

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. No.: (913) 341-1300
FAX No.: (913) 967-1899

Official Publication of: None
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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 _____	114
Advertiser and Agency _____	909
Rotated or Occasional _____	-
*Allocated for Trade Shows and Conventions _____	833
Digital _____	-
All Other _____	781
TOTAL	2,637

*See Paragraph 8

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 _____	33,200	100.0	33,200	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	33,200	100.0	33,200	100.0	-	-

AVERAGE NON-QUALIFIED CIRCULATION WORLD EDITION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	25
Advertiser and Agency _____	712
Rotated or Occasional _____	-
*Allocated for Trade Shows and Conventions _____	795
Digital _____	-
All Other _____	571
TOTAL	2,103

*See Paragraph 8

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 _____	12,400	100.0	12,400	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,400	100.0	12,400	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD (US/CANADIAN EDITION)						
2010 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital (Unduplicated) (C)	Total Qualified
January _____	267	233	33,300	-	-	33,300
February _____	159	159	33,300	-	-	33,300
March _____	220	220	33,300	-	-	33,300
April _____	75	75	33,300	-	-	33,300
May _____	6,465	6,165	33,000	-	-	33,000
June _____	112	112	33,000	-	-	33,000
TOTAL	7,298	6,964				

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD (WORLD EDITION)						
2010 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital (Unduplicated) (C)	Total Qualified
January _____	230	230	10,126	1,899	575	12,600
February _____	64	61	10,426	1,863	308	12,597
March _____	234	237	10,504	1,812	284	12,600
April _____	192	192	10,606	1,713	281	12,600
May _____	934	334	10,079	1,701	220	12,000
June _____	126	126	10,106	1,679	215	12,000
TOTAL	1,780	1,180				

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD								
2010 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital (Unduplicated) (C)	US/Canadian Edition	World Edition	Total Qualified
January _____	497	463	43,426	1,899	575	33,300	12,600	45,900
February _____	223	220	43,726	1,863	308	33,300	12,597	45,897
March _____	454	457	43,804	1,812	284	33,300	12,600	45,900
April _____	267	267	43,906	1,713	281	33,300	12,600	45,900
May _____	7,399	6,499	43,079	1,701	220	33,000	12,000	45,000
June _____	238	238	43,106	1,679	215	33,000	12,000	45,000
TOTAL	9,078	8,144						

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010
This issue is 0.7% or 240 copies below 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 (Unduplicated)	CLASSIFICATION BY TITLE		
						Company Management (A)	Technical Management & Engineering (B)	Operations & Station Management/ Production & Programming (C)
1. TV & Combination Stations & Networks _____	11,915	36.1	11,915	-	-	4,477	4,668	2,770
2. Teleproduction, Post Production Facilities, Recording Studios & Streaming Media _____	12,735	38.6	12,735	-	-	8,398	2,427	1,910
3. Cable, Telecoms and Microwave, Relay Stations or Satellite Companies for TV and Cable _____	4,855	14.7	4,855	-	-	2,612	1,536	707
4. TV Consultants, Systems Integrators, TV Dealers & Distributors _____	3,495	10.6	3,495	-	-	2,084	1,127	284
TOTAL QUALIFIED CIRCULATION	33,000	100.0	33,000	-	-	17,571	9,758	5,671
PERCENT	100.0		100.0	-	-	53.2	29.6	17.2

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010
This issue is 3.8% or 479 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 (Unduplicated)	CLASSIFICATION BY TITLE		
						Company Management (A)	Technical Management & Engineering (B)	Operations & Station Management/ Production & Programming (C)
1. TV & Combination Stations & Networks _____	4,366	36.4	3,611	656	99	1,849	2,013	504
2. Teleproduction, Post Production Facilities, Recording Studios & Streaming Media _____	2,365	19.7	1,918	401	46	1,243	771	351
3. Cable, Telecoms and Microwave, Relay Stations or Satellite Companies for TV and Cable _____	3,083	25.7	2,796	264	23	2,191	728	164
4. TV Consultants, Systems Integrators, TV Dealers & Distributors _____	2,186	18.2	1,754	380	52	1,219	816	151
TOTAL QUALIFIED CIRCULATION	12,000	100.0	10,079	1,701	220	6,502	4,328	1,170
PERCENT	100.0		84.0	14.2	1.8	54.1	36.1	9.8
TOTAL QUALIFIED CIRCULATION GRAND TOTAL (BOTH EDITIONS)	45,000	100.0	43,079	1,701	220	24,073	14,086	6,841
PERCENT	100.0		95.7	3.8	0.5	53.5	31.3	15.2

