

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 not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media—as well as more than 2,600 advertiser and agency members.

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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
Fax: (913) 967-1899

Official Publication of: None
Established: 1959
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 _____	118
Advertiser and Agency _____	912
Rotated or Occasional _____	-
*Allocated for Trade Shows and Conventions _____	229
Digital _____	-
All Other _____	950
TOTAL	2,209

*See Paragraph 9

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 _____	33,295	100.0	33,295	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	33,295	100.0	33,295	100.0	-	-

AVERAGE NON-QUALIFIED CIRCULATION WORLD EDITION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	29
Advertiser and Agency _____	847
Rotated or Occasional _____	-
*Allocated for Trade Shows and Conventions _____	208
Digital _____	-
All Other _____	533
TOTAL	1,617

*See Paragraph 9

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 _____	12,624	100.0	12,624	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,624	100.0	12,624	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD (US/CANADIAN EDITION)

2009 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	82	78	33,340	-	-			33,340
August _____	69	79	33,350	-	-			33,350
September ____	134	84	33,300	-	-			33,300

2009 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified
October ____	277	121	33,144	-	-			33,144
November __	22	178	33,300	-	-			33,300
December __	55	89	33,334	-	-			33,334
TOTAL	639	629						

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD (WORLD EDITION)

2009 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	1,328	1,349	10,085	1,929	607			12,621
August _____	34	74	10,217	1,843	601			12,661
September ____	41	40	10,185	1,876	599			12,660

2009 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified
October ____	157	97	10,098	1,914	588			12,600
November ____	110	110	10,063	1,949	588			12,600
December ____	130	130	10,118	1,905	577			12,600
TOTAL	1,800	1,800						

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD

2009 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	US/ Canadian Edition	World Edition	Total Qualified
July _____	1,410	1,427	43,425	1,929	607	33,340	12,621	45,961
August _____	103	153	43,567	1,843	601	33,350	12,661	46,011
September ____	175	124	43,485	1,876	599	33,300	12,660	45,960

2009 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	US/ Canadian Edition	World Edition	Total Qualified
October ____	434	218	43,242	1,914	588	33,144	12,600	45,744
November ____	132	288	43,363	1,949	588	33,300	12,600	45,900
December ____	185	219	43,452	1,905	577	33,334	12,600	45,934
TOTAL	2,439	2,429						

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009
 This issue is -% or 6 copies above the average of the other 5 issues reported in Paragraph two.

US/CANADIAN EDITION BUSINESS & INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only	Digital Version Only	Both Print & Digital Version (Undup- licated)	CLASSIFICATION BY TITLE		
						Company Management (A)	Technical Management & Engineering (B)	Operations & Station Management/ Production & Programming (C)
1. TV & Combination Stations & Networks _____	12,754	38.3	12,754	-	-	4,892	4,438	3,424
2. Teleproduction, Post Production Facilities, Recording Studios & Streaming Media _____	11,692	35.1	11,692	-	-	8,072	1,979	1,641
3. Cable, Telecoms and Microwave, Relay Stations or Satellite Companies for TV and Cable _____	5,555	16.7	5,555	-	-	3,148	1,626	781
4. TV Consultants, Systems Integrators, TV Dealers & Distributors _____	3,299	9.9	3,299	-	-	2,005	1,059	235
TOTAL QUALIFIED CIRCULATION	33,300	100.0	33,300	-	-	18,117	9,102	6,081
PERCENT	100.0		100.0	-	-	54.4	27.3	18.3

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009
 This issue is 0.2% or 28 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	Digital Version Only	Both Print & Digital Version (Undup- licated)	CLASSIFICATION BY TITLE		
						Company Management (A)	Technical Management & Engineering (B)	Operations & Station Management/ Production & Programming (C)
1. TV & Combination Stations & Networks _____	4,758	37.8	3,671	823	264	2,035	2,082	641
2. Teleproduction, Post Production Facilities, Recording Studios & Streaming Media _____	2,498	19.8	1,912	450	136	1,287	759	452
3. Cable, Telecoms and Microwave, Relay Stations or Satellite Companies for TV and Cable _____	3,310	26.3	2,982	264	64	2,358	725	227
4. TV Consultants, Systems Integrators, TV Dealers & Distributors _____	2,034	16.1	1,498	412	124	1,200	708	126
TOTAL QUALIFIED CIRCULATION	12,600	100.0	10,063	1,949	588	6,880	4,274	1,446
PERCENT	100.0		79.9	15.5	4.7	54.6	33.9	11.5
TOTAL QUALIFIED CIRCULATION GRAND TOTAL (BOTH EDITIONS)	45,900	100.0	43,363	1,949	588	24,997	13,376	7,527
PERCENT	100.0		94.5	4.2	1.3	54.5	29.1	16.4

