

Table 1 PAN EUROPEAN PRINT BY COUNTRY

Reach (AIR)	Total			Country of residence																
	2005	2006	EMS2007 (2005/2006)	Austria	Belgium/ Lux.	Denmark	Finland	France	Germany	Ireland										
Sample size/profile %>	15000	16029	31029	100	927	3.0	1175	3.8	895	2.9	824	2.7	4624	14.9	5455	17.6	621	2.0		
Est. pop. '000/profile %>	39450	100	39462	100	869	2.2	1186	3.0	716	1.8	667	1.7	6384	16.2	9432	23.9	315	0.8		
	'000	%^	'000	%^	'000	%^	'000	%^	'000	%^	'000	%^	'000	%^	'000	%^	'000	%^	'000	%^
Pan European print																				
Financial Times	555	1.4	577	1.5	569	1.4	7	0.8	19	1.6	6	0.8	5	0.8	24	0.4	49	0.5	12	3.8
International Herald Tribune	116	0.3	132	0.3	124	0.3	5	0.5	5	0.4	2	0.3	2	0.2	27	0.4	22	0.2	1	0.3
USA Today	111	0.3	90	0.2	101	0.3	2	0.2	4	0.3	1	0.2	2	0.2	8	0.1	24	0.3	2	0.6
Wall Street Journal Europe	98	0.2	98	0.2	99	0.3	1	0.1	8	0.7	2	0.2	1	0.2	11	0.2	13	0.1	1	0.3
PE daily newspapers	823	2.1	831	2.1	831	2.1	13	1.5	32	2.7	10	1.4	9	1.4	61	1.0	99	1.1	15	4.8
BusinessWeek	268	0.7	244	0.6	257	0.7	4	0.5	15	1.2	6	0.9	7	1.1	23	0.4	44	0.5	5	1.7
The Economist	733	1.9	794	2.0	767	1.9	17	1.9	24	2.1	18	2.5	11	1.6	53	0.8	42	0.4	18	5.7
Newsweek	563	1.4	577	1.5	572	1.4	25	2.8	22	1.9	14	2.0	15	2.2	85	1.3	103	1.1	13	4.1
TIME	1050	2.7	1086	2.8	1072	2.7	21	2.5	35	3.0	17	2.4	22	3.3	98	1.5	200	2.1	35	11.1
Forbes	165	0.4	160	0.4	163	0.4	5	0.6	7	0.6	4	0.5	2	0.3	19	0.3	32	0.3	5	1.5
Fortune	207	0.5	176	0.4	193	0.5	5	0.5	10	0.9	4	0.6	4	0.7	11	0.2	25	0.3	8	2.6
PE weeklies/fortnightlies	2452	6.2	2428	6.2	2449	6.2	64	7.4	82	6.9	47	6.6	49	7.3	240	3.8	370	3.9	64	20.2
PE news/business print	2973	7.5	2931	7.4	2963	7.5	72	8.3	99	8.3	52	7.3	54	8.1	278	4.4	435	4.6	71	22.6
EuroMoney	138	0.3	215	0.5	177	0.4	3	0.3	8	0.6	6	0.9	5	0.8	9	0.1	31	0.3	2	0.7
Harvard Business Review	373	0.9	448	1.1	413	1.0	12	1.4	18	1.5	19	2.6	12	1.8	24	0.4	69	0.7	10	3.1
Institutional Investor	126	0.3	164	0.4	146	0.4	5	0.5	11	0.9	6	0.9	3	0.4	9	0.1	17	0.2	2	0.7
National Geographic (in English)	2229	5.7	2157	5.5	2196	5.6	40	4.6	70	5.9	37	5.2	50	7.5	113	1.8	249	2.6	83	26.3
Reader's Digest (all versions)	2601	6.6	2327	5.9	2463	6.2	54	6.2	74	6.2	3	0.5	119	17.9	177	2.8	656	7.0	56	17.9
Scientific American	484	1.2	503	1.3	495	1.3	8	0.9	17	1.5	6	0.9	7	1.1	32	0.5	81	0.9	13	4.2
PE general monthlies	5182	13.1	4942	12.5	5067	12.8	109	12.5	164	13.9	68	9.5	173	25.9	343	5.4	1004	10.6	128	40.7
Inflights																				
Air France Magazine	955	2.4	1120	2.8	1040	2.6	10	1.1	18	1.6	7	1.0	4	0.6	690	10.8	63	0.7	5	1.6
Blue Wings (Finnair)	369	0.9	335	0.8	353	0.9	-	-	5	0.4	6	0.8	200	30.0	19	0.3	26	0.3	-	-
Business Life (British Airways)	604	1.5	634	1.6	622	1.6	4	0.4	6	0.5	8	1.1	7	1.0	25	0.4	74	0.8	5	1.7
easyJet Inflight Magazine	581	1.5	627	1.6	606	1.5	-	-	-	-	3	0.5	-	-	73	1.2	60	0.6	-	-
High Life (British Airways)	692	1.8	715	1.8	707	1.8	4	0.5	7	0.6	9	1.2	8	1.1	29	0.5	61	0.6	6	1.8
Holland Herald (KLM)	369	0.9	406	1.0	389	1.0	6	0.7	9	0.8	7	1.0	5	0.8	45	0.7	48	0.5	2	0.6
Lufthansa Magazin	1354	3.4	1435	3.6	1401	3.6	48	5.5	17	1.5	18	2.4	16	2.3	65	1.0	885	9.4	3	1.0
B there Magazine (Brussels Airlines)	284	0.7	322	0.8	304	0.8	-	-	43	3.7	4	0.5	-	-	18	0.3	-	-	-	-
Iberia Ronda Magazine	623	1.6	662	1.7	648	1.6	3	0.3	9	0.7	2	0.3	4	0.6	29	0.5	47	0.5	5	1.5
RAM Ryanair Inflight Magazine	868	2.2	925	2.3	899	2.3	9	1.0	19	1.6	13	1.7	5	0.7	46	0.7	112	1.2	58	18.5
Scanorama (SAS)	570	1.4	595	1.5	584	1.5	7	0.8	5	0.4	92	12.8	30	4.6	16	0.3	36	0.4	6	1.9
Sky Lines (Austrian Airlines)	431	1.1	492	1.2	464	1.2	162	18.7	8	0.7	7	0.9	9	1.3	37	0.6	112	1.2	-	-
Swiss Magazine (Swiss Airlines)	261	0.7	339	0.9	301	0.8	10	1.1	7	0.6	3	0.4	4	0.6	32	0.5	67	0.7	1	0.3
Ulisse (Alitalia)	563	1.4	595	1.5	583	1.5	5	0.6	7	0.5	2	0.3	-	-	37	0.6	27	0.3	1	0.4
Voyager (British Midland)	521	1.3	454	1.2	489	1.2	-	-	12	1.0	3	0.4	-	-	8	0.1	28	0.3	11	3.6
All inflights	7236	18.3	7498	19.0	7390	18.7	203	23.3	130	11.0	137	19.1	276	41.3	941	14.7	1284	13.6	114	36.1
All PE print	11918	30.2	11846	30.0	11907	30.2	303	34.9	305	25.7	199	27.8	372	55.8	1333	20.9	2236	23.7	207	65.9
Free dailies																				
20 Minutes (all versions)	813	2.1	940	2.4	878	2.2	-	-	-	-	-	-	-	-	385	6.0	-	-	-	-
Metro (all versions)	2213	5.6	2317	5.9	2265	5.7	-	-	-	-	144	20.1	57	8.5	321	5.0	-	-	-	-