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 MAY 2010 (US/CANADIAN EDITION)								
QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
	1 Year	2 Years	3 Years					
I. Direct Request: _____	23,976	9,024	-	33,000	-	-	33,000	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	23,976	9,024	-	33,000	-	-	33,000	100.0
PERCENT	72.7	27.3	-	100.0	-	-	100.0	-

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010 (WORLD EDITION)								
QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
	1 Year	2 Years	3 Years					
I. Direct Request: _____	5,260	1,966	2,719	8,024	1,701	220	9,945	82.9
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): _____	-	2,055	-	2,055	-	-	2,055	17.1
Association rosters and directories _____	-	-	-	-	-	-	-	-
Business directories _____	-	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-	-
*Other sources _____	-	2,055	-	2,055	-	-	2,055	17.1
VI. Single Copy Sales: _____	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	5,260	4,021	2,719	10,079	1,701	220	12,000	100.0
PERCENT	43.8	33.5	22.7	84.0	14.2	1.8	100.0	-

*See Paragraph 8

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010 (US/CANADIAN EDITION)					
MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
Individuals by name and title and/or function _____	33,000	-	-	33,000	100.0
Individuals by name only _____	-	-	-	-	-
Titles or functions only _____	-	-	-	-	-
Company names only _____	-	-	-	-	-
Multi-Copy Same Addressee copies _____	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	33,000	-	-	33,000	100.0

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010 (WORLD EDITION)					
MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
Individuals by name and title and/or function _____	10,079	1,701	220	12,000	100.0
Individuals by name only _____	-	-	-	-	-
Titles or functions only _____	-	-	-	-	-
Company names only _____	-	-	-	-	-
Multi-Copy Same Addressee copies _____	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,079	1,701	220	12,000	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010 (US/CANADIAN EDITION)

State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
039-049 Maine _____	138	-	-	138	
030-038 New Hampshire _____	114	-	-	114	
050-059 Vermont _____	97	-	-	97	
010-027 Massachusetts _____	701	-	-	701	
028-029 Rhode Island _____	82	-	-	82	
060-069 Connecticut _____	442	-	-	442	
NEW ENGLAND	1,574	-	-	1,574	4.8
100-149 New York _____	2,726	-	-	2,726	
070-089 New Jersey _____	821	-	-	821	
150-196 Pennsylvania _____	1,205	-	-	1,205	
MIDDLE ATLANTIC	4,752	-	-	4,752	14.4
430-459 Ohio _____	1,075	-	-	1,075	
460-479 Indiana _____	569	-	-	569	
600-629 Illinois _____	1,127	-	-	1,127	
480-499 Michigan _____	843	-	-	843	
530-549 Wisconsin _____	640	-	-	640	
EAST NO. CENTRAL	4,254	-	-	4,254	12.9
550-567 Minnesota _____	564	-	-	564	
500-528 Iowa _____	404	-	-	404	
630-658 Missouri _____	633	-	-	633	
580-588 North Dakota _____	164	-	-	164	
570-577 South Dakota _____	168	-	-	168	
680-693 Nebraska _____	213	-	-	213	
660-679 Kansas _____	294	-	-	294	
WEST NO. CENTRAL	2,440	-	-	2,440	7.4
197-199 Delaware _____	52	-	-	52	
206-219 Maryland _____	556	-	-	556	
200-205 Washington, DC _____	344	-	-	344	
220-246 Virginia _____	823	-	-	823	
247-268 West Virginia _____	171	-	-	171	
270-289 North Carolina _____	823	-	-	823	
290-299 South Carolina _____	314	-	-	314	
300-319 Georgia _____	1,120	-	-	1,120	
320-349 Florida _____	2,026	-	-	2,026	
SOUTH ATLANTIC	6,229	-	-	6,229	18.9

