

Source: EMS+CEMS Winter 2007
 Weight: Default (24m)
 Table - ALL RESPONDENTS

Source: EMS Winter 2006
 Weight: Default (24m)
 Table - ALL RESPONDENTS

		EMS Countries	CEMS Countries	EMS + CEMS	EMS Countries
Total	<i>Population (000)</i>	39,462	4,763	44,225	39,450
Financial Times	<i>AIR (000)</i>	581	14	595	594
	<i>% Reach</i>	1.5	0.3	1.3	1.5
International Herald Tribune	<i>AIR (000)</i>	126	9	135	134
	<i>% Reach</i>	0.3	0.2	0.3	0.3
USA Today	<i>AIR (000)</i>	97	3	100	118
	<i>% Reach</i>	0.2	0.1	0.2	0.3
Wall Street Journal Europe	<i>AIR (000)</i>	96	7	103	105
	<i>% Reach</i>	0.2	0.1	0.2	0.3
20 Minutes (All Countries)	<i>AIR (000)</i>	967	0	967	634
	<i>% Reach</i>	2.4	0	2.2	1.6
Metro / MetroXpress (All	<i>AIR (000)</i>	2,314	191	2,505	1,692
	<i>% Reach</i>	5.9	4	5.7	4.3
BusinessWeek	<i>AIR (000)</i>	259	14	272	274
	<i>% Reach</i>	0.7	0.3	0.6	0.7
The Economist	<i>AIR (000)</i>	772	24	796	753
	<i>% Reach</i>	2	0.5	1.8	1.9
Newsweek	<i>AIR (000)</i>	557	34	590	575
	<i>% Reach</i>	1.4	0.7	1.3	1.5
Time	<i>AIR (000)</i>	1,077	46	1,123	1,127
	<i>% Reach</i>	2.7	1	2.5	2.9
Forbes	<i>AIR (000)</i>	171	15	187	162
	<i>% Reach</i>	0.4	0.3	0.4	0.4
Fortune	<i>AIR (000)</i>	190	4	194	190
	<i>% Reach</i>	0.5	0.1	0.4	0.5
CNBC European Business	<i>AIR (000)</i>	154	4	158	76
	<i>% Reach</i>	0.4	0.1	0.4	0.2
Euromoney	<i>AIR (000)</i>	196	9	205	178
	<i>% Reach</i>	0.5	0.2	0.5	0.5
Harvard Business Review	<i>AIR (000)</i>	461	39	499	398
	<i>% Reach</i>	1.2	0.8	1.1	1
Institutional Investor	<i>AIR (000)</i>	146	1	148	169
	<i>% Reach</i>	0.4	0	0.3	0.4
National Geographic (in	<i>AIR (000)</i>	2,221	84	2,305	2,224
	<i>% Reach</i>	5.6	1.8	5.2	5.6
Scientific American	<i>AIR (000)</i>	463	15	479	481
	<i>% Reach</i>	1.2	0.3	1.1	1.2

Source: EMS Winter 2007
 Weight: Default (24m)
 Table - SELECT TOP 3%

Source: EMS Winter 2006
 Weight: 05-1/06-1 (18m)
 Table - SELECT TOP 3%

		EMS Countries		EMS Countries
Total	Population (000)	8,184		8,018
Financial Times	AIR (000)	330		314
	% Reach	4		3.9
International Herald Tribune	AIR (000)	62		58
	% Reach	0.8		0.7
USA Today	AIR (000)	51		50
	% Reach	0.6		0.6
Wall Street Journal Europe	AIR (000)	60		59
	% Reach	0.7		0.7
20 Minutes (All Countries)	AIR (000)	180		169
	% Reach	2.2		2.1
Metro / MetroXpress (All	AIR (000)	498		465
	% Reach	6.1		5.8
BusinessWeek	AIR (000)	138		139
	% Reach	1.7		1.7
The Economist	AIR (000)	361		363
	% Reach	4.4		4.5
Newsweek	AIR (000)	235		242
	% Reach	2.9		3
Time	AIR (000)	420		409
	% Reach	5.1		5.1
Forbes	AIR (000)	87		81
	% Reach	1.1		1
Fortune	AIR (000)	101		100
	% Reach	1.2		1.2
CNBC European Business	AIR (000)	62		40
	% Reach	0.8		0.5
Euromoney	AIR (000)	110		91
	% Reach	1.3		1.1
Harvard Business Review	AIR (000)	276		256
	% Reach	3.4		3.2
Institutional Investor	AIR (000)	86		80
	% Reach	1.1		1
National Geographic (in	AIR (000)	709		693
	% Reach	8.7		8.6
Scientific American	AIR (000)	167		169
	% Reach	2		2.1