PAN EUROPEAN PRINT BY COUNTRY

Table 1

Reach (AIR)	Total EMS 2007 (2005/2006)	Country of residence																
		Italy	Nether- lands		Norway	Portugal	Spain	Sweden	Switzer- land		UK							
Sample size/profile %>	31029	100	3635	11.7	1594	5.1	644	2.1	934	3.0	2511	8.1	1199	3.9	966	3.1	5025	16.2
Est. pop. '000/profile %>	39462	100	5015	12.7	1632	4.1	575	1.5	786	2.0	3491	8.8	1204	3.1	851	2.2	6339	16.1
	'000	%^	'000	%^	'000	%^	'000	%^	'000	%^	'000	%^	'000	%^	'000	%^	'000	%^
Pan European print																		
Financial Times	569	1.4	27	0.5	25	1.6	5	0.8	11	1.4	20	0.6	7	0.6	10	1.2	340	5.4
International Herald Tribune	124	0.3	9	0.2	10	0.6	2	0.4	1	0.2	9	0.3	4	0.4	8	0.9	19	0.3
USA Today	101	0.3	8	0.2	7	0.4	3	0.5	1	0.1	5	0.1	2	0.2	3	0.4	29	0.5
Wall Street Journal Europe	99	0.3	13	0.3	12	0.7	3	0.6	1	0.1	12	0.4	1	0.1	4	0.5	15	0.2
PE daily newspapers	831	2.1	54	1.1	47	2.9	12	2.2	14	1.8	41	1.2	14	1.2	23	2.7	386	6.1
BusinessWeek	257	0.7	26	0.5	26	1.6	3	0.6	5	0.7	12	0.3	7	0.5	10	1.2	64	1.0
The Economist	767	1.9	82	1.6	45	2.7	9	1.6	17	2.1	50	1.4	18	1.5	19	2.2	345	5.4
Newsweek	572	1.4	61	1.2	30	1.8	17	2.9	15	1.9	28	0.8	18	1.5	20	2.3	106	1.7
TIME	1072	2.7	118	2.4	53	3.3	24	4.1	39	5.0	64	1.8	26	2.2	23	2.7	297	4.7
Forbes	163	0.4	18	0.4	10	0.6	4	0.7	3	0.4	11	0.3	4	0.3	7	0.9	34	0.5
Fortune	193	0.5	20	0.4	12	0.7	8	1.3	8	1.0	16	0.5	6	0.5	5	0.6	52	0.8
PE weeklies/fortnightlies	2449	6.2	270	5.4	129	7.9	51	8.8	69	8.8	149	4.3	63	5.2	68	8.0	735	11.6
PE news/business print	2963	7.5	301	6.0	154	9.5	58	10.1	78	9.9	172	4.9	71	5.9	81	9.5	987	15.6
Euromoney	177	0.4	20	0.4	15	0.9	4	0.6	3	0.4	8	0.2	5	0.4	6	0.7	52	0.8
Harvard Business Review	413	1.0	27	0.5	35	2.2	15	2.6	9	1.1	28	0.8	15	1.2	21	2.5	99	1.6
Institutional Investor	146	0.4	8	0.2	18	1.1	5	0.8	1	0.2	6	0.2	1	0.1	3	0.4	51	0.8
National Geographic (in English)	2196	5.6	193	3.8	115	7.1	50	8.7	57	7.2	141	4.0	70	5.9	48	5.6	880	13.9
Reader's Digest (all versions)	2463	6.2	116	2.3	138	8.5	13	2.3	94	11.9	121	3.5	42	3.5	87	10.2	712	11.2
Scientific American	495	1.3	70	1.4	34	2.1	11	1.8	17	2.1	37	1.1	12	1.0	13	1.5	136	2.1
PE general monthlies	5067	12.8	385	7.7	293	18.0	81	14.1	162	20.6	298	8.5	128	10.6	159	18.7	1572	24.8
Inflights																		
Air France Magazine	1040	2.6	64	1.3	24	1.5	8	1.4	14	1.8	51	1.5	8	0.6	15	1.8	58	0.9
Blue Wings (Finnair)	353	0.9	13	0.3	12	0.7	10	1.7	-	-	8	0.2	27	2.2	6	0.7	21	0.3
Business Life (British Airways)	622	1.6	30	0.6	13	0.8	9	1.5	6	0.8	31	0.9	12	1.0	9	1.1	382	6.0
easyJet Inflight Magazine	606	1.5	34	0.7	24	1.4	-	-	3	0.4	24	0.7	-	-	24	2.8	360	5.7
High Life (British Airways)	707	1.8	32	0.6	13	0.8	9	1.5	7	0.9	30	0.9	14	1.2	9	1.1	469	7.4
Holland Herald (KLM)	389	1.0	24	0.5	102	6.3	18	3.1	4	0.5	16	0.5	11	0.9	5	0.6	86	1.4
Lufthansa Magazin	1401	3.6	119	2.4	22	1.4	20	3.4	14	1.8	41	1.2	34	2.8	32	3.8	66	1.0
B there Magazine (Brussels Airlines)	304	0.8	24	0.5	10	0.6	-	-	3	0.4	16	0.5	8	0.6	4	0.5	174	2.8
Iberia Ronda Magazine	648	1.6	41	0.8	7	0.5	2	0.3	13	1.6	441	12.6	4	0.3	5	0.6	37	0.6
RAM Ryanair Inflight Magazine	899	2.3	136	2.7	23	1.4	20	3.4	3	0.3	37	1.1	44	3.7	3	0.4	371	5.9
Scanorama (SAS)	584	1.5	20	0.4	10	0.6	154	26.7	-	-	12	0.3	159	13.2	5	0.6	32	0.5
Sky Lines (Austrian Airlines)	464	1.2	38	0.8	15	0.9	4	0.7	3	0.3	15	0.4	14	1.2	12	1.4	28	0.4
Swiss Magazine (Swiss Airlines)	301	0.8	25	0.5	9	0.6	3	0.6	2	0.3	17	0.5	7	0.6	82	9.6	33	0.5
Ulisse (Alitalia)	583	1.5	426	8.5	11	0.7	-	-	4	0.5	30	0.9	-	-	3	0.4	30	0.5
Voyager (British Midland)	489	1.2	22	0.4	13	0.8	5	0.9	-	-	14	0.4	6	0.5	2	0.2	366	5.8
All inflights	7390	18.7	770	15.4	361	22.1	263	45.7	137	17.4	591	16.9	300	24.9	154	18.1	1731	27.3
All PE print	11907	30.2	1144	22.8	595	36.4	303	52.7	283	36.0	832	23.8	392	32.6	302	35.5	3101	48.9
Free dailies																		
20 Minutes (all versions)	878	2.2	-	-	-	-	-	-	-	-	339	9.7	-	-	155	18.2	-	-
Metro (all versions)	2265	5.7	243	4.8	203	12.4	-	-	53	6.8	346	9.9	241	20.1	-	-	657	10.4