State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
400-427 Kentucky _____	440	-	-	440	
370-385 Tennessee _____	836	-	-	836	
350-369 Alabama _____	473	-	-	473	
386-397 Mississippi _____	267	-	-	267	
EAST SO. CENTRAL	2,016	-	-	2,016	6.1
716-729 Arkansas _____	267	-	-	267	
700-714 Louisiana _____	395	-	-	395	
730-749 Oklahoma _____	346	-	-	346	
750-799 Texas _____	2,007	-	-	2,007	
WEST SO. CENTRAL	3,015	-	-	3,015	9.1
590-599 Montana _____	158	-	-	158	
832-838 Idaho _____	157	-	-	157	
820-831 Wyoming _____	72	-	-	72	
800-816 Colorado _____	638	-	-	638	
870-884 New Mexico _____	191	-	-	191	
850-865 Arizona _____	437	-	-	437	
840-847 Utah _____	291	-	-	291	
889-898 Nevada _____	303	-	-	303	
MOUNTAIN	2,247	-	-	2,247	6.8
995-999 Alaska _____	75	-	-	75	
980-994 Washington _____	503	-	-	503	
970-979 Oregon _____	371	-	-	371	
900-961 California _____	4,348	-	-	4,348	
967-968 Hawaii _____	70	-	-	70	
PACIFIC	5,367	-	-	5,367	16.2
UNITED STATES	31,894	-	-	31,894	96.6
969 & 004-009 U.S. Territories _____	63	-	-	63	
Canada _____	1,037	-	-	1,037	
Mexico _____	-	-	-	-	
Other International _____	-	-	-	-	
APO/FPO _____	6	-	-	6	
TOTAL QUALIFIED CIRCULATION	33,000	-	-	33,000	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010 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						Kazakhstan	40	-	-	40	
Afghanistan	2	-	-	2		Latvia	62	2	-	64	
Bangladesh	5	6	-	11		Liechtenstein	1	-	-	1	
Brunei	2	-	-	2		Lithuania	125	8	-	133	
Cambodia	1	1	-	2		Luxembourg	39	3	2	44	
China	19	14	1	34		Macedonia	22	2	1	25	
Hong Kong - Sar	77	15	5	97		Malta	28	5	-	33	
India	743	245	11	999		Moldova	17	-	-	17	
Indonesia	100	41	3	144		Monaco	22	-	-	22	
Japan	43	8	4	55		Netherlands	439	56	10	505	
Korea Rep	34	26	3	63		Norway	146	19	4	169	
Kyrgyzstan	14	-	-	14		Poland	203	32	3	238	
Macau	-	1	-	1		Portugal	177	22	6	205	
Malaysia	117	40	6	163		Republic of Ireland	199	11	1	211	
Maldives	3	-	-	3		Romania	98	27	3	128	
Mongolia	2	-	-	2		Russian Federation	325	15	3	343	
Myanmar (Burma)	3	4	-	7		San Marino	1	-	-	1	
Nepal	7	8	1	16		Serbia and Montenegro	98	19	2	119	
Pakistan	172	43	4	219		Slovakia	51	3	-	54	
Philippines	58	30	3	91		Slovenia	83	3	1	87	
Singapore	109	34	4	147		Spain	522	62	13	597	
Sri Lanka	132	35	3	170		Sweden	218	11	2	231	
Taiwan Roc	28	15	3	46		Switzerland	260	6	2	268	
Thailand	49	29	4	82		Turkey	58	20	-	78	
Tonga	1	-	-	1		Ukraine	87	4	-	91	
Turkmenistan	6	-	-	6		United Kingdom	1,073	211	36	1,320	
Uzbekistan	3	-	-	3		Subtotal	7,586	823	133	8,542	71.2
Vietnam	15	8	1	24		AFRICA					
Subtotal	1,745	603	56	2,404	20.0	Algeria	1	2	-	3	
MIDDLE EAST						Botswana	1	2	-	3	
Bahrain	6	6	1	13		Cameroon	2	-	-	2	
Iran	18	6	-	24		Egypt	19	17	-	36	
Israel	84	20	4	108		Ethiopia	9	3	-	12	
Jordan	17	6	-	23		Gabon	2	-	-	2	
Kuwait	12	5	4	21		Ghana	17	6	1	24	
Lebanon	10	6	-	16		Ivory Coast	-	1	-	1	
Oman	8	-	-	8		Kenya	13	6	1	20	
Qatar	51	18	3	72		Lesotho	-	1	-	1	
Saudi Arabia	31	10	-	41		Madagascar	-	2	-	2	
Syria	2	1	-	3		Malawi	2	-	-	2	
United Arab Emirates	98	32	4	134		Mauritius	13	2	-	15	
Yemen	-	1	-	1		Morocco	8	2	-	10	
Subtotal	337	111	16	464	3.9	Nigeria	61	31	3	95	
EUROPE						Reunion	1	-	-	1	
Albania	8	1	-	9		Somalia	1	-	-	1	
Austria	62	10	-	72		Republic of South Africa	68	22	2	92	
Belarus	22	2	-	24		Sudan	1	1	-	2	
Belgium	180	23	3	206		Swaziland	2	-	-	2	
Bosnia-Herzegovina	25	3	-	28		Tanzania	1	1	-	2	
Bulgaria	44	13	1	58		Tunisia	3	2	-	5	
Croatia	54	5	1	60		Uganda	1	1	-	2	
Cyprus	28	5	-	33		Zaire	-	2	-	2	
Czech Republic	61	4	3	68		Zambia	2	-	1	3	
Denmark	107	9	3	119		Zimbabwe	8	4	-	12	
Estonia	34	2	1	37		Subtotal	236	108	8	352	2.9
Finland	215	13	1	229		ASIA PACIFIC					
France	905	48	6	959		Australia	136	42	5	183	
Georgia	7	-	-	7		Fiji	3	1	-	4	
Germany	547	52	9	608		French Polynesia	-	-	1	1	
Gibraltar	4	-	-	4		New Guinea	1	1	-	2	
Greece	157	15	3	175		New Zealand	34	12	1	47	
Guernsey	2	-	-	2		Tahiti	1	-	-	1	
Hungary	83	9	2	94		Subtotal	175	56	7	238	2.0
Iceland	22	4	-	26		TOTAL QUALIFIED CIRCULATION	10,079	1,701	220	12,000	100.0
Isle of Man	1	-	-	1							
Italy	624	64	11	699							

