



EMBARGO DATE: Wednesday 30 January 2008

EMS AND EMS SELECT 2007 WINTER RELEASE

On Wednesday 30th of January 2008, the European Media and Marketing Winter 2007 will be launched. This year's Winter Release will feature marketing data for the first time making the EMS and EMS Select Winter a full EMS Release.

EMS – MEDIA RESULTS

While there have been small fluctuations between individual titles the results for the international print and TV channels is remarkably stable in both EMS and EMS Select. The chart below compares the combined reach of key news and business channels in Winter 2007.

Net AIR Intl Print News & Business*	Winter 2007
EMS	7.4%
Select	15.7%

* (Financial Times, Int. Herald Tribune, Wall St. Jnl, BusinessWeek, The Economist, Newsweek, TIME, Forbes Fortune) – 24 mths

Net Daily Reach Intl TV News & Business* Winter 2007

EMS	17.0%
Select	22.2%

* (BBCWorld, Bloomberg, CNBC, CNN Intl. Euronews, Sky News, TV5) – 12 mths

C-EMS – MEDIA RESULTS

C-EMS incorporates the markets of Poland, Hungary and the Czech Republic. The penetration of the international TV channels is significant in this region.

Net Reach All Intl TV – Winter CEMS 2007*	EMS	Select
Daily Reach	44.7%	44.3%
Weekly Reach	73.1%	75.8%
Monthly Reach	80.0%	82.7%

* 12 mths C-EMS launched in 2007

DEVELOPMENTS IN 2008

RUSSIA

The June Release of EMS and EMS Select will include Russia for the first time ever in CEMS. Unlike, other countries measured the sample of EMS Russia will focus on the 2 main urban areas of Moscow and St Petersburg.

'Russia is developing incredibly quickly and credible research on this important market is still very limited amongst this important audience. The inclusion of Russia in EMS will be a major step forward.' **Nick Hiddleston, Worldwide Research Director, ZenithOptimedia Worldwide**

DIGITAL LIFE

In Summer 2008, Synovate will be launching a new survey called EMS Digital Life, a sister survey called PAX Digital Life in Asia will be launched in October. Digital Life seeks to understand the many different ways up market individuals use and are exposed to **all** forms of media (both traditional and digital) throughout the day.

'With digital technology now an integral part of people's lives, any study that includes greater depth in this area will be valuable' **Victoria Cook, Senior Insights Evaluator, MindShare**

'This project is unique on many levels – it will help planners understand the different relationships have with the media: who, what, where, when and why? EMS and PAX Digital Life will be harmonized giving a complete picture across both Europe and Asia.' **Reinier Schaper, Media Director Synovate**

EMS Winter Fieldwork Period:

2005-2	11 July – 23 December 2005	2006-2	17 July 2006 – 23 December 2006
2006-1	16 January 2006 – 16 July 2006	2007-1	29 January 2007- 28 July 2007

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About Synovate

Synovate, the market research arm of Aegis Group plc, generates consumer insights that drive competitive marketing solutions. The network provides clients with cohesive global support and a comprehensive suite of research solutions. Synovate employs over 5,800 staff in 121 cities across 57 countries. More information on Synovate can be found at www.synovate.com.

Facts & Figures

- Synovate The Netherlands has 180 staff and 450 native speaking interviewers.*
- In 2006 the company turnover amounted to €32m.*
- Synovate The Netherlands is a member of the European Market Research Association (ESOMAR) and endorses the international code for market research. This code was drawn up by ESOMAR in collaboration with the International Chamber of Commerce (ICC).*
- Synovate The Netherlands is ISO-certified:
 - ISO 9001:2000*
 - ISO 20252, a norm especially directed at market research agencies.**This means that we work according to well-defined processes which we document carefully.**
- Synovate The Netherlands is associated with the 'Research Keurmerkgroep' (Research Quality Mark Group), a selection of market research agencies that have jointly formulated quality criteria which they intend to meet and have to meet.*