Table 2 PAN EUROPEAN TV BY COUNTRY

Reach	Total			Country of residence																
	2005	2006	EMS2007 (2005/2006)	Austria	Belgium/ Lux.	Denmark	Finland	France	Germany	Ireland										
Sample size/profile %>	15000	16029	31029	100	927	3.0	1175	3.8	895	2.9	824	2.7	4624	14.9	5455	17.6	621	2.0		
Est. pop. '000/profile %>	39450	100	39462	100	869	2.2	1186	3.0	716	1.8	667	1.7	6384	16.2	9432	23.9	315	0.8		
	'000	%^	'000	%^	'000	%^	'000	%^	'000	%^	'000	%^	'000	%^	'000	%^	'000	%^	'000	%^
Weekly																				
BBC World	4689	11.9	4593	11.6	4650	11.8	117	13.5	215	18.1	129	18.0	119	17.8	386	6.0	1145	12.1	50	15.9
Bloomberg TV	2389	6.1	2405	6.1	2403	6.1	56	6.5	23	1.9	13	1.8	9	1.3	304	4.8	862	9.1	21	6.8
CNBC	2798	7.1	2626	6.7	2718	6.9	65	7.4	106	9.0	35	4.9	53	7.9	249	3.9	718	7.6	46	14.8
CNN International	7565	19.2	6908	17.5	7249	18.4	249	28.7	319	26.9	175	24.5	83	12.5	688	10.8	1781	18.9	82	26.2
EuroNews	7041	17.8	7103	18.0	7082	17.9	195	22.5	279	23.5	40	5.6	137	20.6	1326	20.8	1914	20.3	104	33.2
Sky News	5801	14.7	6026	15.3	5919	15.0	72	8.2	62	5.3	62	8.7	48	7.2	241	3.8	541	5.7	207	65.7
News/business PETV weekly	16933	42.9	16667	42.2	16817	42.6	427	49.1	581	49.0	273	38.1	249	37.4	1936	30.3	3986	42.3	247	78.4
BBC Prime	346	0.9	299	0.8	322	0.8	-	-	-	-	119	16.6	-	-	-	-	-	-	-	-
Deutsche Welle	678	1.7	705	1.8	693	1.8	24	2.8	16	1.4	5	0.7	61	9.1	49	0.8	374	4	-	-
Discovery Channel	7155	18.1	7276	18.4	7219	18.3	69	7.9	110	9.3	222	31.0	73	10.9	350	5.5	984	10.4	132	41.8
Eurosport	12772	32.4	12340	31.3	12558	31.8	372	42.8	299	25.2	227	31.7	225	33.8	1693	26.5	3952	41.9	115	36.6
Fashion TV	755	1.9	813	2.1	786	2.0	9	1.1	16	1.3	3	0.4	11	1.7	129	2.0	82	0.9	9	3.0
MTV	10962	27.8	10962	27.8	10965	27.8	247	28.5	463	39.0	134	18.6	193	29.0	989	15.5	3188	33.8	108	34.4
National Geographic Channel	5487	13.9	5803	14.7	5654	14.3	24	2.7	294	24.8	147	20.5	40	6.0	470	7.4	419	4.4	96	30.4
Travel Channel	2646	6.7	2648	6.7	2651	6.7	32	3.7	32	2.7	45	6.3	34	5.1	139	2.2	410	4.3	40	12.6
TV5Monde	2932	7.4	2860	7.2	2894	7.3	31	3.6	306	25.8	20	2.8	23	3.4	1434	22.5	287	3	7	2.4
General PETV weekly	22377	56.7	22565	57.2	22478	57.0	506	58.2	840	70.9	426	59.5	343	51.5	2904	45.5	5857	62.1	222	70.6
PETV weekly	25728	65.2	25988	65.9	25869	65.6	621	71.5	930	78.4	467	65.2	395	59.2	3317	52.0	6720	71.2	268	85.2
Monthly																				
BBC World	9607	24.4	9650	24.5	9646	24.4	234	26.9	442	37.3	277	38.7	244	36.6	853	13.4	2376	25.2	95	30.2
Bloomberg TV	4245	10.8	4415	11.2	4340	11.0	99	11.3	43	3.6	24	3.3	18	2.8	554	8.7	1501	15.9	41	13.0
CNBC	5902	15.0	5981	15.2	5954	15.1	145	16.7	236	19.9	82	11.4	120	18.1	579	9.1	1536	16.3	94	29.8
CNN International	13854	35.1	13359	33.9	13628	34.5	446	51.3	573	48.3	335	46.7	174	26.0	1392	21.8	3286	34.8	160	50.7
EuroNews	11832	30	12141	30.8	12003	30.4	306	35.2	451	38.1	77	10.7	261	39.2	2231	35	3299	35	164	52.2
Sky News	9559	24.2	10000	25.3	9788	24.8	138	15.8	123	10.4	137	19.1	98	14.7	455	7.1	1001	10.6	271	86.0
News/business PETV monthly	23196	58.8	23350	59.2	23290	59.0	579	66.6	803	67.7	417	58.3	372	55.8	2810	44.0	5632	59.7	286	90.7
BBC Prime	628	1.6	638	1.6	632	1.6	-	-	-	-	233	32.5	-	-	-	-	-	-	-	-
Deutsche Welle	1584	4.0	1627	4.1	1609	4.1	60	6.9	39	3.2	16	2.2	134	20.1	105	1.6	891	9.4	-	-
Discovery Channel	11497	29.1	12318	31.2	11915	30.2	126	14.5	193	16.3	386	53.9	134	20.1	640	10.0	1694	18.0	206	65.3
Eurosport	18263	46.3	18272	46.3	18273	46.3	525	60.4	443	37.3	369	51.6	369	55.3	2451	38.4	5567	59.0	175	55.5
Fashion TV	1575	4.0	1725	4.4	1653	4.2	19	2.2	29	2.4	10	1.4	28	4.2	283	4.4	171	1.8	21	6.7
MTV	16608	42.1	17059	43.2	16839	42.7	399	46.0	704	59.3	249	34.8	322	48.3	1552	24.3	4878	51.7	159	50.4
National Geographic Channel	9349	23.7	10510	26.6	9946	25.2	49	5.6	534	45.0	288	40.3	83	12.4	890	13.9	792	8.4	166	52.6
Travel Channel	4979	12.6	5273	13.4	5133	13.0	67	7.8	64	5.4	95	13.3	69	10.4	284	4.5	875	9.3	77	24.5
TV5Monde	4893	12.4	4912	12.4	4899	12.4	53	6.1	473	39.9	42	5.9	45	6.7	2429	38.1	497	5.3	12	3.7
General PETV monthly	27248	69.1	28269	71.6	27767	70.4	636	73.2	1019	85.9	529	73.8	468	70.2	3752	58.8	7274	77.1	266	84.3
PETV monthly	29856	75.7	30758	77.9	30317	76.8	730	84	1059	89.3	552	77.1	496	74.4	4086	64	7871	83.4	291	92.2

