

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: 14,548,500 individuals in the PAX universe

Sample size: 20,245

	Weighted Reach %
Animal Planet	10.8
AXN Asia	6.0
BBC World News	9.9
Bloomberg Television	3.2
Channel [V] **	4.9
Channel NewsAsia	4.1
CNBC *	6.1
CNN	16.6
CNN Headline News	0.6
Discovery Channel	18.6
Discovery Travel & Living	7.8
ESPN	10.2
Hallmark Channel	3.0
HBO	13.6
MTV	9.0
National Geographic Channel	15.9
Phoenix Chinese Channel	2.9
Sport-i ESPN	0.8
STAR Movies	11.4
STAR Sports	8.6
STAR World	4.9
Zee TV Asia Pacific	3.4

Source: PAX Q3 '08 to Q2 '09

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

** Includes Channel [V], Channel [V] International, Channel [V] Thai, Channel [V] Taiwan,
Channel [V] India, Channel [V] Korea, Channel [V] Australia.

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

Target: Classification - all top management

Projected universe: 833,550 individuals in the PAX universe

Sample size: 6,514

	Weighted Reach %
Animal Planet	11.7
AXN Asia	7.2
BBC World News	15.3
Bloomberg Television	5.8
Channel [V] **	5.4
Channel NewsAsia	6.2
CNBC *	13.0
CNN	31.1
CNN Headline News	0.8
Discovery Channel	23.7
Discovery Travel & Living	9.5
ESPN	15.0
Hallmark Channel	3.8
HBO	16.8
MTV	8.1
National Geographic Channel	19.5
Phoenix Chinese Channel	4.2
Sport-i ESPN	1.8
STAR Movies	13.3
STAR Sports	11.7
STAR World	6.6
Zee TV Asia Pacific	2.8

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Channel [V] India, Channel [V] Korea, Channel [V] Australia.