

**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED JUNE 2011**

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 _____	88
Advertiser and Agency _____	949
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	1,708
<b>TOTAL</b>	<b>2,745</b>

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 _____	33,037	100.0	33,037	100.0	-	-
Sponsored Individually Addressed__	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>33,037</b>	<b>100.0</b>	<b>33,037</b>	<b>100.0</b>	-	-

AVERAGE NON-QUALIFIED CIRCULATION WORLD EDITION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	6
Advertiser and Agency _____	146
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	2,135
<b>TOTAL</b>	<b>2,287</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 _____	12,000	100.0	12,000	100.0	-	-
Sponsored Individually Addressed__	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,000</b>	<b>100.0</b>	<b>12,000</b>	<b>100.0</b>	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD (US/CANADIAN EDITION)					
2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January _____	405	405	33,000	-	33,000
February _____	576	576	33,000	-	33,000
March _____	88	181	30,000	3,093	33,093
April _____	2,084	2,080	30,000	3,089	33,089
May _____	5,639	5,550	30,000	3,000	33,000
June _____	118	155	30,000	3,037	33,037
<b>TOTAL</b>	<b>8,910</b>	<b>8,947</b>			

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD (WORLD EDITION)						
2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital (Unduplicated) (C)	Total Qualified
January _____	229	229	10,133	1,691	176	12,000
February _____	379	379	10,111	1,717	172	12,000
March _____	294	294	10,082	1,748	170	12,000
April _____	739	739	10,058	1,792	150	12,000
May _____	2,243	2,243	10,063	1,797	140	12,000
June _____	553	553	9,879	2,000	121	12,000
<b>TOTAL</b>	<b>4,437</b>	<b>4,437</b>				

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD								
2011 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 _____	634	634	43,133	1,691	176	33,000	12,000	45,000
February _____	955	955	43,111	1,717	172	33,000	12,000	45,000
March _____	382	475	40,082	4,841	170	33,093	12,000	45,093
April _____	2,823	2,819	40,058	4,881	150	33,089	12,000	45,089
May _____	7,882	7,793	40,063	4,797	140	33,000	12,000	45,000
June _____	671	708	39,879	5,037	121	33,037	12,000	45,037
<b>TOTAL</b>	<b>13,347</b>	<b>13,384</b>						

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**  
**This issue is 0.1% or 44 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 (A)	Digital Version Only (B)	CLASSIFICATION BY TITLE		
					Company Management (A)	Technical Management & Engineering (B)	Operations & Station Management/ Production & Programming (C)
1. TV & Combination Stations & Networks _____	9,397	28.5	8,433	964	2,284	4,272	2,841
2. Teleproduction, Post Production Facilities, Recording Studios & Streaming Media _____	15,431	46.8	14,389	1,042	9,963	2,845	2,623
3. Cable, Telecoms and Microwave, Relay Stations or Satellite Companies for TV and Cable _____	4,169	12.6	3,754	415	1,692	1,621	856
4. TV Consultants, Systems Integrators, TV Dealers & Distributors _____	4,003	12.1	3,424	579	2,267	1,339	397
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>33,000</b>	<b>100.0</b>	<b>30,000</b>	<b>3,000</b>	<b>16,206</b>	<b>10,077</b>	<b>6,717</b>
<b>PERCENT</b>	<b>100.0</b>		<b>90.9</b>	<b>9.1</b>	<b>49.1</b>	<b>30.5</b>	<b>20.4</b>

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**  
**This issue is equal to the average of the other 5 issues reported in Paragraph two.**

WORLD EDITION BUSINESS & INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital (Unduplicated) (C)	CLASSIFICATION BY TITLE		
						Company Management (A)	Technical Management & Engineering (B)	Operations & Station Management/ Production & Programming (C)
1. TV & Combination Stations & Networks _____	3,838	31.9	3,156	618	64	1,099	2,037	702
2. Teleproduction, Post Production Facilities, Recording Studios & Streaming Media _____	2,815	23.5	2,366	420	29	1,336	892	587
3. Cable, Telecoms and Microwave, Relay Stations or Satellite Companies for TV and Cable _____	2,743	22.9	2,407	325	11	1,623	746	374
4. TV Consultants, Systems Integrators, TV Dealers & Distributors _____	2,604	21.7	2,134	434	36	1,288	1,024	292
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,000</b>	<b>100.0</b>	<b>10,063</b>	<b>1,797</b>	<b>140</b>	<b>5,346</b>	<b>4,699</b>	<b>1,955</b>
<b>PERCENT</b>	<b>100.0</b>		<b>83.8</b>	<b>15.0</b>	<b>1.2</b>	<b>44.5</b>	<b>39.2</b>	<b>16.3</b>
<b>TOTAL QUALIFIED CIRCULATION GRAND TOTAL (BOTH EDITIONS)</b>	<b>45,000</b>	<b>100.0</b>	<b>40,063</b>	<b>4,797</b>	<b>140</b>	<b>21,552</b>	<b>14,776</b>	<b>8,672</b>
<b>PERCENT</b>	<b>100.0</b>		<b>89.0</b>	<b>10.7</b>	<b>0.3</b>	<b>47.9</b>	<b>32.8</b>	<b>19.3</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 MAY 2011 (US/CANADIAN EDITION)							
QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	28,521	4,479	-	30,000	3,000	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. <b>TOTAL</b> - 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: _____	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>28,521</b>	<b>4,479</b>	<b>-</b>	<b>30,000</b>	<b>3,000</b>	<b>33,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>86.4</b>	<b>13.6</b>	<b>-</b>	<b>90.9</b>	<b>9.1</b>	<b>100.0</b>	