PAN EUROPEAN TV BY COUNTRY

Table 2

Reach	Total EMS 2007 (2005/2006)	Country of residence																	
		Italy	Nether- lands		Norway	Portugal	Spain	Sweden	Switzer- land	UK									
Sample size/profile %>	31029	100	3635	11.7	1594	5.1	644	2.1	934	3.0	2511	8.1	1199	3.9	966	3.1	5025	16.2	
Est. pop. '000/profile %>	39462	100	5015	12.7	1632	4.1	575	1.5	786	2.0	3491	8.8	1204	3.1	851	2.2	6339	16.1	
	'000	%^	'000	%^	'000	%^	'000	%^	'000	%^	'000	%^	'000	%^	'000	%^	'000	%^	%^
Weekly																			
BBC World	4650	11.8	577	11.5	361	22.1	99	17.2	185	23.6	305	8.7	142	11.8	121	14.2	700	11.0	
Bloomberg TV	2403	6.1	333	6.6	52	3.2	12	2.1	42	5.3	179	5.1	55	4.5	37	4.4	406	6.4	
CNBC	2718	6.9	411	8.2	119	7.3	33	5.8	98	12.4	177	5.1	58	4.8	77	9.0	473	7.5	
CNN International	7249	18.4	825	16.4	546	33.4	166	28.9	274	34.9	567	16.2	247	20.5	210	24.6	1035	16.3	
EuroNews	7082	17.9	896	17.9	194	11.9	40	7.0	348	44.2	784	22.5	78	6.5	222	26.1	525	8.3	
Sky News	5919	15.0	1087	21.7	150	9.2	69	12.0	241	30.7	254	7.3	118	9.8	48	5.6	2719	42.9	
News/business PETV weekly	16817	42.6	2045	40.8	806	49.4	259	45.1	500	63.6	1290	37.0	397	33.0	415	48.7	3406	53.7	
BBC Prime	322	0.8	-	-	-	-	90	15.7	-	-	-	-	113	9.4	-	-	-	-	
Deutsche Welle	693	1.8	32	0.6	36	2.2	8	1.4	14	1.8	38	1.1	20	1.7	15	1.8	-	-	
Discovery Channel	7219	18.3	952	19.0	783	48.0	226	39.3	331	42.1	727	20.8	459	38.1	44	5.2	1757	27.7	
Eurosport	12558	31.8	1047	20.9	619	37.9	185	32.2	288	36.7	1058	30.3	498	41.4	391	46.0	1589	25.1	
Fashion TV	786	2.0	202	4.0	20	1.2	4	0.8	76	9.6	79	2.3	13	1.1	10	1.2	122	1.9	
MTV	10965	27.8	1610	32.1	554	34.0	131	22.8	252	32.1	702	20.1	352	29.2	254	29.8	1788	28.2	
National Geographic Channel	5654	14.3	900	18.0	688	42.1	174	30.3	336	42.7	780	22.3	170	14.1	35	4.2	1081	17.1	
Travel Channel	2651	6.7	434	8.7	83	5.1	120	20.8	120	15.3	322	9.2	152	12.6	15	1.8	673	10.6	
TV5Monde	2894	7.3	166	3.3	133	8.2	9	1.6	92	11.7	142	4.1	18	1.5	150	17.7	75	1.2	
General PETV weekly	22478	57.0	2551	50.9	1287	78.9	394	68.6	572	72.7	1764	50.5	776	64.5	547	64.3	3486	55.0	
PETV weekly	25869	65.6	2933	58.5	1368	83.9	426	74.0	622	79.1	1982	56.8	824	68.4	630	74.0	4365	68.9	
Monthly																			
BBC World	9646	24.4	1181	23.6	703	43.1	212	36.9	320	40.8	654	18.7	303	25.2	272	31.9	1479	23.3	
Bloomberg TV	4340	11.0	591	11.8	98	6.0	27	4.6	69	8.7	341	9.8	109	9.0	66	7.7	761	12.0	
CNBC	5954	15.1	865	17.2	247	15.2	84	14.6	189	24.0	406	11.6	134	11.1	178	20.9	1059	16.7	
CNN International	13628	34.5	1638	32.7	952	58.3	306	53.2	432	54.9	1046	30.0	485	40.3	400	47.0	2005	31.6	
EuroNews	12003	30.4	1483	29.6	352	21.6	85	14.7	494	62.9	1354	38.8	136	11.3	372	43.7	937	14.8	
Sky News	9788	24.8	1759	35.1	278	17.0	145	25.2	373	47.5	485	13.9	228	19.0	92	10.8	4206	66.4	
News/business PETV monthly	23290	59.0	2716	54.2	1134	69.5	372	64.6	582	74.0	1801	51.6	607	50.4	580	68.1	4602	72.6	
BBC Prime	632	1.6	-	-	-	-	176	30.6	-	-	-	-	223	18.5	-	-	-	-	
Deutsche Welle	1609	4.1	77	1.5	75	4.6	20	3.4	26	3.3	87	2.5	45	3.8	35	4.1	-	-	
Discovery Channel	11915	30.2	1550	30.9	1237	75.8	358	62.3	472	60.1	1205	34.5	697	57.9	78	9.1	2939	46.4	
Eurosport	18273	46.3	1480	29.5	903	55.3	289	50.3	396	50.4	1585	45.4	719	59.7	550	64.6	2454	38.7	
Fashion TV	1653	4.2	402	8.0	50	3.1	12	2.0	142	18.0	164	4.7	30	2.5	19	2.3	275	4.3	
MTV	16839	42.7	2331	46.5	826	50.6	240	41.7	354	45.0	1107	31.7	585	48.6	405	47.6	2729	43.1	
National Geographic Channel	9946	25.2	1534	30.6	1138	69.7	309	53.8	499	63.4	1342	38.4	302	25.0	66	7.7	1955	30.8	
Travel Channel	5133	13.0	769	15.3	164	10.0	221	38.3	202	25.7	593	17.0	287	23.8	31	3.6	1335	21.1	
TV5Monde	4899	12.4	290	5.8	238	14.6	22	3.9	143	18.2	241	6.9	32	2.6	241	28.3	140	2.2	
General PETV monthly	27767	70.4	3131	62.4	1490	91.3	471	81.9	633	80.5	2164	62.0	930	77.2	667	78.4	4338	68.4	
PETV monthly	30317	76.8	3444	68.7	1524	93.4	485	84.4	664	84.5	2322	66.5	952	79.0	728	85.5	5114	80.7	

Table 3- SELECT PAN EUROPEAN PRINT BY COUNTRY

Reach (AIR)	Total (Select Top 3%)						Country of residence													
	2005	2006	EMS2007		Select Top 3% (2005/2006)		Austria	Belgium	Denmark	Finland	France	Germany	Ireland							
Sample size/profile %>	6747	8478	15225	100	411	2.7	421	2.8	525	3.4	325	2.1	2362	15.5	2782	18.3	348	2.3		
Est. pop. '000/profile %>	8018	100	8184	100	8184	100	149	1.8	196	2.4	203	2.5	125	1.5	1320	16.1	1694	20.7	78	1.0
	'000	%^	'000	%^	'000	%^	'000	%^	'000	%^	'000	%^	'000	%^	'000	%^	'000	%^	'000	%^
Pan European print																				
Financial Times	312	3.9	334	4.1	327	4.0	2	1.0	7	3.7	3	1.7	3	2.2	15	1.1	31	1.9	6	8.2
International Herald Tribune	56	0.7	68	0.8	62	0.8	1	0.6	2	0.9	1	0.5	1	0.5	13	1.0	10	0.6	1	0.7
USA Today	51	0.6	51	0.6	51	0.6	1	0.5	2	0.9	1	0.4	1	0.7	6	0.4	11	0.7	1	1.1
Wall Street Journal Europe	58	0.7	64	0.8	62	0.8	1	0.5	3	1.8	1	0.3	1	0.5	9	0.7	10	0.6	1	1.0
PE daily newspapers	438	5.5	471	5.7	459	5.6	4	2.4	12	6.3	6	2.8	4	3.6	36	2.8	55	3.3	8	10.2
BusinessWeek	143	1.8	133	1.6	139	1.7	3	1.7	5	2.7	3	1.3	3	2.4	15	1.2	21	1.2	3	3.6
The Economist	360	4.5	373	4.6	370	4.5	4	3.0	8	4.2	7	3.5	5	3.7	29	2.2	25	1.5	9	11.2
Newsweek	238	3.0	253	3.1	248	3.0	5	3.0	7	3.3	7	3.4	5	4.3	39	2.9	46	2.7	4	4.7
TIME	386	4.8	452	5.5	423	5.2	6	4.1	12	6.2	7	3.4	8	6.1	45	3.4	78	4.6	9	11.3
Forbes	84	1.0	83	1.0	84	1.0	3	1.8	2	1.0	3	1.3	1	1.1	10	0.7	19	1.1	2	2.7
Fortune	97	1.2	104	1.3	102	1.2	1	0.7	3	1.6	3	1.3	3	2.3	5	0.4	17	1	3	3.3
PE weeklies/fortnightlies	1019	12.7	1065	13.0	1053	12.9	17	11.5	29	14.8	22	11.0	19	15.3	115	8.7	154	9.1	20	25.6
PE news/business print	1278	15.9	1338	16.3	1321	16.1	20	13.3	36	18.5	26	12.6	21	17.1	137	10.4	185	10.9	23	29.9
Euromoney	79	1.0	126	1.5	103	1.3	2	1.0	3	1.5	4	2.1	4	3.5	3	0.3	19	1.1	1	1.1
Harvard Business Review	242	3.0	287	3.5	267	3.3	4	2.7	9	4.6	13	6.2	9	7.6	15	1.1	45	2.7	6	7.5
Institutional Investor	79	1.0	88	1.1	84	1.0	1	0.4	4	1.8	3	1.3	2	1.7	5	0.4	12	0.7	1	1.2
National Geographic (in English)	683	8.5	729	8.9	713	8.7	7	4.5	20	10.4	15	7.5	14	11.3	42	3.1	85	5	20	26.1
Reader's Digest (all versions)	535	6.7	555	6.8	550	6.7	6	4.2	14	7.1	*	0.2	23	18.5	36	2.7	130	7.7	10	13.0
Scientific American	175	2.2	182	2.2	180	2.2	1	0.5	5	2.6	3	1.2	4	2.9	11	0.8	27	1.6	4	4.8
PE general monthlies	1480	18.5	1579	19.3	1544	18.9	18	12.2	45	23.0	31	15.4	43	34.2	101	7.7	265	15.6	32	41.4
Inflights																				
Air France Magazine	410	5.1	519	6.3	469	5.7	2	1.0	6	3.1	4	1.8	2	1.7	285	21.6	37	2.2	2	2.7
Blue Wings (Finnair)	138	1.7	134	1.6	137	1.7	-	-	2	1.3	4	1.8	70	55.6	6	0.5	13	0.7	-	-
Business Life (British Airways)	350	4.4	394	4.8	375	4.6	2	1.1	3	1.4	6	2.7	4	3.2	13	1.0	43	2.5	3	4.2
easyJet Inflight Magazine	227	2.8	264	3.2	248	3.0	-	-	-	-	2	1.0	-	-	32	2.4	19	1.1	-	-
High Life (British Airways)	364	4.5	419	5.1	395	4.8	2	1.2	2	1.2	5	2.5	4	3.5	12	0.9	37	2.2	3	4.2
Holland Herald (KLM)	199	2.5	240	2.9	222	2.7	2	1.2	4	2.3	4	1.9	3	2.4	25	1.9	28	1.6	1	1.2
Lufthansa Magazin	581	7.3	702	8.6	648	7.9	21	14.0	9	4.5	13	6.2	9	6.9	31	2.3	375	22.1	2	2.0
B there Magazine (Brussels Airlines)	127	1.6	150	1.8	140	1.7	-	-	21	10.8	2	0.9	-	-	7	0.6	-	-	-	-
Iberia Ronda Magazine	234	2.9	276	3.4	258	3.1	1	0.8	3	1.5	1	0.5	1	1.1	14	1.0	18	1.1	2	2.1
RAM Ryanair Inflight Magazine	320	4.0	342	4.2	334	4.1	2	1.6	6	3.0	5	2.6	2	1.2	20	1.5	41	2.4	19	23.8
Scanorama (SAS)	270	3.4	302	3.7	288	3.5	2	1.2	3	1.3	57	27.9	18	14.1	8	0.6	19	1.1	1	1.5
Sky Lines (Austrian Airlines)	182	2.3	196	2.4	191	2.3	48	32.5	2	1.0	4	2.2	4	3.3	15	1.1	52	3.1	-	-
Swiss Magazine (Swiss Airlines)	132	1.6	189	2.3	162	2.0	4	2.4	4	1.9	2	0.9	2	1.3	13	1.0	38	2.2	1	0.9
Ulisse (Alitalia)	236	2.9	256	3.1	248	3.0	1	0.7	2	0.9	1	0.6	-	-	17	1.3	16	0.9	*	0.4
Voyager (British Midland)	230	2.9	242	3.0	238	2.9	-	-	6	3.3	2	1.0	-	-	5	0.4	12	0.7	5	6.2
All inflights	2756	34.4	3098	37.8	2955	36.1	60	40.2	51	26.2	76	37.5	86	68.5	372	28.2	506	29.9	37	48.0
All PE print	3920	48.9	4213	51.5	4107	50.2	76	50.9	93	47.5	95	46.8	100	80.3	486	36.8	703	41.5	58	74.1
Free dailies																				
20 Minutes (all versions)	164	2.0	178	2.2	173	2.1	-	-	-	-	-	-	-	-	78	5.9	-	-	-	-
Metro (all versions)	452	5.6	500	6.1	481	5.9	-	-	-	-	36	17.6	8	6.5	60	4.6	-	-	-	-