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 2009 US/CANADIAN EDITION)										
QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years							
I. Direct Request: _____	25,608	7,692	-	33,300	-	-			33,300	100.0
II. Request from recipient's company: _____	-	-	-	-	-	-			-	-
III. Membership Benefit: _____	-	-	-	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	-	-	-	-	-	-			-	-
Association rosters and directories _____	-	-	-	-	-	-			-	-
Business directories _____	-	-	-	-	-	-			-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-			-	-
Other sources _____	-	-	-	-	-	-			-	-
VI. Single Copy Sales: _____	-	-	-	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	25,608	7,692	-	33,300	-	-			33,300	100.0
PERCENT	76.9	23.1	-	100.0	-	-			100.0	

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009 (WORLD EDITION)										
QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years							
I. Direct Request: _____	4,586	6,678	-	8,727	1,949	588			11,264	89.4
II. Request from recipient's company: _____	-	-	-	-	-	-			-	-
III. Membership Benefit: _____	-	-	-	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	139	-	-	139	-	-			139	1.1
V. TOTAL - Sources other than above (listed alphabetically): _____	1,197	-	-	1,197	-	-			1,197	9.5
Association rosters and directories _____	-	-	-	-	-	-			-	-
Business directories _____	-	-	-	-	-	-			-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-			-	-
*Other sources _____	1,197	-	-	1,197	-	-			1,197	9.5
VI. Single Copy Sales: _____	-	-	-	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	5,922	6,678	-	10,063	1,949	588			12,600	100.0
PERCENT	47.0	53.0	-	79.9	15.5	4.7			100.0	

*See Paragraph 9

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009 (US/CANADIAN EDITION)							
MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	33,300	-	-			33,300	100.0
Individuals by name only _____	-	-	-			-	-
Titles or functions only _____	-	-	-			-	-
Company names only _____	-	-	-			-	-
Multi-Copy Same Addressee copies _____	-	-	-			-	-
Single Copy Sales _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	33,300	-	-			33,300	100.0

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009 (WORLD EDITION)							
MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Print & Digital Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	10,063	1,949	588			12,600	100.0
Individuals by name only _____	-	-	-			-	-
Titles or functions only _____	-	-	-			-	-
Company names only _____	-	-	-			-	-
Multi-Copy Same Addressee copies _____	-	-	-			-	-
Single Copy Sales _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	10,063	1,949	588			12,600	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine _____	136	-	-			136	
030-038 New Hampshire _____	105	-	-			105	
050-059 Vermont _____	109	-	-			109	
010-027 Massachusetts _____	728	-	-			728	
028-029 Rhode Island _____	83	-	-			83	
060-069 Connecticut _____	439	-	-			439	
NEW ENGLAND	1,600	-	-			1,600	4.8
100-149 New York _____	2,630	-	-			2,630	
070-089 New Jersey _____	828	-	-			828	
150-196 Pennsylvania _____	1,181	-	-			1,181	
MIDDLE ATLANTIC	4,639	-	-			4,639	13.9
430-459 Ohio _____	1,083	-	-			1,083	
460-479 Indiana _____	591	-	-			591	
600-629 Illinois _____	1,090	-	-			1,090	
480-499 Michigan _____	834	-	-			834	
530-549 Wisconsin _____	639	-	-			639	
EAST NO. CENTRAL	4,237	-	-			4,237	12.7
550-567 Minnesota _____	553	-	-			553	
500-528 Iowa _____	414	-	-			414	
630-658 Missouri _____	641	-	-			641	
580-588 North Dakota _____	155	-	-			155	
570-577 South Dakota _____	170	-	-			170	
680-693 Nebraska _____	220	-	-			220	
660-679 Kansas _____	307	-	-			307	
WEST NO. CENTRAL	2,460	-	-			2,460	7.4
197-199 Delaware _____	42	-	-			42	
206-219 Maryland _____	568	-	-			568	
200-205 Washington, DC _____	331	-	-			331	
220-246 Virginia _____	827	-	-			827	
247-268 West Virginia _____	183	-	-			183	
270-289 North Carolina _____	825	-	-			825	
290-299 South Carolina _____	344	-	-			344	
300-319 Georgia _____	1,160	-	-			1,160	
320-349 Florida _____	2,087	-	-			2,087	
SOUTH ATLANTIC	6,367	-	-			6,367	19.1