Source: EMS+CEMS Winter 2007
 Weight: 06-2/07-1 (12m)
 Table - ALL RESPONDENTS
 DAILY Reach

Source: EMS Winter 2006
 Weight: 05-2/06-1 (12m)
 Table - ALL RESPONDENTS
 DAILY Reach

		EMS Countries	CEMS Countries	EMS + CEMS Countries	EMS Countries
Total	<i>Population (000)</i>	39,462	4,763	44,225	39,450
					100
Arte	<i>Audience(000)</i>	2,654	0	2,654	2,684
	<i>% Reach</i>	6.7	0	6	6.8
BBC Prime	<i>Audience(000)</i>	58	0	58	94
	<i>% Reach</i>	0.1	0	0.1	0.2
BBC World	<i>Audience(000)</i>	1,061	202	1,263	1,000
	<i>% Reach</i>	2.7	4.2	2.9	2.5
Bloomberg TV	<i>Audience(000)</i>	716	19	736	802
	<i>% Reach</i>	1.8	0.4	1.7	2
CNBC	<i>Audience(000)</i>	481	75	555	468
	<i>% Reach</i>	1.2	1.6	1.3	1.2
CNN International	<i>Audience(000)</i>	1,793	204	1,997	1,923
	<i>% Reach</i>	4.5	4.3	4.5	4.9
Discovery Channel	<i>Audience(000)</i>	2,185	695	2,880	2,162
	<i>% Reach</i>	5.5	14.6	6.5	5.5
Discovery Travel & Living (+06/1)	<i>Audience(000)</i>	321	255	577	111
	<i>% Reach</i>	0.8	5.4	1.3	0.3
DW-TV (formerly Deutsche Welle)	<i>Audience(000)</i>	126	36	162	126
	<i>% Reach</i>	0.3	0.8	0.4	0.3
Euronews	<i>Audience(000)</i>	1,717	149	1,867	1,829
	<i>% Reach</i>	4.4	3.1	4.2	4.6
Eurosport	<i>Audience(000)</i>	4,165	770	4,934	4,237
	<i>% Reach</i>	10.6	16.2	11.2	10.7
Eurosport 2	<i>Audience(000)</i>	627	292	919	636
	<i>% Reach</i>	1.6	6.1	2.1	1.6
FTV Fashion TV	<i>Audience(000)</i>	172	80	252	174
	<i>% Reach</i>	0.4	1.7	0.6	0.4
MTV	<i>Audience(000)</i>	3,189	470	3,659	3,647
	<i>% Reach</i>	8.1	9.9	8.3	9.2
National Geographic Channel	<i>Audience(000)</i>	1,533	630	2,163	1,420
	<i>% Reach</i>	3.9	13.2	4.9	3.6
Sky News	<i>Audience(000)</i>	2,068	148	2,216	1,930
	<i>% Reach</i>	5.2	3.1	5	4.9
Travel Channel	<i>Audience(000)</i>	512	282	794	532
	<i>% Reach</i>	1.3	5.9	1.8	1.3
TV5 Monde	<i>Audience(000)</i>	799	30	829	714
	<i>% Reach</i>	2	0.6	1.9	1.8

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 WEEKLY Reach

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 Table - ALL RESPONDENTS
 WEEKLY Reach