PAN EUROPEAN PRINT BY COUNTRY Table 3- SELECT

Reach (AIR)	Total		Country of residence																
	EMS 2007 Sel.Top 3% (2005/2006)		Italy	Nether- lands		Norway	Portugal	Spain	Sweden	Switzer- land		UK							
Sample size/profile %>	15225	100	1686	11.1	869	5.7	338	2.2	321	2.1	904	5.9	395	2.6	448	2.9	3090	20.3	
Est. pop. '000/profile %>	8184	100	860	10.5	407	5.0	177	2.2	141	1.7	534	6.5	198	2.4	231	2.8	1871	22.9	
	'000	%^	'000	%^	'000	%^	'000	%^	'000	%^	'000	%^	'000	%^	'000	%^	'000	%^	
Pan European print																			
Financial Times	327	4.0	15	1.8	15	3.6	3	1.6	4	2.6	11	2.2	5	2.3	7	3.1	200	10.7	
International Herald Tribune	62	0.8	5	0.6	6	1.4	1	0.6	*	0.2	4	0.7	2	0.8	6	2.5	11	0.6	
USA Today	51	0.6	3	0.4	3	0.7	1	0.8	1	0.4	2	0.5	1	0.7	2	0.7	16	0.8	
Wall Street Journal Europe	62	0.8	8	0.9	6	1.5	1	0.3	*	0.3	6	1.2	1	0.6	3	1.2	12	0.6	
PE daily newspapers	459	5.6	29	3.3	25	6.2	6	3.2	5	3.4	21	4.0	8	3.8	15	6.6	225	12.0	
BusinessWeek	139	1.7	15	1.8	14	3.5	2	1.1	2	1.3	8	1.5	4	1.9	6	2.6	36	1.9	
The Economist	370	4.5	39	4.5	23	5.7	6	3.5	6	3.9	25	4.7	7	3.4	14	5.9	163	8.7	
Newsweek	248	3.0	28	3.2	12	3.1	7	3.8	3	2.4	14	2.6	8	4.2	11	4.9	53	2.8	
TIME	423	5.2	46	5.3	21	5.1	10	5.5	11	7.9	27	5.0	11	5.4	13	5.6	121	6.5	
Forbes	84	1.0	7	0.8	4	1.0	2	1.3	1	0.9	6	1.0	3	1.6	5	2.0	17	0.9	
Fortune	102	1.2	11	1.3	6	1.5	3	1.7	2	1.7	10	1.8	4	2.3	4	1.7	26	1.4	
PE weeklies/fortnightlies	1053	12.9	112	13.0	57	14.1	24	13.3	20	14.1	68	12.7	27	13.6	41	17.6	328	17.5	
PE news/business print	1321	16.1	126	14.7	70	17.3	27	15.3	22	15.9	78	14.6	31	15.4	48	20.8	470	25.1	
Euro money	103	1.3	8	0.9	8	2.0	2	0.9	2	1.3	6	1.1	5	2.3	5	2.4	31	1.6	
Harvard Business Review	267	3.3	18	2.1	22	5.4	8	4.4	4	3.0	18	3.5	10	5.2	14	6.0	71	3.8	
Institutional Investor	84	1.0	4	0.4	7	1.8	3	1.5	1	0.5	5	0.9	1	0.3	3	1.2	36	1.9	
National Geographic (in English)	713	8.7	62	7.2	40	9.9	21	11.9	10	7.4	47	8.8	17	8.7	19	8.4	292	15.6	
Reader's Digest (all versions)	550	6.7	23	2.7	31	7.6	4	2.2	19	13.1	35	6.6	7	3.7	21	9.2	191	10.2	
Scientific American	180	2.2	30	3.4	9	2.1	4	2.5	4	3.2	17	3.1	4	2.2	7	2.9	52	2.8	
PE general monthlies	1544	18.9	122	14.2	94	23.1	34	19.2	36	25.2	103	19.4	36	18.0	57	24.6	527	28.2	
Inflights																			
Air France Magazine	469	5.7	29	3.4	14	3.4	5	2.7	5	3.9	29	5.4	5	2.3	9	3.7	36	1.9	
Blue Wings (Finnair)	137	1.7	5	0.5	4	1.0	6	3.4	-	-	4	0.7	14	7.0	2	0.8	9	0.5	
Business Life (British Airways)	375	4.6	15	1.7	7	1.7	7	3.7	2	1.6	14	2.7	8	4.2	6	2.5	243	13.0	
easyJet Inflight Magazine	248	3.0	13	1.5	11	2.6	-	-	*	0.3	10	2.0	-	-	9	3.9	152	8.1	
High Life (British Airways)	395	4.8	17	2.0	7	1.6	6	3.2	2	1.2	12	2.2	7	3.7	7	3.0	272	14.6	
Holland Herald (KLM)	222	2.7	13	1.5	59	14.4	10	5.7	2	1.2	8	1.6	7	3.4	3	1.4	53	2.8	
Lufthansa Magazin	648	7.9	54	6.3	13	3.2	14	7.9	5	3.6	20	3.7	20	9.9	20	8.5	44	2.4	
B there Magazine (Brussels Airlines)	140	1.7	9	1.0	6	1.5	-	-	1	0.7	10	1.9	5	2.5	2	0.9	77	4.1	
Iberia Ronda Magazine	258	3.1	17	2.0	3	0.8	1	0.8	4	3.1	166	31.1	2	0.8	2	1.1	21	1.1	
RAM Ryanair Inflight Magazine	334	4.1	42	4.8	8	2.0	7	4.2	*	0.2	13	2.5	15	7.6	2	0.9	152	8.1	
Scanorama (SAS)	288	3.5	7	0.8	4	1.0	76	43.1	-	-	4	0.8	70	35.4	4	1.5	16	0.9	
Sky Lines (Austrian Airlines)	191	2.3	18	2.0	6	1.5	2	1.2	1	0.8	7	1.3	8	4.1	8	3.3	16	0.8	
Swiss Magazine (Swiss Airlines)	162	2.0	11	1.3	5	1.2	1	0.6	1	0.5	9	1.8	4	1.8	49	21.1	20	1.1	
Ulisse (Alitalia)	248	3.0	174	20.3	4	1.0	-	-	1	0.7	14	2.7	-	-	2	1.0	15	0.8	
Voyager (British Midland)	238	2.9	6	0.7	9	2.2	3	1.8	-	-	6	1.1	4	1.9	1	0.3	178	9.5	
All inflights	2955	36.1	280	32.6	161	39.6	116	65.5	40	28.2	209	39.2	107	53.9	78	33.7	776	41.5	
All PE print	4107	50.2	376	43.7	221	54.3	129	72.7	70	49.6	271	50.7	125	63.0	122	52.7	1183	63.3	
Free dailies																			
20 Minutes (all versions)	173	2.1	-	-	-	-	-	-	-	-	52	9.8	-	-	42	18.4	-	-	
Metro (all versions)	481	5.9	34	3.9	34	8.3	-	-	8	5.5	55	10.2	34	17.2	-	-	213	11.4	