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	Circulation Claim	Circulation Claim
	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*	January - June 2010*
Total Audit Average Qualified	33,346	66,684	66,680	33,323	33,295	33,200
Qualified Non-Paid Total	33,346	33,342	33,340	33,323	33,295	33,200
Print Only	33,346	33,342	33,340	33,323	33,295	33,200
Digital Only	-	-	-	-	-	-
Print & Digital (Unduplicated)	-	-	-	-	-	-
Qualified Paid Total	-	-	-	-	-	-
Print Only	-	-	-	-	-	-
Digital Only	-	-	-	-	-	-
Print & Digital (Unduplicated)	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC
	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: July 2009 – June 2010 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

8. 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 digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Replica - Editorial and design are unchanged from the original print edition.

PARAGRAPH 3b:

Other sources include 1 source of circulation for quantities of 2,055 copies or 17.1%. All 2,055 copies are from the Media Related Association Worldwide.

Paragraphs 3c and 7 are being reported at the publisher's option.

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	10,308	100.0	10,308	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,308	100.0	10,308	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	1,778	100.0	1,778	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	1,778	100.0	1,778	100.0	-	-

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	314	100.0	314	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	314	100.0	314	100.0	-	-

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	Circulation Claim	Circulation Claim
	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*	January - June 2010*
Total Audit Average Qualified	14,300	15,367	15,262	12,643	12,624	12,400
Qualified Non-Paid Total	11,580	15,367	15,262	12,643	12,624	12,400
Print Only	969	12,919	13,034	10,561	10,128	10,308
Digital Only	1,751	699	907	1,369	1,903	1,778
Print & Digital (Unduplicated)	-	1,749	1,321	713	593	314
Qualified Paid Total	-	-	-	-	-	-
Print Only	-	-	-	-	-	-
Digital Only	-	-	-	-	-	-
Print & Digital (Unduplicated)	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC
	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: July 2009 – June 2010 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

AVERAGE NON-QUALIFIED CIRCULATION – US/CANADIAN EDITION:

Issue	Trade Shows/Convention/City/State	Allocated Copies
March	NAB 2010	3,000
April	NAB 2010	2,000

AVERAGE NON-QUALIFIED CIRCULATION – WORLD EDITION:

Issue	Trade Shows/Convention/City/State	Allocated Copies
March	NAB 2010	2,000
April	NAB 2010	1,000
May	KOBA	500
May	BE Asia 2010	1,000

QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA:

master form

revised 1/15/04

BroadcastEngineering

A PRIMEDIA Publication

P.O. Box 2100
 Skokie IL 60076-7800
 FAX: 913-514-3621
broadcastengineering.com

US/CANADAedition

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/IDC/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
 - 99 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
 - 2 \$25,000 - \$99,999
 - 3 \$100,000 - \$299,999
 - 4 \$300,000 - \$499,999
 - 5 \$500,000 - \$999,999
 - 6 \$1,000,000 - \$1,999,999
 - 7 \$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 July 12, 2010

State Kansas

County Johnson

Received by BPA Worldwide July 12, 2010

Type PJ

ID Number BO37POJO

SUPPLEMENTARY ANALYSIS (US/Canada Edition)

This is a multiple analysis of the 10,630 or 32.2% 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.

These data are presented for statistical and marketing purposes only.

	TOTAL RESPONSES
Audio Products	
Audio Consoles/Mixers _____	4,352
Digital Audio Work Stations _____	3,514
Distribution Amplifiers _____	3,516
Headphones, Headsets, Intercoms _____	4,141
Telephone Interface Systems _____	2,435
Magnetic Tape, Audio _____	1,401
Microphones _____	4,700
Monitors (Speakers) _____	4,086
Recorders, Players _____	3,110
Switchers, Routing _____	3,621
Audio Processing _____	4,014
Net Audio Products	8,204
Video Products	
Camera Heads, Tripods, Pedestals, Booms, Dollies _____	4,536
Cameras, Lenses _____	4,846
Graphics, Tilting, Effects _____	3,372
Nonlinear Editing System _____	4,210
Editing Controllers, Systems _____	2,338
Frame Synchronizers, Time Base Connectors _____	2,682
Lighting Systems _____	3,014
Magnetic Tape, Video _____	1,642
Monitors (picture, studio quality) _____	4,462
Recorders, Players _____	3,276
Robotic Camera Controls _____	1,915
Signal Processing _____	3,489
Signal Routing, Distribution _____	3,607
Standards, Format & Scan Converters _____	2,622
Still Store Systems _____	1,625
Switchers, Production/Master Control _____	3,210
Storage/Video Servers _____	3,337
HDTV Equipment _____	5,583
Virtual Sets _____	1,285
MPEG Compression/Encoding Systems _____	3,776
Projection Systems _____	2,070
DVD Systems _____	2,936
Net Video Products	9,311
Test & Measurement Products	
Analyzers, Audio, Video, RF _____	3,922
Audio, Video Signal Generators _____	3,144
Waveform, Vectorscope Monitors _____	3,812
Digital Signal Testing _____	3,640
Net Test & Measurement Products	6,078
Miscellaneous Products	
Battery Packs, Chargers _____	3,695
Cabinets, Racks, Consoles _____	3,480
Cable, Connectors _____	4,788
Carts, Cases (equipment, shipping), Tools _____	2,711
Net Miscellaneous Products	6,177
RF Products	
Exciters _____	1,282
Fiber Optics _____	2,322
Power Amplifiers, Cavities _____	1,580
Receivers _____	2,251
Remote Production Vehicles, Program Relays _____	1,143
Satellite T/R Components, Electronics _____	1,775
STL/ENG Components, Electronics _____	1,472
Switches, RF Coaxial _____	1,747
Transmitters _____	1,895
Antenna Systems, Towers _____	1,715
Transmitter, Remote Control _____	1,368
Tubes _____	873
Weather, Radar RF Products _____	782
Cable/Set Top/CA Systems _____	1,238
Net RF Products	4,819
Automation & Computer Products	
Accessories/Peripherals _____	2,059
Automation Systems _____	2,296
Business Automation _____	959
Commercial Insertion Systems _____	1,191
Machine Control _____	1,673
Newsroom Automation _____	1,235
Record/Playback Automation _____	1,963
Software Engineering _____	2,145
Software, Production, Planning _____	1,898
Video Interface Cards _____	2,471
Networking Products _____	2,340
Digital Asset Management _____	1,862
Net Automation & Computer Products	5,507
New Media/ Internet	
Encoding Products _____	3,592
Internet Service Providers _____	1,888
ecommerce Technology _____	1,159
Content Creation Systems _____	1,676
Net New Media/ Internet	4,357
Systems Integration/Engineering Services	
Systems Integration/Engineering Services _____	2,172

