

**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED DECEMBER 2008**

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

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A Penton Media Publication

**BroadcastEngineering**  
THE JOURNAL OF DIGITAL TELEVISION

A Penton Media Publication  
9800 Metcalf Ave.  
Overland Park, KS 66212-2216  
Tel.: (913) 341-1300  
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Issues Per Year: 12 for each Edition

**FIELD SERVED**

BROADCAST ENGINEERING serves a worldwide market of commercial television & combination stations and networks; cable, telecoms and microwave, relay stations or satellite companies for TV and Cable; recording studios, teleproduction, post-production, streaming media facilities; systems integrators, TV consultants, dealers and distributors.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are company management, technical management and engineering, operations and station management, production and programming as described in Paragraph 3a.

**PURPOSE**

Broadcast Engineering - US/CANADIAN EDITION  
PURPOSE

Included herein are supplemental analyses of individuals who indicated types of equipment they will be evaluating for purchase in the next 12 months.

Broadcast Engineering - WORLD EDITION  
PURPOSE

Included herein are supplemental analyses of individuals who indicated types of equipment they will be evaluating for purchase in the next 12 months.

AVERAGE NON-QUALIFIED CIRCULATION US/CANADIAN EDITION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	152
Advertiser and Agency _____	1,009
Rotated or Occasional _____	-
*Allocated for Trade Shows and Conventions _____	250
All Other _____	955
<b>TOTAL</b>	<b>2,366</b>

\*See Paragraph 11

AVERAGE NON-QUALIFIED CIRCULATION WORLD EDITION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	36
Advertiser and Agency _____	948
Rotated or Occasional _____	-
*Allocated for Trade Shows and Conventions _____	208
All Other _____	1,670
<b>TOTAL</b>	<b>2,862</b>

\*See Paragraph 11

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD US/CANADIAN EDITION						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	33,340	100.0	33,340	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>33,340</b>	<b>100.0</b>	<b>33,340</b>	<b>100.0</b>	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD WORLD EDITION						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	15,262	100.0	15,262	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,262</b>	<b>100.0</b>	<b>15,262</b>	<b>100.0</b>	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD (US/CANADIAN EDITION)											
2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	70	95			33,350	October _____	131	131			33,350
August _____	140	140			33,350	November _____	231	210			33,329
September _____	99	99			33,350	December _____	376	358			33,311
						<b>TOTAL</b>	<b>1,047</b>	<b>1,033</b>			

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD (WORLD EDITION)																	
2008 Issue	Number Removed	Number Added	Print Version Only (A)	Electronic Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	Number Removed	Number Added	Print Version Only (A)	Electronic Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	267	267	13,509	319	1,472			15,300	October _____	337	133	12,303	1,560	1,283			15,146
August _____	898	948	13,609	320	1,421			15,350	November _____	39	112	12,559	1,486	1,174			15,219
September _____	56	56	13,582	318	1,450			15,350	December _____	34	24	12,643	1,440	1,126			15,209
									<b>TOTAL</b>	<b>1,631</b>	<b>1,540</b>						

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2008 Issue	Number Removed	Number Added	US/Canadian Edition	World Edition	Total Qualified	2008 Issue	Number Removed	Number Added	US/Canadian Edition	World Edition	Total Qualified
July _____	337	362	33,350	15,300	48,650	October _____	468	264	33,350	15,146	48,496
August _____	1,038	1,088	33,350	15,350	48,700	November _____	270	322	33,329	15,219	48,548
September _____	155	155	33,350	15,350	48,700	December _____	410	382	33,311	15,209	48,520
						<b>TOTAL</b>	<b>2,678</b>	<b>2,573</b>			

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008**  
 This issue is -% or 13 copies below the average of the other 5 issues reported in Paragraph two.

US/CANADIAN EDITION BUSINESS & INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE		
			COMPANY MANAGEMENT	TECHNICAL MANAGEMENT & ENGINEERING	OPERATIONS & STATION MANAGEMENT/ PRODUCTION & PROGRAMMING
			(A)	(B)	(C)
1. TV & Combination Stations & Networks _____	12,806	38.4	4,321	4,627	3,858
2. Teleproduction, Post Production Facilities, Recording Studios & Streaming Media _____	11,961	35.9	8,125	2,099	1,737
3. Cable, Telecoms and Microwave, Relay Stations or Satellite Companies for TV and Cable _____	5,300	15.9	2,621	1,730	949
4. TV Consultants, Systems Integrators, TV Dealers & Distributors _____	3,262	9.8	1,883	1,023	356
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>33,329</b>	<b>100.0</b>	<b>16,950</b>	<b>9,479</b>	<b>6,900</b>
<b>PERCENT</b>	<b>100.0</b>		<b>50.9</b>	<b>28.4</b>	<b>20.7</b>

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008**  
 This issue is 0.3% or 52 copies below the average of the other 5 issues reported in Paragraph two.