Table 4- SELECT PAN EUROPEAN TV BY COUNTRY

Reach	Total (Select Top 3%)						Country of residence													
	2005		2006		EMS2007		Austria	Belgium	Denmark	Finland	France	Germany	Ireland							
	Select Top 3% (2005/2006)																			
Sample size/profile %>	6747	8478	15225	100	411	2.7	421	2.8	525	3.4	325	2.1	2362	15.5	2782	18.3	348	2.3		
Est. pop. '000/profile %>	8018	100	8184	100	8184	100	149	1.8	196	2.4	203	2.5	125	1.5	1320	16.1	1694	20.7	78	1.0
	'000	%^	'000	%^	'000	%^	'000	%^	'000	%^	'000	%^	'000	%^	'000	%^	'000	%^	'000	%^
Weekly																				
BBC World	1300	16.2	1418	17.3	1373	16.8	27	18.0	50	25.7	40	19.7	31	24.4	132	10.0	299	17.6	16	20.1
Bloomberg TV	760	9.5	849	10.4	812	9.9	16	10.6	7	3.5	7	3.3	3	2.6	110	8.3	244	14.4	9	11.2
CNBC	792	9.9	820	10.0	815	10.0	18	11.9	24	12.1	16	7.9	15	12.3	75	5.7	199	11.8	15	19.2
CNN International	2027	25.3	2068	25.3	2069	25.3	54	36.5	71	36.2	65	32.1	27	21.7	218	16.5	459	27.1	21	27.3
EuroNews	1574	19.6	1718	21.0	1662	20.3	39	25.9	45	22.9	14	6.7	28	22.2	325	24.7	412	24.3	25	31.5
Sky News	1634	20.4	1730	21.1	1699	20.8	15	10.2	16	8.4	22	10.7	13	10.2	72	5.4	154	9.1	54	69.1
News/business PETV weekly	4228	52.7	4400	53.8	4358	53.2	88	59.3	114	58.1	94	46.3	61	48.8	516	39.1	911	53.8	64	81.9
BBC Prime	109	1.4	88	1.1	100	1.2	-	-	-	-	36	17.8	-	-	-	-	-	-	-	-
Deutsche Welle	177	2.2	185	2.3	183	2.2	3	2.2	3	1.7	1	0.7	14	11.0	12	0.9	98	5.8	-	-
Discovery Channel	1657	20.7	1743	21.3	1717	21.0	13	8.5	30	15.5	61	30.0	18	14.1	88	6.6	235	13.8	34	43.9
Eurosport	2716	33.9	2828	34.5	2800	34.2	72	48.3	51	26.2	68	33.6	48	38.1	404	30.6	738	43.6	27	34.1
Fashion TV	173	2.2	211	2.6	194	2.4	2	1.2	4	2.0	1	0.3	3	2.1	35	2.6	12	0.7	2	3.1
MTV	2237	27.9	2334	28.5	2309	28.2	48	32.0	67	34.0	38	18.6	36	29.0	217	16.4	579	34.2	27	35.2
National Geographic Channel	1266	15.8	1340	16.4	1316	16.1	4	2.6	57	29.1	42	20.9	8	6.7	109	8.3	99	5.8	25	31.8
Travel Channel	608	7.6	643	7.9	631	7.7	5	3.4	8	4.2	14	6.7	11	8.7	35	2.7	87	5.2	8	10.3
TV5Monde	663	8.3	625	7.6	651	8.0	5	3.1	46	23.2	6	2.8	4	3.3	315	23.9	67	4	2	3.0
General PETV weekly	4802	59.9	5065	61.9	4983	60.9	96	64.4	136	69.5	121	59.6	72	57.7	662	50.1	1122	66.2	58	73.8
PETV weekly	5724	71.4	5988	73.2	5915	72.3	118	79.1	156	79.5	138	67.9	85	68.1	785	59.4	1308	77.2	70	89.3
Monthly																				
BBC World	2685	33.5	2940	35.9	2841	34.7	58	38.9	103	52.5	82	40.4	70	56.1	291	22.1	607	35.8	28	36.5
Bloomberg TV	1325	16.5	1511	18.5	1431	17.5	30	19.8	13	6.4	12	6.1	8	6.4	187	14.2	423	25	15	19.6
CNBC	1667	20.8	1848	22.6	1775	21.7	37	25.1	54	27.4	38	18.9	34	27.4	168	12.7	417	24.6	31	40.3
CNN International	3748	46.7	3891	47.5	3859	47.2	94	63.2	127	65.1	124	61.0	59	46.9	428	32.4	826	48.7	41	52.0
EuroNews	2683	33.5	2923	35.7	2830	34.6	65	43.6	79	40.4	26	12.8	53	42.7	545	41.3	696	41.1	40	50.9
Sky News	2687	33.5	2887	35.3	2814	34.4	28	19.1	36	18.6	44	21.9	27	21.8	140	10.6	283	16.7	70	89.2
News/business PETV monthly	5604	69.9	5880	71.8	5800	70.9	115	77.2	154	78.8	135	66.7	89	71.4	711	53.8	1213	71.6	72	92.4
BBC Prime	196	2.4	188	2.3	194	2.4	-	-	-	-	70	34.4	-	-	-	-	-	-	-	-
Deutsche Welle	420	5.2	441	5.4	435	5.3	8	5.0	9	4.5	4	2.2	37	29.3	28	2.1	227	13.4	-	-
Discovery Channel	2790	34.8	3046	37.2	2947	36.0	22	14.8	55	28.0	105	51.8	34	27.4	166	12.6	419	24.7	53	68.5
Eurosport	4003	49.9	4247	51.9	4166	50.9	103	69.4	79	40.4	108	53.1	79	62.9	584	44.2	1060	62.6	38	48.9
Fashion TV	366	4.6	461	5.6	417	5.1	4	2.7	7	3.6	2	1.1	7	5.2	75	5.7	32	1.9	5	6.7
MTV	3502	43.7	3718	45.4	3646	44.6	78	52.3	112	57.3	72	35.6	68	54.7	358	27.1	902	53.2	41	52.1
National Geographic Channel	2274	28.4	2489	30.4	2405	29.4	9	5.9	103	52.6	85	41.8	21	16.8	208	15.8	204	12.0	42	53.8
Travel Channel	1196	14.9	1314	16.1	1266	15.5	11	7.5	19	9.6	29	14.2	21	16.6	69	5.2	204	12.0	16	20.9
TV5Monde	1160	14.5	1096	13.4	1140	13.9	9	5.9	74	37.7	11	5.5	8	6.8	550	41.6	120	7.1	4	5.1
General PETV monthly	5920	73.8	6318	77.2	6180	75.5	122	81.6	168	85.5	153	75.4	99	79.6	854	64.7	1391	82.1	67	85.3
PETV monthly	6581	82.1	6926	84.6	6822	83.4	135	90.7	177	90.5	166	81.7	105	84.4	935	70.8	1500	88.5	73	94.0