State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
400-427 Kentucky _____	456	-	-			456	
370-385 Tennessee _____	831	-	-			831	
350-369 Alabama _____	498	-	-			498	
386-397 Mississippi _____	270	-	-			270	
EAST SO. CENTRAL	2,055	-	-			2,055	6.2
716-729 Arkansas _____	288	-	-			288	
700-714 Louisiana _____	393	-	-			393	
730-749 Oklahoma _____	358	-	-			358	
750-799 Texas _____	2,027	-	-			2,027	
WEST SO. CENTRAL	3,066	-	-			3,066	9.2
590-599 Montana _____	161	-	-			161	
832-838 Idaho _____	169	-	-			169	
820-831 Wyoming _____	73	-	-			73	
800-816 Colorado _____	663	-	-			663	
870-884 New Mexico _____	212	-	-			212	
850-865 Arizona _____	467	-	-			467	
840-847 Utah _____	266	-	-			266	
889-898 Nevada _____	275	-	-			275	
MOUNTAIN	2,286	-	-			2,286	6.9
995-999 Alaska _____	78	-	-			78	
980-994 Washington _____	562	-	-			562	
970-979 Oregon _____	393	-	-			393	
900-961 California _____	4,420	-	-			4,420	
967-968 Hawaii _____	90	-	-			90	
PACIFIC	5,543	-	-			5,543	16.7
UNITED STATES	32,253	-	-			32,253	96.9
969 & 004-009 U.S. Territories _____	54	-	-			54	
Canada _____	985	-	-			985	
Mexico _____	-	-	-			-	
Other International _____	-	-	-			-	
APO/FPO _____	8	-	-			8	
TOTAL COPIES US/CANADIAN EDITION	33,300	-	-			33,300	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009 WORLD EDITION											
Country	Print Version Only (A)	Digital Version Only (B)	Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent	Country	Print Version Only (A)	Digital Version Only (B)	Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
ASIA						Hungary	80	10	7	97	
Afghanistan	1	-	-	1		Iceland	22	4	3	29	
Armenia	38	-	-	38		Italy	632	55	23	710	
Azerbaijan	6	-	-	6		Latvia	69	1	1	71	
Bangladesh	3	4	-	7		Liechtenstein	3	-	-	3	
Brunei	1	1	-	2		Lithuania	121	17	2	140	
Cambodia	1	-	-	1		Luxembourg	39	2	3	44	
China	10	13	2	25		Macedonia	21	5	3	29	
Georgia	6	-	1	7		Malta	34	3	-	37	
Hong Kong - Sar	70	19	12	101		Moldova	18	-	-	18	
India	702	262	25	989		Monaco	27	-	-	27	
Indonesia	84	63	4	151		Montenegro	6	1	1	8	
Japan	40	6	6	52		Netherlands	413	63	40	516	
Kazakhstan	45	-	-	45		Norway	135	21	14	170	
Korea Rep	25	32	4	61		Poland	216	25	11	252	
Kyrgyzstan	14	-	-	14		Portugal	196	26	12	234	
Macau	-	1	-	1		Republic of Ireland	218	8	4	230	
Malaysia	107	41	12	160		Romania	116	31	5	152	
Maldives	3	1	-	4		Russian Federation	349	17	4	370	
Mongolia	2	1	-	3		San Marino	1	-	-	1	
Myanmar (Burma)	3	6	-	9		Serbia and Montenegro	80	26	10	116	
Nepal	7	13	2	22		Slovakia	62	4	1	67	
Pakistan	180	71	9	260		Slovenia	84	4	1	89	
Philippines	52	44	6	102		Spain	508	72	21	601	
Singapore	94	28	17	139		Sweden	223	13	10	246	
Sri Lanka	123	53	10	186		Switzerland	271	11	5	287	
Taiwan Roc	25	15	5	45		Turkey	48	25	4	77	
Thailand	42	32	7	81		Ukraine	96	7	-	103	
Turkmenistan	6	-	-	6		United Kingdom	971	184	109	1,264	
Uzbekistan	4	-	-	4		Subtotal	7,667	876	389	8,932	70.9
Vietnam	14	15	3	32		AFRICA					
Subtotal	1,708	721	125	2,554	20.3	Algeria	1	1	-	2	
MIDDLE EAST						Botswana	-	1	-	1	
Bahrain	4	11	2	17		Cape Verde Islands	1	-	-	1	
Iran	12	10	3	25		Congo	1	-	-	1	
Iraq	-	1	-	1		Cote D'Ivoire	-	1	-	1	
Israel	77	20	7	104		Egypt	15	17	2	34	
Jordan	15	9	1	25		Ethiopia	12	3	-	15	
Kuwait	11	7	4	22		Ghana	23	9	1	33	
Lebanon	13	4	3	20		Kenya	14	11	2	27	
Oman	13	-	-	13		Lesotho	-	1	-	1	
Qatar	40	20	6	66		Madagascar	-	1	-	1	
Saudi Arabia	25	17	2	44		Malawi	3	-	-	3	
Syria	1	2	-	3		Mauritius	9	3	3	15	
United Arab Emirates	69	59	6	134		Morocco	8	3	-	11	
Yemen	1	2	-	3		Nigeria	74	45	6	125	
Subtotal	281	162	34	477	3.8	Somalia	0	1	-	1	
EUROPE						Republic of South Africa	64	22	4	90	
Albania	10	2	-	12		Sudan	1	1	-	2	
Austria	93	5	1	99		Swaziland	2	-	-	2	
Belarus	24	1	-	25		Tanzania	1	1	-	2	
Belgium	165	21	14	200		Tunisia	2	3	1	6	
Bosnia-Herzegovina	27	4	-	31		Uganda	1	-	-	1	
Bulgaria	42	14	1	57		Zaire	-	2	-	2	
Croatia	56	6	3	65		Zambia	1	-	1	2	
Cyprus	25	4	1	30		Zimbabwe	6	5	-	11	
Czech Republic	64	4	5	73		Subtotal	239	131	20	390	3.1
Denmark	95	9	4	108		ASIA PACIFIC					
Estonia	32	3	3	38		Australia	97	44	13	154	
Finland	224	14	6	244		Fiji	3	1	-	4	
France	1,023	89	22	1,134		French Polynesia	1	-	1	2	
Germany	561	46	26	633		New Zealand	67	14	6	87	
Gibraltar	4	-	-	4		Subtotal	168	59	20	247	1.9
Greece	161	19	9	189		TOTAL QUALIFIED CIRCULATION	10,063	1,949	588	12,600	100.0
Guernsey	2	-	-	2							

