

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: 14,627,000 individuals in the PAX universe
 Sample size: 20,416

	Weighted Reach %
Animal Planet	11.7
AXN Asia	5.9
BBC World News	9.2
Bloomberg Television	2.5
Channel [V] *	6.1
Channel NewsAsia	4.8
CNBC	3.0
CNN	15.2
CNN Headline News	1.6
Discovery Channel	20.6
Diva Universal	2.1
ESPN	8.8
HBO	13.9
MTV	10.4
National Geographic Channel	17.5
Phoenix Chinese Channel	2.8
STAR Movies	12.6
STAR Sports	8.9
STAR World	5.7
TLC (previously known as Discovery Travel & Living)	7.1
Zee TV Asia Pacific	3.2

Source: PAX Q3 '10 to Q2 '11

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

Past 7 days viewership
 11 markets total (Hong Kong/Singapore/ Kuala Lumpur/Bangkok/Taipei/Jakarta/
 Manila/India/Seoul/Sydney/Melbourne/Tokyo)
 Target: Classification - all top management
 Projected universe: 840,000 individuals in the PAX universe
 Sample size: 6,630

	Weighted Reach %
Animal Planet	11.0
AXN Asia	7.2
BBC World News	15.2
Bloomberg Television	4.5
Channel [V] *	5.1
Channel NewsAsia	5.9
CNBC	5.0
CNN	22.7
CNN Headline News	1.9
Discovery Channel	23.1
Diva Universal	2.2
ESPN	11.8
HBO	15.6
MTV	9.0
National Geographic Channel	18.7
Phoenix Chinese Channel	2.4
STAR Movies	13.1
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 Channel [V] India, Channel [V] Australia