Sample size	18,762
Projected universe	9,554,000
Asia Inc.	0.4
Asiamoney	0.9
The Wall Street Journal Asia	0.7
Business Traveller	1.5
CFO Asia	0.3
Far Eastern Economic Review	1.0
Financial Times**	1.5
Forbes	1.0
Fortune	1.6
International Herald Tribune	0.3
National Geographic Magazine	5.9
Newsweek	3.1
Readers Digest Chinese	2.6
Readers Digest English	6.8
The Economist	2.0
Time	4.5
Total Reader's Digest*	11.4
USA Today	0.3
Yazhou Zhoukan	1.1

** Includes Reader's Digest English, Reader's Digest Chinese, Reader's Digest Thai/ Sansara, Reader's Digest Korean and Reader's Digest Bahasa edition
10 markets are Seoul, Taipei, Hong Kong, India, Singapore, Kuala Lumpur, Manila, Jakarta, Bangkok, Sydney and Melbourne*

*** In India, there are 3 publications which are not possible to measure separately:*

- 1. Financial Times (London operated)*
- 2. Financial Times (No arrangement with Financial Times London)*
- 3. Business Standard (In association with Financial Times)*

The Financial Times readership is likely to include readers from all 3 of these publications.



Average Issue Readership (AIR), reach into PAX universe

Average Issue Readership

Target: Top Management

All figures are % reach

	Q3'07 to Q2'08
	10 markets exclude Tokyo
Sample size	6,138
Projected universe	518,000
Asia Inc.	0.7
Asiamoney	2.0
The Wall Street Journal Asia	1.9
Business Traveller	3.4
CFO Asia	2.1
Far Eastern Economic Review	2.8
Financial Times**	3.0
Forbes	2.4
Fortune	3.8
International Herald Tribune	0.7
National Geographic Magazine	7.6
Newsweek	5.7
Readers Digest Chinese	3.2
Readers Digest English	8.5
The Economist	4.8
Time	7.2
Total Reader's Digest*	13.4
USA Today	0.5
Yazhou Zhoukan	2.1

** Includes Reader's Digest English, Reader's Digest Chinese, Reader's Digest Thai/ Sansara, Reader's Digest Korean and Reader's Digest Bahasa edition
10 markets are Seoul, Taipei, Hong Kong, India, Singapore, Kuala Lumpur, Manila, Jakarta, Bangkok, Sydney and Melbourne*

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