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS - US/CANADA EDITION

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2006	2007	January-June 2008	July-December 2008	January-June 2009*	July-December 2009*
Total Audit Average Qualified	33,355	33,346	66,684	66,680	33,323	33,295
Qualified Non-Paid Total	33,355	33,346	33,342	33,340	33,323	33,295
Print Only	33,355	33,346	33,342	33,340	33,323	33,295
Digital Only	-	-	-	-	-	-
Print & Digital (Unduplicated)	-	-	-	-	-	-
Qualified Paid Total	-	-	-	-	-	-
Print Only	-	-	-	-	-	-
Digital Only	-	-	-	-	-	-
Print & Digital (Unduplicated)	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: July - December 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS - WORLD EDITION

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2006	2007	January-June 2008	July-December 2008	January-June 2009*	July-December 2009*
Total Audit Average Qualified	12,059	14,300	15,367	15,262	12,643	12,624
Qualified Non-Paid Total	12,059	11,580	15,367	15,262	12,643	12,624
Print Only	-	969	12,919	13,034	10,561	10,128
Digital Only	-	1,751	699	907	1,369	1,903
Print & Digital (Unduplicated)	-	-	1,749	1,321	713	593
Qualified Paid Total	-	-	-	-	-	-
Print Only	-	-	-	-	-	-
Digital Only	-	-	-	-	-	-
Print & Digital (Unduplicated)	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: July - December 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

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	10,128	100.0	10,128	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,128	100.0	10,128	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY (WORLD EDITION)

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	1,903	100.0	1,903	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	1,903	100.0	1,903	100.0	-	-

8. 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)

8. 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)

9. 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 version are notified via email when the version is available.