		EMS Countries	CEMS Countries	EMS + CEMS	EMS Countries
Total	<i>Population (000)</i>	39,462	4,763	44,225	39,450
Arte	<i>Audience(000)</i>	9,854	0	9,854	9,730
	<i>% Reach</i>	25	0	22.3	24.7
BBC Prime	<i>Audience(000)</i>	270	0	270	335
	<i>% Reach</i>	0.7	0	0.6	0.9
BBC World	<i>Audience(000)</i>	4,729	820	5,549	4,643
	<i>% Reach</i>	12	17.2	12.5	11.8
Bloomberg TV	<i>Audience(000)</i>	2,434	91	2,525	2,579
	<i>% Reach</i>	6.2	1.9	5.7	6.5
CNBC	<i>Audience(000)</i>	2,593	355	2,948	2,821
	<i>% Reach</i>	6.6	7.4	6.7	7.1
CNN International	<i>Audience(000)</i>	6,962	776	7,738	7,326
	<i>% Reach</i>	17.6	16.3	17.5	18.6
Discovery Channel	<i>Audience(000)</i>	7,494	1,893	9,387	7,265
	<i>% Reach</i>	19	39.7	21.2	18.4
Discovery Travel & Living (+06/1)	<i>Audience(000)</i>	1,495	969	2,464	666
	<i>% Reach</i>	3.8	20.3	5.6	1.7
DW-TV (formerly Deutsche Welle)	<i>Audience(000)</i>	709	168	877	659
	<i>% Reach</i>	1.8	3.5	2	1.7
Euronews	<i>Audience(000)</i>	6,965	629	7,594	7,320
	<i>% Reach</i>	17.6	13.2	17.2	18.6
Eurosport	<i>Audience(000)</i>	12,326	1,919	14,245	12,799
	<i>% Reach</i>	31.2	40.3	32.2	32.4
Eurosport 2	<i>Audience(000)</i>	2,155	942	3,097	2,188
	<i>% Reach</i>	5.5	19.8	7	5.5
FTV Fashion TV	<i>Audience(000)</i>	783	320	1,103	870
	<i>% Reach</i>	2	6.7	2.5	2.2
MTV	<i>Audience(000)</i>	10,497	1,420	11,918	11,175
	<i>% Reach</i>	26.6	29.8	26.9	28.3
National Geographic Channel	<i>Audience(000)</i>	6,076	1,869	7,945	5,595
	<i>% Reach</i>	15.4	39.2	18	14.2
Sky News	<i>Audience(000)</i>	6,189	494	6,684	6,012
	<i>% Reach</i>	15.7	10.4	15.1	15.2
Travel Channel	<i>Audience(000)</i>	2,517	1,086	3,604	2,693
	<i>% Reach</i>	6.4	22.8	8.1	6.8
TV5 Monde	<i>Audience(000)</i>	2,900	134	3,034	2,948
	<i>% Reach</i>	7.3	2.8	6.9	7.5

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 Table - ALL RESPONDENTS
 MONTHLY Reach

		EMS Countries	CEMS Countries	EMS + CEMS	EMS Countries
Total	Population (000)	39,462	4,763	44,225	39,450
Arte	Audience(000)	13,929	0	13,929	13,766
	% Reach	35.3	0	31.5	34.9
BBC Prime	Audience(000)	575	0	575	669
	% Reach	1.5	0	1.3	1.7
BBC World	Audience(000)	9,982	1,558	11,540	9,809
	% Reach	25.3	32.7	26.1	24.9
Bloomberg TV	Audience(000)	4,556	180	4,736	4,604
	% Reach	11.5	3.8	10.7	11.7
CNBC	Audience(000)	5,937	753	6,691	6,186
	% Reach	15	15.8	15.1	15.7
CNN International	Audience(000)	13,563	1,405	14,968	13,802
	% Reach	34.4	29.5	33.8	35
Discovery Channel	Audience(000)	12,633	2,709	15,342	12,232
	% Reach	32	56.9	34.7	31
Discovery Travel & Living (+06/1)	Audience(000)	2,614	1,478	4,093	1,215
	% Reach	6.6	31	9.3	3.1
DW-TV (formerly Deutsche Welle)	Audience(000)	1,719	356	2,075	1,557
	% Reach	4.4	7.5	4.7	3.9
Euronews	Audience(000)	12,422	1,104	13,526	12,235
	% Reach	31.5	23.2	30.6	31
Eurosport	Audience(000)	18,441	2,637	21,078	18,522
	% Reach	46.7	55.4	47.7	47
Eurosport 2	Audience(000)	3,328	1,360	4,688	3,290
	% Reach	8.4	28.6	10.6	8.3
FTV Fashion TV	Audience(000)	1,722	613	2,336	1,788
	% Reach	4.4	12.9	5.3	4.5
MTV	Audience(000)	16,717	2,127	18,844	17,212
	% Reach	42.4	44.7	42.6	43.6
National Geographic Channel	Audience(000)	10,985	2,745	13,731	9,932
	% Reach	27.8	57.6	31	25.2
Sky News	Audience(000)	10,326	891	11,216	9,991
	% Reach	26.2	18.7	25.4	25.3
Travel Channel	Audience(000)	5,156	1,781	6,937	5,255
	% Reach	13.1	37.4	15.7	13.3
TV5 Monde	Audience(000)	5,054	251	5,305	4,933
	% Reach	12.8	5.3	12	12.5