SUPPLEMENTARY ANALYSIS (World Edition)

This is a multiple analysis of 8,572 or 71.4% 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
Audio Products	
Audio Consoles/Mixers _____	3,294
Digital Audio Work Stations _____	2,345
Distribution Amplifiers _____	2,160
Headphones, Headsets, Intercoms _____	2,506
Telephone Interface Systems _____	1,957
Magnetic Tape, Audio _____	1,335
Microphones _____	2,714
Monitors (Speakers) _____	2,479
Recorders, Players _____	2,096
Switchers, Routing _____	2,496
Audio Processing _____	2,344
Net Audio Products	6,061
Video Products	
Camera Heads, Tripods, Pedestals, Booms, Dollies _____	2,690
Cameras, Lenses _____	2,809
Graphics, Tilting, Effects _____	2,171
Nonlinear Editing System _____	2,561
Editing Controllers, Systems _____	1,798
Frame Synchronizers, Time Base Connectors _____	1,738
Lighting Systems _____	1,927
Magnetic Tape, Video _____	1,391
Monitors (picture, studio quality) _____	2,537
Recorders, Players _____	2,182
Robotic Camera Controls _____	1,460
Signal Processing _____	2,274
Signal Routing, Distribution _____	2,245
Standards, Format & Scan Converters _____	1,747
Still Store Systems _____	1,115
Switchers, Production/Master Control _____	1,875
Storage/Video Servers _____	1,987
HDTV Equipment _____	2,759
Virtual Sets _____	1,107
MPEG Compression/Encoding Systems _____	2,413
Projection Systems _____	1,172
DVD Systems _____	1,411
Net Video Products	6,180
Test & Measurement Products	
Analyzers, Audio, Video, RF _____	2,572
Audio, Video Signal Generators _____	2,333
Waveform, Vectorscope Monitors _____	2,524
Digital Signal Testing _____	2,559
Net Test & Measurement Products	4,469
Miscellaneous Products	
Battery Packs, Chargers _____	2,196
Cabinets, Racks, Consoles _____	2,007
Cable, Connectors _____	3,347
Carts, Cases (equipment, shipping), Tools _____	1,523
Net Miscellaneous Products	4,266
RF Products	
Exciters _____	1,069
Fiber Optics _____	1,707
Power Amplifiers, Cavities _____	1,564
Receivers _____	1,852
Remote Production Vehicles, Program Relays _____	1,122
Satellite T/R Components, Electronics _____	1,699
STL/ENG Components, Electronics _____	1,243
Switches, RF Coaxial _____	1,480
Transmitters _____	1,864
Antenna Systems, Towers _____	1,652
Transmitter, Remote Controls _____	1,405
Tubes _____	858
Weather, Radar RF Products _____	737
Cable/Set Top/CA Systems _____	1,218
Net RF Products	4,133
Automation & Computer Products	
Accessories/Peripherals _____	1,486
Automation Systems _____	1,943
Business Automation _____	1,140
Commercial Insertion Systems _____	1,150
Machine Control _____	1,344
Newsroom Automation _____	1,492
Record/Playback Automation _____	1,575
Software Engineering _____	2,123
Software, Production, Planning _____	1,843
Video Interface Cards _____	1,903
Networking Products _____	2,055
Digital Asset Management _____	1,507
Net Automation & Computer Products	4,600
New Media/ Internet	
Encoding Products _____	2,363
Internet Service Providers _____	1,881
ecommerce Technology _____	1,311
Content Creation Systems _____	1,547
Net New Media/ Internet	3,530
Systems Integration/Engineering Services	
System Integration/Engineering Services _____	2,384