PARAGRAPH 3b:

Other sources include 1 source of circulation for quantities of 1,197 copies or 9.5%.

PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.**AVERAGE NON-QUALIFIED CIRCULATION - US/CANADIAN EDITION:**

Issue	Trade Shows/Convention/City/State	Allocated Copies
August	IBC Amsterdam	375
September	AES	375
September	CCW/HDWorld	750
September	News Tech Summit	250

AVERAGE NON-QUALIFIED CIRCULATION - WORLD EDITION:

Issue	Trade Shows/Convention/City/State	Allocated Copies
September	IBC Amsterdam	1,250

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - BOTH PRINT AND DIGITAL VERSIONS (WORLD EDITION)

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	593	100.0	593	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	593	100.0	593	100.0	-	-

QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA:

master form

revised 1/15/04

US/CANADAedition

BroadcastEngineering

A PRIMEEDIA Publication

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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

Kris Cunningham, Audience Development 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 13, 2010

State Kansas

County Johnson

Received by BPA Worldwide January 13, 2010

Type PJ

ID Number B037P0D9

SUPPLEMENTARY ANALYSIS (US/Canada Edition)	
<p>This is a multiple analysis of the 13,213 or 39.6% 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.</p> <p>These data are presented for statistical and marketing purposes only.</p>	
	TOTAL RESPONSES
Audio Products	
Audio Consoles/Mixers _____	5,428
Digital Audio Work Stations _____	4,352
Distribution Amplifiers _____	4,303
Headphones, Headsets, Intercoms _____	5,120
Telephone Interface Systems _____	3,020
Magnetic Tape, Audio _____	1,904
Microphones _____	5,668
Monitors (Speakers) _____	5,008
Recorders, Players _____	3,803
Switchers, Routing _____	4,359
Audio Processing _____	4,681
Net Audio Products	10,028
Video Products	
Camera Heads, Tripods, Pedestals, Booms, Dollies _____	5,629
Cameras, Lenses _____	5,936
Graphics, Tilting, Effects _____	4,152
Nonlinear Editing System _____	5,227
Editing Controllers, Systems _____	2,941
Frame Synchronizers, Time Base Connectors _____	3,244
Lighting Systems _____	3,665
Magnetic Tape, Video _____	2,203
Monitors (picture, studio quality) _____	5,397
Recorders, Players _____	4,057
Robotic Camera Controls _____	2,339
Signal Processing _____	4,131
Signal Routing, Distribution _____	4,259
Standards, Format & Scan Converters _____	3,107
Still Store Systems _____	2,064
Switchers, Production/Master Control _____	3,842
Storage/Video Servers _____	3,948
HDTV Equipment _____	6,579
Virtual Sets _____	1,568
MPEG Compression/Encoding Systems _____	4,436
Projection Systems _____	2,566
DVD Systems _____	3,752
Net Video Products	11,492
Test & Measurement Products	
Analyzers, Audio, Video, RF _____	4,698
Audio, Video Signal Generators _____	3,861
Waveform, Vectorscope Monitors _____	4,675
Digital Signal Testing _____	4,403
Net Test & Measurement Products	7,259
Miscellaneous Products	
Battery Packs, Chargers _____	4,790
Cabinets, Racks, Consoles _____	4,503
Cable, Connectors _____	6,015
Carts, Cases (equipment, shipping), Tools _____	3,554
Net Miscellaneous Products	7,745
RF Products	
Exciters _____	1,647
Fiber Optics _____	2,852
Power Amplifiers, Cavities _____	1,951
Receivers _____	2,795
Remote Production Vehicles, Program Relays _____	1,429
Satellite T/R Components, Electronics _____	2,205
STL/ENG Components, Electronics _____	1,805
Switches, RF Coaxial _____	2,147
Transmitters _____	2,302
Antenna Systems, Towers _____	2,072
Transmitter, Remote Control _____	1,690
Tubes _____	1,099
Weather, Radar RF Products _____	987
Cable/Set Top/CA Systems _____	1,543
Net RF Products	5,888
Automation & Computer Products	
Accessories/Peripherals _____	2,637
Automation Systems _____	2,819
Business Automation _____	1,232
Commercial Insertion Systems _____	1,448
Machine Control _____	2,101
Newsroom Automation _____	1,512
Record/Playback Automation _____	2,356
Software Engineering _____	2,572
Software, Production, Planning _____	2,260
Video Interface Cards _____	2,948
Networking Products _____	2,774
Digital Asset Management _____	2,163
Net Automation & Computer Products	6,719
New Media/ Internet	
Encoding Products _____	4,140
Internet Service Providers _____	2,278
ecommerce Technology _____	1,444
Content Creation Systems _____	1,977
Net New Media/ Internet	5,049
Systems Integration/Engineering Services	
Systems Integration/Engineering Services _____	2,507