WORLD EDITION BUSINESS & INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only	Electronic Version Only	Both Print & Electronic Version (Undup- licated)	CLASSIFICATION BY TITLE		
						Company Management (A)	Technical Management & Engineering (B)	Operations & Station Management/ Production & Programming (C)
1. TV & Combination Stations & Networks ____	5,596	36.7	4,468	594	534	1,558	3,022	1,016
2. Teleproduction, Post Production Facilities, Recording Studios & Streaming Media ____	4,026	26.5	3,307	398	321	2,176	1,173	677
3. Cable, Telecoms and Microwave, Relay Stations or Satellite Companies for TV and Cable _____	3,150	20.7	2,787	219	144	1,932	885	333
4. TV Consultants, Systems Integrators, TV Dealers & Distributors _____	2,447	16.1	1,997	275	175	1,403	765	279
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,219</b>	<b>100.0</b>	<b>12,559</b>	<b>1,486</b>	<b>1,174</b>	<b>7,069</b>	<b>5,845</b>	<b>2,305</b>
<b>PERCENT</b>	<b>100.0</b>		-	-	-	<b>46.5</b>	<b>38.4</b>	<b>15.1</b>
<b>TOTAL QUALIFIED CIRCULATION GRAND TOTAL (BOTH EDITIONS)</b>	<b>48,548</b>	<b>100.0</b>	-	-	-	<b>24,019</b>	<b>15,324</b>	<b>9,205</b>
<b>PERCENT</b>	<b>100.0</b>		-	-	-	<b>49.4</b>	<b>31.6</b>	<b>19.0</b>

A: Chairman of the Board, President, Owner, Partner, Director, Vice President, General Manager (other than in charge of Engineering or Station Operations Management), and other Corporate & Financial Officials.

B: Technical Director or Manager, Chief Engineer, Other Engineering or Technical Titles.

C: VP Operations, Operations Manager/Director, Station Manager, Production Manager, Program Manager, News Director, Other Operations Titles.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008 US/CANADIAN EDITION							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. <b>TOTAL</b> - Personal direct request from the recipient:	<b>28,996</b>	<b>4,333</b>	-			<b>33,329</b>	<b>100.0</b>
a. Written	2,069	174	-			2,243	6.7
b. Telecommunication	21,244	3,634	-			24,878	74.7
c. Electronic	5,683	525	-			6,208	18.6
II. <b>TOTAL</b> - Request from recipient's company:	-	-	-			-	-
a. Written	-	-	-			-	-
b. Telecommunication	-	-	-			-	-
c. Electronic	-	-	-			-	-
III. <b>TOTAL</b> - Membership Benefit:	-	-	-			-	-
a. Individual	-	-	-			-	-
b. Organizational	-	-	-			-	-
IV. <b>TOTAL</b> - Communication from recipient or recipient's company (other than request):	-	-	-			-	-
a. Written	-	-	-			-	-
b. Telecommunication	-	-	-			-	-
c. Electronic	-	-	-			-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	-	-	-			-	-
Association rosters and directories	-	-	-			-	-
Business directories	-	-	-			-	-
Independent field reports	-	-	-			-	-
Licensees - National, State or Local Government	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-			-	-
Other sources	-	-	-			-	-
VI. <b>TOTAL</b> - Single Copy Sales:	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>28,996</b>	<b>4,333</b>	-			<b>33,329</b>	<b>100.0</b>
<b>PERCENT</b>	<b>87.0</b>	<b>13.0</b>	-			<b>100.0</b>	

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008 (WORLD EDITION)										
QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Electronic Version Only (B)	Both Print & Electronic (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 year	3 year							
I. <b>TOTAL</b> - Personal direct request from the recipient:	<b>10,089</b>	<b>3,957</b>	-	<b>11,386</b>	<b>1,486</b>	<b>1,174</b>			<b>14,046</b>	<b>92.3</b>
a. Written	1,017	208	-	1,174	30	21			1,225	8.0
b. Telecommunication	4,958	687	-	5,375	106	164			5,645	37.1
c. Electronic	4,114	3,062	-	4,837	1,350	989			7,176	47.2
II. <b>TOTAL</b> - Request from recipient's company:	-	-	-	-	-	-			-	-
a. Written	-	-	-	-	-	-			-	-
b. Telecommunication	-	-	-	-	-	-			-	-
c. Electronic	-	-	-	-	-	-			-	-
III. <b>TOTAL</b> - Membership Benefit:	-	-	-	-	-	-			-	-
a. Individual	-	-	-	-	-	-			-	-
b. Organizational	-	-	-	-	-	-			-	-
IV. <b>TOTAL</b> - Communication from recipient or recipient's company (other than request):	<b>455</b>	-	-	<b>455</b>	-	-			<b>455</b>	<b>3.0</b>
a. Written	455	-	-	455	-	-			455	3.0
b. Telecommunication	-	-	-	-	-	-			-	-
c. Electronic	-	-	-	-	-	-			-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>718</b>	-	-	<b>718</b>	-	-			<b>718</b>	<b>4.7</b>
Association rosters and directories	-	-	-	-	-	-			-	-
Business directories	-	-	-	-	-	-			-	-
Independent field reports	-	-	-	-	-	-			-	-
Licensees - National, State or Local Government	-	-	-	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-			-	-
Other sources	718	-	-	718	-	-			718	4.7
VI. <b>TOTAL</b> - Single Copy Sales:	-	-	-	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>11,262</b>	<b>3,957</b>	-	<b>12,559</b>	<b>1,486</b>	<b>1,174</b>			<b>15,219</b>	<b>100.0</b>
<b>PERCENT</b>	<b>74.0</b>	<b>26.0</b>	-	<b>82.5</b>	<b>9.8</b>	<b>7.7</b>			<b>100.0</b>	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008 US/CANADIAN EDITION				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function			33,329	100.0
Individuals by name only			-	-
Titles or functions only			-	-
Company names only			-	-
Multi-Copy Same Addressee copies			-	-
Single Copy Sales			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>			<b>33,329</b>	<b>100.0</b>