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011 (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: _____	6,281	2,901	1,450	8,695	1,797	140	10,632	88.6
II. Request from recipient's company: _____	-	-	-	-	-	-	-	-
III. Membership Benefit: _____	-	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	<b>1,368</b>	<b>-</b>	<b>-</b>	<b>1,368</b>	<b>-</b>	<b>-</b>	<b>1,368</b>	<b>11.4</b>
Association rosters and directories _____	-	-	-	-	-	-	-	-
Business directories _____	-	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-	-
*Other sources _____	1,368	-	-	1,368	-	-	1,368	11.4
VI. Single Copy Sales: _____	-	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>7,649</b>	<b>2,901</b>	<b>1,450</b>	<b>10,063</b>	<b>1,797</b>	<b>140</b>	<b>12,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>63.7</b>	<b>24.2</b>	<b>12.1</b>	<b>83.9</b>	<b>15.0</b>	<b>1.2</b>	<b>100.0</b>	

\*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011 (US/CANADIAN EDITION)				
MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	30,000	3,000	33,000	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>30,000</b>	<b>3,000</b>	<b>33,000</b>	<b>100.0</b>

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011 (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 _____	10,063	1,797	140	12,000	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>10,063</b>	<b>1,797</b>	<b>140</b>	<b>12,000</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011 (US/CANADIAN EDITION)**

State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine _____	115	7	122	
New Hampshire _____	116	3	119	
Vermont _____	82	6	88	
Massachusetts _____	633	47	680	
Rhode Island _____	72	7	79	
Connecticut _____	479	52	531	
<b>NEW ENGLAND</b>	<b>1,497</b>	<b>122</b>	<b>1,619</b>	<b>4.9</b>
New York _____	2,461	246	2,707	
New Jersey _____	800	89	889	
Pennsylvania _____	974	89	1,063	
<b>MIDDLE ATLANTIC</b>	<b>4,235</b>	<b>424</b>	<b>4,659</b>	<b>14.1</b>
Ohio _____	985	87	1,072	
Indiana _____	491	54	545	
Illinois _____	1,045	98	1,143	
Michigan _____	807	67	874	
Wisconsin _____	558	40	598	
<b>EAST NO. CENTRAL</b>	<b>3,886</b>	<b>346</b>	<b>4,232</b>	<b>12.8</b>
Minnesota _____	496	51	547	
Iowa _____	350	22	372	
Missouri _____	547	36	583	
North Dakota _____	124	9	133	
South Dakota _____	144	8	152	
Nebraska _____	194	22	216	
Kansas _____	225	28	253	
<b>WEST NO. CENTRAL</b>	<b>2,080</b>	<b>176</b>	<b>2,256</b>	<b>6.8</b>
Delaware _____	52	1	53	
Maryland _____	491	69	560	
Washington, DC _____	250	24	274	
Virginia _____	709	77	786	
West Virginia _____	153	8	161	
North Carolina _____	715	67	782	
South Carolina _____	283	18	301	
Georgia _____	1,009	117	1,126	
Florida _____	1,862	215	2,077	
<b>SOUTH ATLANTIC</b>	<b>5,524</b>	<b>596</b>	<b>6,120</b>	<b>18.6</b>