SUPPLEMENTARY ANALYSIS (World Edition)	
<p>This is a multiple analysis of 8,850 or 70.2% 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.</p> <p>These data are presented for statistical and marketing purposes only.</p>	
	TOTAL RESPONSES
Audio Products	
Audio Consoles/Mixers _____	3,879
Digital Audio Work Stations _____	2,350
Distribution Amplifiers _____	2,099
Headphones, Headsets, Intercoms _____	2,410
Telephone Interface Systems _____	1,980
Magnetic Tape, Audio _____	1,323
Microphones _____	2,625
Monitors (Speakers) _____	2,403
Recorders, Players _____	2,084
Switchers, Routing _____	2,397
Audio Processing _____	2,182
Net Audio Products	6,510
Video Products	
Camera Heads, Tripods, Pedestals, Booms, Dollies _____	2,604
Cameras, Lenses _____	2,676
Graphics, Tilting, Effects _____	2,030
Nonlinear Editing System _____	2,391
Editing Controllers, Systems _____	1,742
Frame Synchronizers, Time Base Connectors _____	1,653
Lighting Systems _____	1,877
Magnetic Tape, Video _____	1,386
Monitors (picture, studio quality) _____	2,400
Recorders, Players _____	2,163
Robotic Camera Controls _____	1,361
Signal Processing _____	2,156
Signal Routing, Distribution _____	2,080
Standards, Format & Scan Converters _____	1,657
Still Store Systems _____	1,062
Switchers, Production/Master Control _____	1,781
Storage/Video Servers _____	1,827
HDTV Equipment _____	2,519
Virtual Sets _____	1,058
MPEG Compression/Encoding Systems _____	2,176
Projection Systems _____	1,150
DVD Systems _____	1,392
Net Video Products	5,838
Test & Measurement Products	
Analyzers, Audio, Video, RF _____	2,449
Audio, Video Signal Generators _____	2,304
Waveform, Vectorscope Monitors _____	2,409
Digital Signal Testing _____	2,472
Net Test & Measurement Products	4,302
Miscellaneous Products	
Battery Packs, Chargers _____	2,197
Cabinets, Racks, Consoles _____	1,950
Cable, Connectors _____	3,329
Carts, Cases (equipment, shipping), Tools _____	1,509
Net Miscellaneous Products	4,243
RF Products	
Exciters _____	1,018
Fiber Optics _____	1,666
Power Amplifiers, Cavities _____	1,598
Receivers _____	1,825
Remote Production Vehicles, Program Relays _____	1,133
Satellite T/R Components, Electronics _____	1,691
STL/ENG Components, Electronics _____	1,224
Switches, RF Coaxial _____	1,513
Transmitters _____	1,926
Antenna Systems, Towers _____	1,650
Transmitter, Remote Controls _____	1,430
Tubes _____	878
Weather, Radar RF Products _____	768
Cable/Set Top/CA Systems _____	1,256
Net RF Products	4,072
Automation & Computer Products	
Accessories/Peripherals _____	1,474
Automation Systems _____	1,811
Business Automation _____	1,104
Commercial Insertion Systems _____	1,130
Machine Control _____	1,313
Newsroom Automation _____	1,411
Record/Playback Automation _____	1,492
Software Engineering _____	2,072
Software, Production, Planning _____	1,827
Video Interface Cards _____	1,761
Networking Products _____	1,917
Digital Asset Management _____	1,381
Net Automation & Computer Products	4,383
New Media/ Internet	
Encoding Products _____	2,141
Internet Service Providers _____	1,884
ecommerce Technology _____	1,304
Content Creation Systems _____	1,470
Net New Media/ Internet	3,332
Systems Integration/Engineering Services	
System Integration/Engineering Services _____	2,295