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008 (WORLD EDITION)							
MAILING ADDRESS	Print Version Only (A)	Electronic Version Only (B)	Print & Electronic Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	12,559	1,486	1,174			15,219	100.0
Individuals by name only	-	-	-			-	-
Titles or functions only	-	-	-			-	-
Company names only	-	-	-			-	-
Multi-Copy Same Addressee copies	-	-	-			-	-
Single Copy Sales	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,559</b>	<b>1,486</b>	<b>1,174</b>			<b>15,219</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008**

State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine _____			142		400-427 Kentucky _____			455	
030-038 New Hampshire _____			113		370-385 Tennessee _____			816	
050-059 Vermont _____			103		350-369 Alabama _____			477	
010-027 Massachusetts _____			720		386-397 Mississippi _____			242	
028-029 Rhode Island _____			80		<b>EAST SO. CENTRAL</b>			<b>1,990</b>	<b>6.0</b>
060-069 Connecticut _____			447		716-729 Arkansas _____			283	
<b>NEW ENGLAND</b>			<b>1,605</b>	<b>4.8</b>	700-714 Louisiana _____			364	
100-149 New York _____			2,592		730-749 Oklahoma _____			376	
070-089 New Jersey _____			816		750-799 Texas _____			1,986	
150-196 Pennsylvania _____			1,138		<b>WEST SO. CENTRAL</b>			<b>3,009</b>	<b>9.0</b>
<b>MIDDLE ATLANTIC</b>			<b>4,546</b>	<b>13.7</b>	590-599 Montana _____			167	
430-459 Ohio _____			1,085		832-838 Idaho _____			174	
460-479 Indiana _____			593		820-831 Wyoming _____			60	
600-629 Illinois _____			1,148		800-816 Colorado _____			663	
480-499 Michigan _____			841		870-884 New Mexico _____			218	
530-549 Wisconsin _____			642		850-865 Arizona _____			483	
<b>EAST NO. CENTRAL</b>			<b>4,309</b>	<b>12.9</b>	840-847 Utah _____			273	
550-567 Minnesota _____			539		889-898 Nevada _____			301	
500-528 Iowa _____			385		<b>MOUNTAIN</b>			<b>2,339</b>	<b>7.0</b>
630-658 Missouri _____			641		995-999 Alaska _____			77	
580-588 North Dakota _____			152		980-994 Washington _____			580	
570-577 South Dakota _____			156		970-979 Oregon _____			415	
680-693 Nebraska _____			223		900-961 California _____			4,698	
660-679 Kansas _____			310		967-968 Hawaii _____			106	
<b>WEST NO. CENTRAL</b>			<b>2,406</b>	<b>7.2</b>	<b>PACIFIC</b>			<b>5,876</b>	<b>17.6</b>
197-199 Delaware _____			39		<b>UNITED STATES</b>			<b>32,334</b>	<b>97.0</b>
206-219 Maryland _____			548		969 & 004-009 U.S. Territories _____			55	
200-205 Washington, DC _____			343		Canada _____			930	
220-246 Virginia _____			802		Mexico _____			-	
247-268 West Virginia _____			179		Other Internatioanl _____			-	
270-289 North Carolina _____			776		APO/FPO _____			10	
290-299 South Carolina _____			351		<b>TOTAL COPIES US/CANADIAN EDITION</b>			<b>33,329</b>	<b>100.0</b>
300-319 Georgia _____			1,122						
320-349 Florida _____			2,094						
<b>SOUTH ATLANTIC</b>			<b>6,254</b>	<b>18.8</b>					