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 Weight: 06-2/07-1 (12m)
 Table - SELECT TOP 3%
 DAILY Reach

Source: EMS Winter 2006
 Weight: 05-2/06-1 (12m)
 Table - SELECT TOP 3%
 DAILY Reach

		EMS Countries	EMS Countries
Total	<i>Population (000)</i>	8,184	8,017
Arte	<i>Audience(000)</i>	460	429
	<i>% Reach</i>	5.6	5.3
BBC Prime	<i>Audience(000)</i>	13	29
	<i>% Reach</i>	0.2	0.4
BBC World	<i>Audience(000)</i>	317	290
	<i>% Reach</i>	3.9	3.6
Bloomberg TV	<i>Audience(000)</i>	252	278
	<i>% Reach</i>	3.1	3.5
CNBC	<i>Audience(000)</i>	151	150
	<i>% Reach</i>	1.8	1.9
CNN International	<i>Audience(000)</i>	515	558
	<i>% Reach</i>	6.3	7
Discovery Channel	<i>Audience(000)</i>	493	451
	<i>% Reach</i>	6	5.6
Discovery Travel & Living (+06/1)	<i>Audience(000)</i>	69	28
	<i>% Reach</i>	0.8	0.4
DW-TV (formerly Deutsche Welle)	<i>Audience(000)</i>	35	33
	<i>% Reach</i>	0.4	0.4
Euronews	<i>Audience(000)</i>	387	409
	<i>% Reach</i>	4.7	5.1
Eurosport	<i>Audience(000)</i>	919	890
	<i>% Reach</i>	11.2	11.1
Eurosport 2	<i>Audience(000)</i>	162	134
	<i>% Reach</i>	2	1.7
FTV Fashion TV	<i>Audience(000)</i>	39	38
	<i>% Reach</i>	0.5	0.5
MTV	<i>Audience(000)</i>	642	697
	<i>% Reach</i>	7.9	8.7
National Geographic Channel	<i>Audience(000)</i>	346	294
	<i>% Reach</i>	4.2	3.7
Sky News	<i>Audience(000)</i>	597	544
	<i>% Reach</i>	7.3	6.8
Travel Channel	<i>Audience(000)</i>	121	110
	<i>% Reach</i>	1.5	1.4
TV5 Monde	<i>Audience(000)</i>	179	141
	<i>% Reach</i>	2.2	1.8

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 Weight: 06-2/07-1 (12m)
 Table - SELECT TOP 3%
 WEEKLY Reach

Source: EMS Winter 2006
 Weight: 05-2/06-1 (12m)
 Table - SELECT TOP 3%
 WEEKLY Reach