PAN EUROPEAN TV BY COUNTRY Table 4- SELECT

Reach	Total		Country of residence																
	EMS 2007 Sel.Top 3% (2005/2006)		Italy	Nether- lands		Norway	Portugal	Spain	Sweden	Switzer- land		UK							
Sample size/profile %>	15225	100	1686	11.1	869	5.7	338	2.2	321	2.1	904	5.9	395	2.6	448	2.9	3090	20.3	
Est. pop. '000/profile %>	8184	100	860	10.5	407	5.0	177	2.2	141	1.7	534	6.5	198	2.4	231	2.8	1871	22.9	
	'000	%^	'000	%^	'000	%^	'000	%^	'000	%^	'000	%^	'000	%^	'000	%^	'000	%^	
Weekly																			
BBC World	1373	16.8	159	18.5	100	24.6	36	20.3	42	29.7	83	15.6	37	18.6	49	21.2	273	14.6	
Bloomberg TV	812	9.9	98	11.4	22	5.3	4	2.4	16	11.2	61	11.4	13	6.7	19	8.4	183	9.8	
CNBC	815	10.0	106	12.4	42	10.3	13	7.6	26	18.2	47	8.9	10	5.3	31	13.4	176	9.4	
CNN International	2069	25.3	231	26.9	160	39.3	61	34.4	63	44.7	141	26.5	54	27.2	77	33.4	366	19.5	
EuroNews	1662	20.3	203	23.7	64	15.6	14	8.0	73	51.6	162	30.3	14	7.3	69	30.0	175	9.4	
Sky News	1699	20.8	242	28.1	51	12.4	28	15.9	56	39.8	72	13.4	24	12.0	16	6.9	864	46.2	
News/business PETV weekly	4358	53.2	474	55.1	228	56.0	92	52.1	105	74.5	284	53.1	86	43.2	135	58.6	1105	59.1	
BBC Prime	100	1.2	-	-	-	-	35	19.7	-	-	-	-	29	14.6	-	-	-	-	
Deutsche Welle	183	2.2	9	1.0	12	2.9	3	1.4	4	2.6	12	2.3	5	2.8	7	2.9	-	-	
Discovery Channel	1717	21.0	202	23.5	192	47.2	69	38.9	65	46.2	138	25.8	65	32.7	14	6.0	495	26.4	
Eurosport	2800	34.2	235	27.3	165	40.5	64	36.1	65	46.3	203	38.0	72	36.4	111	48.0	477	25.5	
Fashion TV	194	2.4	44	5.2	8	1.9	2	0.9	18	12.5	18	3.4	3	1.3	4	1.6	40	2.1	
MTV	2309	28.2	301	35.0	124	30.6	42	23.9	51	36.4	140	26.2	50	25.1	67	29.1	521	27.8	
National Geographic Channel	1316	16.1	199	23.2	171	42.0	49	27.5	64	45.5	152	28.5	23	11.7	10	4.4	304	16.3	
Travel Channel	631	7.7	88	10.2	27	6.6	36	20.1	28	20.0	68	12.7	23	11.5	4	1.6	191	10.2	
TV5Monde	651	8.0	44	5.1	35	8.6	3	1.9	21	14.5	38	7.2	8	3.8	32	14.0	26	1.4	
General PETV weekly	4983	60.9	506	58.9	320	78.5	129	73.0	111	79.0	329	61.5	127	64.1	149	64.4	1046	55.9	
PETV weekly	5915	72.3	595	69.2	348	85.5	143	80.8	120	85.2	376	70.4	141	71.4	179	77.4	1354	72.4	
Monthly																			
BBC World	2841	34.7	311	36.2	194	47.7	76	42.7	68	48.6	174	32.7	79	40.0	105	45.5	593	31.7	
Bloomberg TV	1431	17.5	171	19.8	38	9.2	10	5.4	24	17.3	99	18.6	26	13.1	34	14.6	342	18.3	
CNBC	1775	21.7	227	26.4	90	22.1	33	18.8	46	32.6	97	18.2	29	14.7	71	30.7	401	21.5	
CNN International	3859	47.2	440	51.2	277	68.1	112	63.5	98	69.7	254	47.5	103	52.1	139	60.2	736	39.3	
EuroNews	2830	34.6	335	39.0	117	28.8	32	17.8	101	71.8	277	51.9	29	14.8	114	49.4	320	17.1	
Sky News	2814	34.4	391	45.4	93	22.9	58	32.6	83	58.8	136	25.5	47	23.9	29	12.4	1348	72.1	
News/business PETV monthly	5800	70.9	607	70.6	309	76.0	128	72.4	117	83.3	370	69.3	127	64.3	180	77.8	1472	78.7	
BBC Prime	194	2.4	-	-	-	-	69	38.9	-	-	-	-	56	28.1	-	-	-	-	
Deutsche Welle	435	5.3	23	2.7	27	6.5	6	3.1	7	5.2	29	5.4	14	7.0	16	7.0	-	-	
Discovery Channel	2947	36.0	335	39.0	315	77.4	115	65.0	91	64.7	231	43.3	111	55.8	27	11.9	867	46.3	
Eurosport	4166	50.9	333	38.8	244	59.9	105	59.5	84	59.6	303	56.8	113	57.1	157	68.1	774	41.4	
Fashion TV	417	5.1	93	10.8	19	4.6	4	2.2	33	23.5	36	6.8	7	3.8	7	2.9	87	4.6	
MTV	3646	44.6	444	51.7	192	47.3	78	43.8	71	50.3	215	40.2	91	46.0	111	48.1	813	43.4	
National Geographic Channel	2405	29.4	346	40.3	288	70.7	93	52.5	94	66.8	256	48.0	43	21.8	21	9.2	591	31.6	
Travel Channel	1266	15.5	165	19.2	52	12.8	68	38.5	48	34.0	125	23.4	44	22.3	8	3.4	388	20.7	
TV5Monde	1140	13.9	79	9.2	62	15.1	8	4.3	32	22.8	67	12.6	14	6.8	54	23.5	49	2.6	
General PETV monthly	6180	75.5	609	70.8	371	91.3	157	88.7	120	84.9	399	74.7	157	79.2	185	80.3	1329	71.1	
PETV monthly	6822	83.4	680	79.0	381	93.7	163	92.2	125	88.6	428	80.2	162	82.0	205	88.9	1584	84.7	