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008 WORLD EDITION											
Country	Print Only	Electronic Only	Both	Total Qualified	Percent	Country	Print Only	Electronic Only	Both	Total Qualified	Percent
<b>ASIA</b>						Liechtenstein	2	-	-	2	
Afghanistan	1	-	-	1		Lithuania	47	12	2	61	
Bangladesh	8	4	3	15		Luxembourg	37	4	4	45	
Bhutan	3	-	-	3		Macedonia	31	4	6	41	
China	44	17	11	72		Malta	15	1	4	20	
Hong Kong - SAR	86	8	17	111		Moldova	9	-	-	9	
India	1,154	179	55	1,388		Monaco	3	-	-	3	
Indonesia	185	45	14	244		Netherlands	532	77	67	676	
Japan	57	5	9	71		Norway	123	16	18	157	
Macau	2	-	-	2		Poland	162	17	15	194	
Malaysia	149	25	13	187		Portugal	179	16	18	213	
Maldives	4	-	-	4		Republic of Ireland	215	6	12	233	
Mongolia	1	-	-	1		Romania	102	18	10	130	
Myanmar (Burma)	3	5	-	8		Russian Federation	353	11	6	370	
Nepal	12	11	2	25		San Marino	1	-	-	1	
Pakistan	255	40	16	311		Scotland	29	3	4	36	
Singapore	106	17	25	148		Serbia	98	18	29	145	
South Korea	38	22	10	70		Slovakia	20	2	2	24	
Sri Lanka	150	41	28	219		Slovenia	47	5	4	56	
Taiwan ROC	36	15	9	60		Spain	537	40	38	615	
Thailand	46	20	12	78		Sweden	143	12	15	170	
Turkmenistan	1	-	-	1		Switzerland	81	17	9	107	
Uzbekistan	1	-	-	1		Ukraine	69	8	4	81	
Vietnam	18	11	5	34		United Kingdom	1,539	155	226	1,920	
						Wales	23	2	4	29	
Subtotal	2,360	465	229	3,054	20.1	Yugoslavia	48	5	1	54	
						Subtotal	9,049	681	754	10,484	68.9
<b>MIDDLE EAST</b>						<b>AFRICA</b>					
Bahrain	10	9	2	21		Algeria	1	1	1	3	
Cyprus	25	4	4	33		Angola	1	1	-	2	
Iran	14	15	9	38		Botswana	6	1	-	7	
Iraq	-	2	-	2		Cameroon	-	-	1	1	
Israel	106	19	18	143		Cape Verde Islands	2	-	-	2	
Jordan	26	9	2	37		Egypt	17	11	4	32	
Kuwait	17	4	6	27		Ethiopia	15	2	-	17	
Lebanon	33	3	8	44		Ghana	26	8	1	35	
Oman	13	-	2	15		Kenya	13	7	3	23	
Qatar	41	17	8	66		Lesotho	-	1	-	1	
Saudi Arabia	37	11	4	52		Madagascar	-	1	-	1	
Syria	4	3	2	9		Malawi	3	-	-	3	
Turkey	64	15	9	88		Mauritius	10	-	4	14	
United Arab Emirates	76	41	23	140		Morocco	13	1	-	14	
Yemen	4	-	1	5		Mozambique	1	-	-	1	
Subtotal	470	152	98	720	4.7	Nigeria	78	28	14	120	
						Republic of South Africa	73	25	8	106	
<b>EUROPE</b>						Reunion	1	-	-	1	
Albania	22	5	5	32		Sudan	1	2	-	3	
Andorra	1	-	-	1		Swaziland	-	1	-	1	
Armenia	1	1	-	2		Tanzania	1	2	5	8	
Austria	138	6	5	149		Tunisia	12	2	2	16	
Azerbaijan	3	-	-	3		Uganda	1	-	-	1	
Belgium	524	31	45	600		Zaire	-	2	-	2	
Belorus	30	-	-	30		Zambia	1	-	1	2	
Bulgaria	47	9	4	60		Zimbabwe	4	4	-	8	
Channel Islands	6	-	-	6		Subtotal	280	100	44	424	2.8
Croatia	72	4	10	86		<b>ASIA PACIFIC</b>					
Czech Republic	175	2	12	189		Australia	237	45	26	308	
Denmark	175	14	16	205		Brunei	6	3	-	9	
Estonia	14	2	4	20		Fiji	3	1	-	4	
Faroe Islands	3	-	-	3		French Polynesia	-	-	1	1	
Finland	145	10	17	172		New Guinea	2	-	-	2	
France	1,381	41	32	1,454		New Zealand	80	6	9	95	
Georgia	4	-	1	5		Philippines	71	33	13	117	
Germany	767	39	43	849		Tahiti	1	-	-	1	
Gibraltar	4	-	-	4		Subtotal	400	88	49	537	3.5
Greece	97	15	12	124							
Greenland	1	-	-	1		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,559</b>	<b>1,486</b>	<b>1,174</b>	<b>15,219</b>	<b>100.0</b>
Guernsey	2	-	-	2							
Hungary	107	7	12	126							
Iceland	31	2	3	36							
Italy	806	43	33	882							
Kazakhstan	-	-	1	1							
Latvia	48	1	1	50							

9. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS US/CANADIAN EDITION					
	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2005	2006	2007	January - June 2008	*July - December 2008
6-Month Period Ended:	2005	2006	2007	January - June 2008	*July - December 2008
Total Audit Average Qualified:	33,358	33,355	33,346	33,342	33,340
Qualified Non-Paid:	33,358	33,355	33,346	33,342	33,340
Qualified Paid:	-	-	-	-	-
Post Expire Copies included in Paid Circulation:	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _	**NC	**NC	**NC	**NC	**NC

**\*NOTE: July-December 2008 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

\*\*NC = None Claimed.

9. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS WORLD EDITION					
	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2005	2006	2007	January - June 2008	*July - December 2008
6-Month Period Ended:	2005	2006	2007	January - June 2008	*July - December 2008
Total Audit Average Qualified:	12,060	12,059	14,300	15,367	15,262
Qualified Non-Paid:	12,060	12,059	14,300	15,367	15,262
Print Only _____	-	-	11,580	12,919	13,034
Electronic Only _____	-	-	969	699	907
Print & Electronic (Unduplicated) _____	-	-	1,751	1,749	1,321
Qualified Paid:	-	-	-	-	-
Print Only _____	-	-	-	-	-
Electronic Only _____	-	-	-	-	-
Print & Electronic (Unduplicated) _____	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _	**NC	**NC	**NC	**NC	**NC

**\*NOTE: July-December 2008 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

\*\*NC = None Claimed.

#### 11. ADDITIONAL DATA

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT VERSION ONLY (WORLD EDITION)						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	13,034	100.0	13,034	100.0	-	-
Sponsored Individually Addressed _	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,034</b>	<b>100.0</b>	<b>13,034</b>	<b>100.0</b>	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - ELECTRONIC VERSION ONLY (WORLD EDITION)						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	907	100.0	907	100.0	-	-
Sponsored Individually Addressed _	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>907</b>	<b>100.0</b>	<b>907</b>	<b>100.0</b>	-	-

10. PAID CIRCULATION DATA US/CANADIAN EDITION	
**NC	Average Annual Subscription Order Price for the Period Required (includes promotional incentive value, if any)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

10. PAID CIRCULATION DATA WORLD EDITION	
**NC	Average Annual Subscription Order Price for the Period Required (includes promotional incentive value, if any)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

#### 11. ADDITIONAL DATA

##### METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of a recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the electronic versions are notified via email when the version is available.

##### PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.

##### AVERAGE NON-QUALIFIED CIRCULATION - US/CANADIAN EDITION:

Issue	Trade Shows/Convention/City/State	Allocated Copies
August	IBC, Amsterdam, September 12-16	375
September	AES, San Fransico, CA, October 2-5	375
September	HD World, New York, NY, October 15-16	750
		<b>1,500</b>

##### AVERAGE NON-QUALIFIED CIRCULATION - WORLD EDITION:

Issue	Trade Shows/Convention/City/State	Allocated Copies
September	IBC, Amsterdam, September 12-16	1,250
		<b>1,250</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - BOTH PRINT AND ELECTRONIC VERSIONS (WORLD EDITION)						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	1,321	100.0	1,321	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>1,321</b>	<b>100.0</b>	<b>1,321</b>	<b>100.0</b>	-	-

QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA:

# master form

revised 1/15/04

**US/CANADA**edition

# BroadcastEngineering

A PRIMECA Publication

P.O. Box 2100  
Skokie IL 60076-7800  
FAX: 913-514-3621  
[broadcastengineering.com](http://broadcastengineering.com)

**1 Do you wish to receive/continue to receive the US/Canada Edition of Broadcast Engineering FREE?**  YES!  No

Signature required \_\_\_\_\_  
Date \_\_\_\_\_

**2 Which type of facility or operation best describes your primary business classification? (Check only ONE box.)**

- 21  TV Station (including Networks)
- 26  Combination Stations
- 39  Cable (including Networks)
- 45  Telecoms
- 29  Recording Studio
- 30  Teleproduction Facility/Independent Program Producer
- 40  Post-Production Facility
- 50  Streaming Media — Network Provider/ISP/DC/Telco, Internet Content Provider/Web Publisher, Services, Software Provider
- 31  Microwave, Relay Station or Satellite Company for TV and Cable
- 33  TV Consultant (Engineering or Management)
- 46  Systems Integrator
- 34  TV Dealer or Distributor
- 35  Other (please specify): \_\_\_\_\_

**3 Which of the following best describes your title? (Check only ONE box.)**

- A. Company Management:**
  - 01  Chairman of the Board
  - 02  President
  - 03  Owner
  - 04  Partner
  - 05  Director
  - 06  Vice President
  - 07  General Manager (other than in charge of Engineering or Station Operations)
  - 08  Other Corporate/Financial Official
- B. Technical Management & Engineering:**
  - 09  Technical Director/Manager
  - 10  Chief Engineer
  - 11  Other Engineering or Technical Title
- C. Operations & Station Management/Production & Programming:**
  - 12  Vice President Operations
  - 13  Operations Manager/Director
  - 14  Station Manager
  - 15  Production Manager
  - 16  Program Manager
  - 17  News Director
  - 18  Other Operations Title
  - 19  Other (please specify): \_\_\_\_\_

**4 Which statement best describes your role in the purchase of equipment, components and accessories? (Check only ONE box.)**

- A  Make **final decision** to buy specific makes, models, services or programs
- B  **Specify or make recommendations** on makes, models, services or programs
- C  Have **no part** in specifying or buying

Incomplete forms cannot be processed or acknowledged. The publisher reserves the right to serve only those individuals who meet the publication qualifications.