		EMS Countries	EMS Countries
Total	<i>Population (000)</i>	8,184	8,017
Arte	<i>Audience(000)</i>	1,873	1,747
	<i>% Reach</i>	22.9	21.8
BBC Prime	<i>Audience(000)</i>	74	97
	<i>% Reach</i>	0.9	1.2
BBC World	<i>Audience(000)</i>	1,417	1,336
	<i>% Reach</i>	17.3	16.7
Bloomberg TV	<i>Audience(000)</i>	833	842
	<i>% Reach</i>	10.2	10.5
CNBC	<i>Audience(000)</i>	796	825
	<i>% Reach</i>	9.7	10.3
CNN International	<i>Audience(000)</i>	1,994	2,058
	<i>% Reach</i>	24.4	25.7
Discovery Channel	<i>Audience(000)</i>	1,828	1,641
	<i>% Reach</i>	22.3	20.5
Discovery Travel & Living (+06/1)	<i>Audience(000)</i>	369	164
	<i>% Reach</i>	4.5	2
DW-TV (formerly Deutsche Welle)	<i>Audience(000)</i>	178	175
	<i>% Reach</i>	2.2	2.2
Euronews	<i>Audience(000)</i>	1,632	1,660
	<i>% Reach</i>	19.9	20.7
Eurosport	<i>Audience(000)</i>	2,797	2,818
	<i>% Reach</i>	34.2	35.2
Eurosport 2	<i>Audience(000)</i>	551	509
	<i>% Reach</i>	6.7	6.4
FTV Fashion TV	<i>Audience(000)</i>	200	197
	<i>% Reach</i>	2.4	2.5
MTV	<i>Audience(000)</i>	2,277	2,290
	<i>% Reach</i>	27.8	28.6
National Geographic Channel	<i>Audience(000)</i>	1,420	1,260
	<i>% Reach</i>	17.3	15.7
Sky News	<i>Audience(000)</i>	1,783	1,672
	<i>% Reach</i>	21.8	20.9
Travel Channel	<i>Audience(000)</i>	614	624
	<i>% Reach</i>	7.5	7.8
TV5 Monde	<i>Audience(000)</i>	676	632
	<i>% Reach</i>	8.3	7.9

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 MONTHLY Reach

Source: EMS Winter 2006
 Weight: 05-2/06-1 (12m)
 Table - SELECT TOP 3%
 MONTHLY Reach

		EMS Countries	EMS Countries
Total	<i>Population (000)</i>	8,184	8,017
Arte	<i>Audience(000)</i>	2,723	2,586
	<i>% Reach</i>	33.3	32.3
BBC Prime	<i>Audience(000)</i>	177	194
	<i>% Reach</i>	2.2	2.4
BBC World	<i>Audience(000)</i>	3,034	2,840
	<i>% Reach</i>	37.1	35.4
Bloomberg TV	<i>Audience(000)</i>	1,553	1,471
	<i>% Reach</i>	19	18.3
CNBC	<i>Audience(000)</i>	1,819	1,807
	<i>% Reach</i>	22.2	22.5
CNN International	<i>Audience(000)</i>	3,895	3,825
	<i>% Reach</i>	47.6	47.7
Discovery Channel	<i>Audience(000)</i>	3,200	2,888
	<i>% Reach</i>	39.1	36
Discovery Travel & Living (+06/1)	<i>Audience(000)</i>	701	303
	<i>% Reach</i>	8.6	3.8
DW-TV (formerly Deutsche Welle)	<i>Audience(000)</i>	441	424
	<i>% Reach</i>	5.4	5.3
Euronews	<i>Audience(000)</i>	2,936	2,814
	<i>% Reach</i>	35.9	35.1
Eurosport	<i>Audience(000)</i>	4,238	4,186
	<i>% Reach</i>	51.8	52.2
Eurosport 2	<i>Audience(000)</i>	849	807
	<i>% Reach</i>	10.4	10.1
FTV Fashion TV	<i>Audience(000)</i>	468	415
	<i>% Reach</i>	5.7	5.2
MTV	<i>Audience(000)</i>	3,711	3,657
	<i>% Reach</i>	45.3	45.6
National Geographic Channel	<i>Audience(000)</i>	2,631	2,338
	<i>% Reach</i>	32.2	29.2
Sky News	<i>Audience(000)</i>	3,022	2,790
	<i>% Reach</i>	36.9	34.8
Travel Channel	<i>Audience(000)</i>	1,310	1,278
	<i>% Reach</i>	16	15.9
TV5 Monde	<i>Audience(000)</i>	1,207	1,112
	<i>% Reach</i>	14.7	13.9