Table 1- CEMS

PAN EUROPEAN PRINT BY YEAR

Reach (AIR)	CEMS		Country of residence					
			Czech Republic		Hungary		Poland	
			(2006 only)		(2006 only)		(2005/2006)	
Sample size/profile %>	2255		481	1.4	529	1.6	1245	3.7
Est. pop. '000/profile %>	4763	100	971	2.2	755	1.7	3037	6.9
	'000	%^	'000	%^	'000	%^	'000	%^
Pan European print								
Financial Times	15	0.3	1	0.1	3	0.4	11	0.4
International Herald Tribune	10	0.2	*	*	1	0.1	8	0.3
USA Today	4	0.1	1	0.1	*	0.1	3	0.1
Wall Street Journal Europe	7	0.1	1	0.1	*	*	6	0.2
PE Daily newspapers	27	0.6	3	0.3	4	0.5	20	0.7
BusinessWeek	18	0.4	3	0.3	2	0.3	13	0.4
The Economist	23	0.5	2	0.2	4	0.6	17	0.6
Newsweek	40	0.8	4	0.4	11	1.4	25	0.8
TIME	42	0.9	5	0.5	9	1.2	28	0.9
Forbes	12	0.3	1	0.1	1	0.1	10	0.3
Fortune	5	0.1	1	0.1	*	*	3	0.1
PE weeklies/ fortnightlies	110	2.3	15	1.5	25	3.3	70	2.3
PE news/ business print	126	2.6	17	1.7	28	3.7	81	2.7
Euromoney	5	0.1	5	0.5	*	*	*	*
Harvard Business Review	35	0.7	2	0.2	9	1.2	24	0.8
Institutional Investor	4	0.1	1	0.1	*	0.1	3	0.1
National Geographic (in English)	82	1.7	18	1.9	21	2.8	42	1.4
Reader's Digest (all versions)	322	6.8	61	6.3	80	10.6	180	5.9
Scientific American	15	0.3	1	0.1	2	0.3	13	0.4
PE general monthlies	432	9.1	83	8.5	107	14.2	242	8.0
all PE print	557	11.7	93	9.5	123	16.3	341	11.2
Free dailies								
Metro (all versions)	264	5.5	63	6.5	111	14.8	89	2.9

Table 2- CEMS

PAN EUROPEAN TV

Reach	CEMS		Country of residence					
			Czech Republic		Hungary		Poland	
			(2006 only)		(2006 only)		(2005/2006)	
	'000	%^	'000	%^	'000	%^	'000	%^
Sample size/profile %>	2255		481	1.4	529	1.6	1245	3.7
Est. pop. '000/profile %>	4763	100	971	2.2	755	1.7	3037	6.9
Weekly								
BBC World	811	17.0	75	7.8	167	22.1	569	18.7
Bloomberg TV	102	2.1	7	0.8	7	0.9	88	2.9
CNBC	354	7.4	35	3.6	43	5.7	276	9.1
CNN International	845	17.7	97	10.0	213	28.2	536	17.6
EuroNews	638	13.4	112	11.6	82	10.9	444	14.6
Sky News	506	10.6	33	3.4	72	9.6	401	13.2
News/business PETV weekly	1696	35.6	209	21.5	325	43.0	1162	38.3
Deutsche Welle	165	3.5	20	2.0	27	3.6	119	3.9
Discovery Channel	1808	38.0	144	14.8	379	50.1	1285	42.3
Eurosport	1853	38.9	329	33.9	333	44.1	1190	39.2
Fashion TV	382	8.0	15	1.6	44	5.9	322	10.6
MTV	1424	29.9	198	20.4	193	25.6	1033	34.0
National Geographic Channel	1754	36.8	137	14.1	411	54.4	1207	39.7
Travel Channel	976	20.5	25	2.6	231	30.5	720	23.7
TV5Monde	105	2.2	4	0.4	7	0.9	94	3.1
General PETV weekly	3204	67.3	448	46.1	586	77.6	2170	71.5
PETV weekly	3340	70.1	491	50.6	606	80.3	2243	73.8
Monthly								
BBC World	1486	31.2	157	16.2	287	38.0	1043	34.3
Bloomberg TV	194	4.1	13	1.3	15	2.1	166	5.5
CNBC	694	14.6	78	8.0	78	10.3	539	17.8
CNN International	1465	30.8	193	19.8	365	48.3	907	29.9
EuroNews	1052	22.1	208	21.4	131	17.4	712	23.4
Sky News	872	18.3	59	6.1	118	15.6	694	22.9
News/business PETV monthly	2267	47.6	330	33.9	430	57.0	1507	49.6
BBC Prime								
Deutsche Welle	346	7.3	47	4.9	52	6.8	248	8.2
Discovery Channel	2614	54.9	238	24.5	520	68.8	1856	61.1
Eurosport	2477	52.0	455	46.9	429	56.9	1592	52.4
Fashion TV	710	14.9	27	2.8	79	10.5	604	19.9
MTV	2049	43.0	284	29.3	274	36.3	1491	49.1
National Geographic Channel	2615	54.9	232	23.9	567	75.1	1816	59.8
Travel Channel	1561	32.8	43	4.5	360	47.6	1158	38.1
TV5Monde	185	3.9	6	0.6	11	1.5	168	5.5
General PETV monthly	3582	75.2	553	56.9	633	83.8	2397	78.9
PETV monthly	3669	77.0	598	61.5	639	84.7	2432	80.1

Table 1- CEMS

PAN EUROPEAN PRINT BY YEAR

Table 2- CEMS

Reach (AIR)	CEMS2007 Select (2005/2006)		Reach	CEMS2007 Select (2005/2006)	
	'000	%^		'000	%^
Sample size/profile %>	781		Sample size/profile %>	781	
Est. pop. '000/profile %>	847		Est. pop. '000/profile %>	847	
	'000	%^		'000	%^
Pan European print			Weekly		
Financial Times	11	1.3	BBC World	183	21.6
International Herald Tribune	5	0.6	Bloomberg TV	24	2.8
USA Today	4	0.5	CNBC	64	7.6
Wall Street Journal Europe	6	0.7	CNN International	171	20.2
PE Daily newspapers	17	2.0	EuroNews	149	17.6
BusinessWeek	9	1.1	Sky News	122	14.4
The Economist	16	1.9	News/business PETV weekl	373	44.0
Newsweek	18	2.1	Deutsche Welle	34	4.0
TIME	22	2.6	Discovery Channel	338	39.9
Forbes	9	1.1	Eurosport	342	40.4
Fortune	4	0.5	Fashion TV	63	7.4
PE weeklies/ fortnightlies	54	6.4	MTV	256	30.2
PE news/ business print	62	7.3	National Geographic Chanr	310	36.6
Euromoney	3	0.4	Travel Channel	187	22.1
Harvard Business Review	18	2.1	TV5Monde	24	2.8
Institutional Investor	4	0.5	General PETV weekly	604	71.3
National Geographic (in English)	27	3.2	PETV weekly	639	75.4
Reader's Digest (all versions)	64	7.6	Monthly		
Scientific American	4	0.5	BBC World	348	41.1
PE general monthlies	102	12.0	Bloomberg TV	53	6.3
all PE print	163	19.2	CNBC	146	17.2
Free dailies			CNN International	318	37.5
Metro (all versions)	35	4.1	EuroNews	247	29.2
			Sky News	213	25.1
			News/business PETV montf	491	58.0
			BBC Prime		
			Deutsche Welle	76	9.0
			Discovery Channel	515	60.8
			Eurosport	469	55.4
			Fashion TV	130	15.3
			MTV	387	45.7
			National Geographic Chanr	503	59.4
			Travel Channel	327	38.6
			TV5Monde	43	5.1
			General PETV monthly	671	79.2
			PETV monthly	690	81.5