**5 Which of the following types of equipment will you be evaluating for purchase in the next 12 months? (Check ALL that apply.)**

- 1. Audio Products**
  - 1A  Audio consoles/mixers
  - 1B  Digital audio workstations
  - 1C  Distribution amplifiers
  - 1D  Headphones, headsets, intercoms
  - 1E  Telephone interface systems
  - 1F  Magnetic tape, audio
  - 1G  Microphones
  - 1L  Monitors (speakers)
  - 1J  Recorders, players
  - 1K  Switchers, routing
  - 1N  Audio Processing
- 2. Video Products**
  - 2A  Camera heads, tripods, pedestals, booms, dollies
  - 2B  Cameras; lenses
  - 2C  Graphics, titling, effects
  - 2D  Nonlinear editing systems
  - 2F  Editing controllers, systems
  - 2G  Frame synchronizers, time base correctors
  - 2H  Lighting systems
  - 2T  Magnetic tape, video
  - 2J  Monitors (picture, studio quality)
  - 2K  Recorders, players
  - 2L  Robotic camera controls
  - 2M  Signal processing
  - 2N  Signal routing, distribution
  - 2W  Standards, format & scan converters
  - 2P  Still store systems
  - 2Q  Switchers, production/master control
  - 2R  Storage/video servers
  - 2S  HDTV Equipment
  - 2V  Virtual Sets
  - 2X  MPEG compression/encoding systems
  - 2Y  Projection systems
  - 2Z  DVD systems
- 3. Test & Measurement Products**
  - 3A  Analyzers, audio, video, RF
  - 3B  Audio, video signal generators
  - 3C  Waveform, vectorscope monitors
  - 3D  Digital signal testing
- 4. Miscellaneous Products**
  - 4A  Battery packs, chargers
  - 4B  Cabinets, racks, consoles
  - 4C  Cables, connectors
  - 4D  Carts, cases (equipment, shipping), tools
- 5. RF Products**
  - 5B  Exciters
  - 5C  Fiber optics
  - 5E  Power amplifiers, cavities
  - 5F  Receivers
  - 5G  Remote production vehicles, program relays
  - 5H  Satellite T/R components, electronics
  - 5P  STL/ENG components, electronics
  - 5J  Switches, RF coaxial
  - 5K  Transmitters
  - 5L  Antenna systems, towers
  - 5M  Transmitter, remote controls
  - 5N  Tubes
  - 5Q  Weather, radar RF products
  - 5R  Cable/set top/CA systems
- 6. Automation & Computer Products**
  - 6A  Accessories/peripherals
  - 6E  Automation systems
  - 6H  Business automation
  - 6T  Commercial insertion systems
  - 6K  Machine control
  - 6L  Newsroom automation
  - 6P  Record/playback automation
  - 6Q  Software, engineering
  - 6R  Software, production, planning
  - 6X  Video interface cards
  - 6Y  Networking products
  - 6Z  Digital asset management
- 7. New Media/Internet**
  - 7A  Encoding products
  - 7B  Internet service providers
  - 7C  ecommerce technology
  - 7D  Content creation systems
- 8. System integration/engineering services**
- 9. None of the Above**

**6 What is the budget for equipment and services you are evaluating for purchase in the next 12 months? (Check only ONE box.)**

- 1  Less than \$24,999
- 3  \$25,000 - \$99,999
- 5  \$100,000 - \$299,999
- 6  \$300,000 - \$499,999
- 7  \$500,000 - \$999,999
- 8  \$1,000,000 - \$1,999,999
- 9  \$2,000,000 and up

**PUBLISHER'S AFFIDAVIT**

We hereby make oath and say that all data set forth in this statement are true.

Wayne Madden, Group Publisher

Sonja Trent, Senior Audience Marketing Manager

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

**IMPORTANT NOTE:**

This unaudited circulation statement has been checked against the previous audit report.

It will be included in the annual audit made by BPA Worldwide.

Date signed January 29, 2009

State Kansas

County Johnson

Received by BPA Worldwide January 29, 2009

Type PJ

ID Number B037P0D8

**SUPPLEMENTARY ANALYSIS (US/Canada Edition)**  
 This is a multiple analysis of the 13,640 or 40.9% subscribers who responded to the question "Types of Equipment Evaluated for Purchase". (See question 5 on the questionnaire used to elicit this data on the back page of this report). Since each respondent may have checked more than one product, the number of respondents should not be added together as the total may exceed the total circulation.  
 These data are presented for statistical and marketing purposes only.