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Total	<i>Population (000)</i>	39,462	4,763	44,225	39,450
Air France Magazine	<i>AIR (000)</i>	1,084	5	1,089	989
	<i>% Reach</i>	2.7	0.1	2.5	2.5
Business Life (British Airlines)	<i>AIR (000)</i>	625	8	633	624
	<i>% Reach</i>	1.6	0.2	1.4	1.6
Cara (Aer Lingus)	<i>AIR (000)</i>	115	0	115	109
	<i>% Reach</i>	0.3	0	0.3	0.3
EasyJet Inflight Magazine	<i>AIR (000)</i>	627	3	630	584
	<i>% Reach</i>	1.6	0.1	1.4	1.5
High Life (British Airlines)	<i>AIR (000)</i>	711	6	717	692
	<i>% Reach</i>	1.8	0.1	1.6	1.8
Holland Herald (KLM)	<i>AIR (000)</i>	412	4	416	375
	<i>% Reach</i>	1	0.1	0.9	1
Iberia Ronda Magazine	<i>AIR (000)</i>	644	7	651	629
	<i>% Reach</i>	1.6	0.1	1.5	1.6
Lufthansa Magazin	<i>AIR (000)</i>	1,459	20	1,479	1,362
	<i>% Reach</i>	3.7	0.4	3.3	3.5
SAS Braathens Magasinet	<i>AIR (000)</i>	159	0	159	142
	<i>% Reach</i>	0.4	0	0.4	0.4
Scanorama (SAS)	<i>AIR (000)</i>	591	2	593	561
	<i>% Reach</i>	1.5	0	1.3	1.4
Swiss Magazine (Swiss Airlines)	<i>AIR (000)</i>	322	7	329	296
	<i>% Reach</i>	0.8	0.2	0.7	0.7
Ulisse (Alitalia)	<i>AIR (000)</i>	557	4	560	568
	<i>% Reach</i>	1.4	0.1	1.3	1.4
Atlantis (TAP)	<i>AIR (000)</i>	119	0	119	111
	<i>% Reach</i>	0.3	0	0.3	0.3
B There! Magazine (Brussels)	<i>AIR (000)</i>	267	0	267	
	<i>% Reach</i>	0.7	0	0.6	
Blue Wings (Finnair)	<i>AIR (000)</i>	361	1	362	367
	<i>% Reach</i>	0.9	0	0.8	0.9
Flying Dutchman (KLM)	<i>AIR (000)</i>	230	0	230	245
	<i>% Reach</i>	0.6	0	0.5	0.6
Ryanair Magazine	<i>AIR (000)</i>	858	3	861	666
	<i>% Reach</i>	2.2	0.1	1.9	1.7
Sky Lines (Austrian Airlines)	<i>AIR (000)</i>	479	5	484	439
	<i>% Reach</i>	1.2	0.1	1.1	1.1
Voyager (BMI)	<i>AIR (000)</i>	484	0	484	518
	<i>% Reach</i>	1.2	0	1.1	1.3

Source: EMS Winter 2007
 Weight: Default (24m)
 Table - SELECT TOP 3%

Source: EM
 Weight: 05-
 Table - SEL

		EMS Countries	EMS Countries
Total	Population (000)	8,184	8018
Air France Magazine	AIR (000) % Reach	507 6.2	437 5.5
Business Life (British Airlines)	AIR (000) % Reach	380 4.6	352 4.4
Cara (Aer Lingus)	AIR (000) % Reach	53 0.6	51 0.6
EasyJet Inflight Magazine	AIR (000) % Reach	260 3.2	238 3
High Life (British Airlines)	AIR (000) % Reach	402 4.9	373 4.7
Holland Herald (KLM)	AIR (000) % Reach	236 2.9	209 2.6
Iberia Ronda Magazine	AIR (000) % Reach	264 3.2	243 3
Lufthansa Magazin	AIR (000) % Reach	682 8.3	618 7.7
SAS Braathens Magasinet	AIR (000) % Reach	75 0.9	75 0.9
Scanorama (SAS)	AIR (000) % Reach	294 3.6	278 3.5
Swiss Magazine (Swiss Airlines)	AIR (000) % Reach	173 2.1	152 1.9
Ulisse (Alitalia)	AIR (000) % Reach	246 3	235 2.9
Atlantis (TAP)	AIR (000) % Reach	42 0.5	36 0.5
B There! Magazine (Brussels)	AIR (000) % Reach	127 1.6	
Blue Wings (Finnair)	AIR (000) % Reach	137 1.7	141 1.8
Flying Dutchman (KLM)	AIR (000) % Reach	112 1.4	118 1.5
Ryanair Magazine	AIR (000) % Reach	311 3.8	322 4
Sky Lines (Austrian Airlines)	AIR (000) % Reach	195 2.4	187 2.3
Voyager (BMI)	AIR (000) % Reach	236 2.9	227 2.8