

EMS and EMS Select 2007 Release; International TV and Print continue to perform at higher levels

On Tuesday 19th June 2007, the European Media and Marketing Survey was released for the 12th time in its history.

'The last 12 months have been phenomenal; INTERVIEW♦NSS was purchased by Synovate, EMS has expanded to Central Europe, the media measurement has evolved to encompass online and we have welcomed many new subscribers.' Reinier Schaper, Director, INTERVIEW♦NSS./ Synovate

EMS - RESULTS

The EMS and EMS Select 2007 results show a healthy performance for international TV channels and print titles throughout Europe. In a market where proliferation of content is getting more diverse everyday, print and TV are still the main sources for information and entertainment for the affluent and influential Europeans.

International TV - has performed particularly well in the summer 2007 release within the Select universe (Top 3% of individuals), with viewing levels for almost all channels having increased for the key measures of weekly and monthly viewing. In EMS Regular PETV monthly viewing in EMS 2007 increased by 2% compared to EMS 2006.

International print – this is the second release showing real growth for international print within the EMS Select universe. Gross reach increased by 2% between EMS Select 2006 and EMS Select 2007.

C-EMS - RESULTS

EMS 2006 included Poland and this year will feature the first release of C-EMS covering Poland, Hungary and the Czech Republic. C-EMS provides insight into the evolving media scene in Central Europe. Fieldwork has also started in Russia to be released in 2008.

The performance of the international media in this region varies significantly by market, being largely dependent on whether their product is tailored to this audience. Both the news/business (C-EMS regular weekly reach 35.6%) and general interest (C-EMS regular weekly reach 67.3%) International TV channels perform well in all these important markets. English language international print titles perform best in C-EMS Select with 19.2% of the universe being an average issue reader – offering a valuable extension to their Western European product.

EMS and PAX DIGITAL

We are delighted to announce that EMS and the PAX media surveys will probe into digital media consumption and the lifestyles of affluent consumers and top business decision makers in Europe and Asia/Pacific. EMS and PAX Digital will include detailed information into online behaviour, sites visited and the influence of the web on purchase decisions.

The addition of digital media to the current TV and print audience measurement will make EMS a full cross-media planning tool. The new digital component of the survey will commence fieldwork in the second half of 2007 and the first results will be delivered in early 2008.

NEW SUBSCRIBERS

We would like to welcome the following new subscribers to EMS and EMS Select 2007 survey:

- ◆ Fashion TV, the 24/7 fashion, beauty & style TV station
- ◆ Metro International, the daily free newspaper published in 21 countries
- ◆ TV5MONDE, a global television network, broadcasting French language programming
- ◆ Aviator, launched in 2007, originating from out of home media specialist Kinetic
- ◆ Invideo, a new international inflight medium
- ◆ Zenith/Optimedia – Paris

EMS continues to strive to be at the forefront of European media measurement and we are delighted that it is now being used as a national, as well as a European strategic planning tool.

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INTERVIEW♦NSS/ Synovate is a Dutch market research company, which offers full-service research and consultancy in marketing and management information. INTERVIEW♦NSS/ Synovate has a wide range of domestic and international clients with an emphasis on media, ICT, telecom, fast moving consumer goods, leisure & entertainment, financial and commercial services. INTERVIEW♦NSS/ Synovate has 170 research employees and 650 native speaking interviewers.

2005-1 31 January 2005 – 9 July 2005

2006-1 16 January 2006 – 16 July 2006

2005-2 11 July – 23 December 2005

2006-2 17 July 2006 – 23 December 2006