	TOTAL RESPONSES	TV & Combination Stations & Networks	Teleproduction & Post Production Facilities	Cable, Telecoms, and Microwave, Relay Stations or Satellite Companies for TV and Cable	TV Consultants, Systems Integrators, TV Dealers and Distributors
<b>Audio Products</b>					
Audio Consoles/Mixers	5,319	1,892	1,919	513	995
Digital Audio Work Stations	4,262	1,376	1,680	402	804
Distribution Amplifiers	4,265	1,603	1,184	586	892
Headphones, Headsets, Intercoms	5,065	1,753	1,912	520	880
Telephone Interface Systems	2,998	1,101	854	384	659
Magnetic Tape, Audio	1,945	629	774	193	349
Microphones	5,528	1,878	2,253	484	913
Monitors (Speakers)	4,923	1,648	1,775	545	955
Recorders, Players	3,721	1,124	1,487	351	759
Switchers, Routing	4,278	1,620	1,186	572	900
Audio Processing	4,459	1,592	1,445	504	918
<b>Video Products</b>					
Camera Heads, Tripods, Pedestals, Booms, Dollies	5,516	2,001	2,128	526	861
Cameras, Lenses	5,767	2,055	2,278	526	908
Graphics, Tilting, Effects	4,133	1,474	1,507	458	694
Nonlinear Editing System	5,236	1,901	2,030	513	792
Editing Controllers, Systems	2,887	1,059	979	288	561
Frame Synchronizers, Time Base Connectors	3,161	1,283	827	401	650
Lighting Systems	3,506	1,153	1,455	308	590
Magnetic Tape, Video	2,346	750	997	228	371
Monitors (picture, studio quality)	5,306	1,919	1,849	596	942
Recorders, Players	4,048	1,296	1,523	437	792
Robotic Camera Controls	2,241	872	620	231	518
Signal Processing	3,979	1,518	996	576	889
Signal Routing, Distribution	4,139	1,571	1,059	603	906
Standards, Format & Scan Converters	3,030	1,081	872	378	699
Still Store Systems	2,061	848	526	206	481
Switchers, Production/Master Control	3,745	1,500	1,018	443	784
Storage/Video Servers	3,839	1,412	1,179	489	759
HDTV Equipment	6,382	2,389	2,030	829	1,134
Virtual Sets	1,513	539	507	162	305
MPEG Compression/Encoding Systems	4,260	1,440	1,316	686	818
Projection Systems	2,508	632	990	250	636
DVD Systems	3,838	1,154	1,577	403	704
<b>Test &amp; Measurement Products</b>					
Analyzers, Audio, Video, RF	4,606	1,791	1,021	803	991
Audio, Video Signal Generators	3,828	1,345	1,012	581	890
Waveform, Vectorscope Monitors	4,677	1,751	1,331	683	912
Digital Signal Testing	4,369	1,783	985	717	884
<b>Miscellaneous Products</b>					
Battery Packs, Chargers	4,796	1,726	1,836	564	670
Cabinets, Racks, Consoles	4,553	1,560	1,484	629	880
Cable, Connectors	5,977	2,056	2,066	812	1,043
Carts, Cases (equipment, shipping), Tools	3,578	1,151	1,325	463	639
<b>RF Products</b>					
Exciters	1,686	902	261	205	318
Fiber Optics	2,747	1,001	623	549	574
Power Amplifiers, Cavities	1,959	792	436	325	406
Receivers	2,740	1,132	570	481	557
Remote Production Vehicles, Program Relays	1,391	604	338	178	271
Satellite T/R Components, Electronics	2,213	951	408	412	442
STL/ENG Components, Electronics	1,789	1,001	252	196	340
Switches, RF Coaxial	2,078	839	373	377	489
Transmitters	2,289	1,072	437	317	463
Antenna Systems, Towers	2,045	907	328	352	458
Transmitter, Remote Control	1,701	832	290	212	367
Tubes	1,132	577	196	121	238
Weather, Radar RF Products	1,008	517	163	121	207
Cable/Set Top/CA Systems	1,486	518	292	340	336
<b>Automation &amp; Computer Products</b>					
Accessories/Peripherals	2,581	969	774	321	517
Automation Systems	2,772	1,245	561	375	591
Business Automation	1,222	421	325	181	295
Commercial Insertion Systems	1,407	633	245	214	315
Machine Control	2,070	852	511	254	453
Newsroom Automation	1,435	763	242	125	305
Record/Playback Automation	2,218	888	598	278	454
Software Engineering	2,463	881	719	324	539
Software, Production, Planning	2,166	688	819	248	411
Video Interface Cards	2,800	929	977	360	534
Networking Products	2,566	921	712	373	560
Digital Asset Management	2,029	720	589	293	427
<b>New Media/ Internet</b>					
Encoding Products	3,776	1,236	1,373	519	648
Internet Service Providers	2,081	631	786	282	382
ecommerce Technology	1,345	404	527	165	249
Content Creation Systems	1,817	560	712	204	341
<b>Systems Integration/Engineering Services</b>					
Systems Integration/Engineering Services	2,404	754	575	362	713

Number of Respondents to Question Analyzed: 13,640

**SUPPLEMENTARY ANALYSIS (World Edition)**  
 This is a multiple analysis of 14,162 or 93.1% subscribers who responded to the question "Types of Equipment Evaluated for Purchase". (See question 5 on the questionnaire used to elicit this data on the back page of this report). Since each respondent may have checked more than one product, the number of respondents should not be added together as the total may exceed the total circulation.  
 These data are presented for statistical and marketing purposes only.

	TOTAL RESPONSES	TV & Combination Stations & Networks	Teleproduction & Post Production Facilities	Cable, Telecoms, and Microwave, Relay Stations or Satellite Companies for TV and Cable	TV Consultants, Systems Integrators, TV Dealers and Distributors
<b>Audio Products</b>					
Audio Consoles/Mixers	4,175	1,973	1,057	501	644
Digital Audio Work Stations	3,635	1,545	994	551	545
Distribution Amplifiers	3,242	1,463	695	533	551
Headphones, Headsets, Intercoms	3,762	1,607	1,014	613	528
Telephone Interface Systems	3,015	1,143	657	783	432
Magnetic Tape, Audio	2,131	872	567	401	291
Microphones	4,038	1,782	1,146	566	544
Monitors (Speakers)	3,698	1,560	1,044	511	583
Recorders, Players	3,144	1,295	909	457	483
Switchers, Routing	3,578	1,500	846	629	603
Audio Processing	3,241	1,436	843	418	544
<b>Video Products</b>					
Camera Heads, Tripods, Pedestals, Booms, Dollies	3,918	1,931	1,032	350	605
Cameras, Lenses	4,140	1,959	1,126	399	656
Graphics, Tilting, Effects	3,146	1,470	838	346	492
Nonlinear Editing System	3,629	1,689	1,026	331	583
Editing Controllers, Systems	2,624	1,203	658	312	451
Frame Synchronizers, Time Base Connectors	2,570	1,273	537	303	457
Lighting Systems	2,797	1,286	741	304	466
Magnetic Tape, Video	2,203	989	575	292	347
Monitors (picture, studio quality)	3,700	1,665	1,013	373	649
Recorders, Players	3,306	1,473	899	371	563
Robotic Camera Controls	2,061	952	456	267	386
Signal Processing	3,130	1,395	628	498	609
Signal Routing, Distribution	3,155	1,431	625	477	622
Standards, Format & Scan Converters	2,408	1,140	488	302	478
Still Store Systems	1,656	835	302	191	328
Switchers, Production/Master Control	2,619	1,321	492	296	510
Storage/Video Servers	2,756	1,344	625	272	515
HDTV Equipment	3,738	1,597	1,005	431	705
Virtual Sets	1,566	781	326	181	278
MPEG Compression/Encoding Systems	3,365	1,436	850	469	610
Projection Systems	1,719	695	445	211	368
DVD Systems	2,299	906	740	283	370
<b>Test &amp; Measurement Products</b>					
Analyzers, Audio, Video, RF	3,677	1,572	773	738	594
Audio, Video Signal Generators	3,530	1,481	787	664	598
Waveform, Vectorscope Monitors	3,638	1,578	869	568	623
Digital Signal Testing	3,743	1,447	812	774	710
<b>Miscellaneous Products</b>					
Battery Packs, Chargers	3,386	1,320	950	615	501
Cabinets, Racks, Consoles	3,077	1,185	755	594	543
Cable, Connectors	5,167	1,749	1,322	1,240	856
Carts, Cases (equipment, shipping), Tools	2,432	829	640	509	454
<b>RF Products</b>					
Exciters	1,565	736	280	321	228
Fiber Optics	2,521	969	502	635	415
Power Amplifiers, Cavities	2,365	926	456	599	384
Receivers	2,785	1,073	544	705	463
Remote Production Vehicles, Program Relays	1,761	679	392	402	288
Satellite T/R Components, Electronics	2,581	1,043	470	653	415
STL/ENG Components, Electronics	1,848	774	337	396	341
Switches, RF Coaxial	2,310	859	466	614	371
Transmitters	2,861	1,141	511	760	449
Antenna Systems, Towers	2,557	1,024	454	683	396
Transmitter, Remote Control	2,170	853	390	583	344
Tubes	1,420	542	283	385	210
Weather, Radar RF Products	1,189	477	244	297	171
Cable/Set Top/CA Systems	1,948	630	368	618	332
<b>Automation &amp; Computer Products</b>					
Accessories/Peripherals	2,263	816	560	447	440
Automation Systems	2,840	1,286	534	431	589
Business Automation	1,731	625	409	348	349
Commercial Insertion Systems	1,764	675	403	347	339
Machine Control	2,073	799	483	366	425
Newsroom Automation	2,160	1,030	404	294	432
Record/Playback Automation	2,289	986	516	334	453
Software Engineering	3,260	1,137	876	666	581
Software, Production, Planning	2,899	978	844	564	513
Video Interface Cards	2,731	1,074	749	396	512
Networking Products	2,987	1,047	776	601	563
Digital Asset Management	2,146	880	495	320	451
<b>New Media/ Internet</b>					
Encoding Products	3,348	1,317	933	523	575
Internet Service Providers	2,962	1,001	859	631	471
ecommerce Technology	2,084	686	622	446	330
Content Creation Systems	2,338	799	683	451	405
<b>Systems Integration/Engineering Services</b>					
System Integration/Engineering Services	3,408	1,174	752	638	844

Number of Respondents to Question Analyzed: 14,162