State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Kentucky _____	379	27	406	
Tennessee _____	776	56	832	
Alabama _____	427	19	446	
Mississippi _____	215	13	228	
<b>EAST SO. CENTRAL</b>	<b>1,797</b>	<b>115</b>	<b>1,912</b>	<b>5.8</b>
Arkansas _____	220	11	231	
Louisiana _____	365	31	396	
Oklahoma _____	294	33	327	
Texas _____	1,736	165	1,901	
<b>WEST SO. CENTRAL</b>	<b>2,615</b>	<b>240</b>	<b>2,855</b>	<b>8.7</b>
Montana _____	135	8	143	
Idaho _____	127	5	132	
Wyoming _____	43	10	53	
Colorado _____	585	72	657	
New Mexico _____	200	12	212	
Arizona _____	398	36	434	
Utah _____	278	28	306	
Nevada _____	278	29	307	
<b>MOUNTAIN</b>	<b>2,044</b>	<b>200</b>	<b>2,244</b>	<b>6.8</b>
Alaska _____	73	4	77	
Washington _____	469	58	527	
Oregon _____	328	28	356	
California _____	4,057	415	4,472	
Hawaii _____	52	6	58	
<b>PACIFIC</b>	<b>4,979</b>	<b>511</b>	<b>5,490</b>	<b>16.6</b>
<b>UNITED STATES</b>	<b>28,657</b>	<b>2,730</b>	<b>31,387</b>	<b>95.1</b>
U.S. Territories _____	63	11	74	
Canada _____	1,280	259	1,539	
Mexico _____	-	-	-	
Other International _____	-	-	-	
APO/FPO _____	-	-	-	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>30,000</b>	<b>3,000</b>	<b>33,000</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011 (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
<b>ASIA</b>						Portugal	130	17	4	151	
Afghanistan	4	1	-	5		Romania	85	27	3	115	
Armenia	13	-	-	13		Russian Federation	110	14	1	125	
Azerbaijan	22	-	-	22		Serbia and Montenegro	93	14	1	108	
Bangladesh	7	4	-	11		Slovakia	37	3	-	40	
Bhutan	1	-	-	1		Slovenia	51	1	1	53	
Brunei	4	1	-	5		Spain	422	59	7	488	
Cambodia	1	1	-	2		Sweden	238	10	1	249	
China	94	15	1	110		Switzerland	76	7	1	84	
Georgia	1	-	-	1		Turkey	70	19	-	89	
Hong Kong - Sar	83	15	4	102		Ukraine	53	5	-	58	
India	1,185	435	7	1,627		United Kingdom	1,520	187	29	1,736	
Indonesia	172	42	1	215		Subtotal	5,936	711	87	6,734	56.1
Japan	125	4	2	131		<b>AFRICA</b>					
Kazakhstan	6	-	-	6		Algeria	1	2	-	3	
Korea Rep	106	22	1	129		Botswana	2	1	-	3	
Laos	1	-	-	1		Cameroon	1	-	-	1	
Macau	1	1	-	2		Egypt	18	12	-	30	
Malaysia	155	33	3	191		Ethiopia	5	2	-	7	
Maldives	2	-	-	2		Gabon	2	-	-	2	
Mongolia	2	-	-	2		Ghana	12	9	-	21	
Myanmar (Burma)	7	3	-	10		Kenya	14	3	1	18	
Nepal	15	7	-	22		Lesotho	-	1	-	1	
Pakistan	187	43	4	234		Madagascar	1	1	-	2	
Philippines	97	25	1	123		Malawi	1	-	-	1	
Singapore	142	32	4	178		Mauritania	9	2	-	11	
Sri Lanka	160	24	2	186		Morocco	4	2	-	6	
Taiwan Roc	65	16	2	83		Nigeria	53	24	2	79	
Tajikistan	5	-	-	5		Somalia	1	-	-	1	
Thailand	82	26	3	111		Republic of South Africa	52	17	1	70	
Uzbekistan	4	-	-	4		Sudan	-	1	-	1	
Vietnam	28	9	-	37		Swaziland	2	-	-	2	
Subtotal	2,776	759	35	3,570	29.8	Tanzania	1	-	-	1	
<b>MIDDLE EAST</b>						Tunisia	2	-	-	2	
Bahrain	16	5	-	21		Uganda	1	1	-	2	
Iran	17	6	-	23		Zambia	3	-	-	3	
Iraq	1	-	-	1		Zimbabwe	6	1	-	7	
Israel	118	17	-	135		Subtotal	191	79	4	274	2.3
Jordan	12	2	-	14		<b>ASIA PACIFIC</b>					
Kuwait	5	7	3	15		Australia	239	46	5	290	
Lebanon	22	5	-	27		Fiji	4	1	-	5	
Oman	20	2	-	22		French Polynesia	1	-	-	1	
Qatar	53	16	2	71		Marshall Islands	1	-	-	1	
Saudi Arabia	46	13	-	59		New Guinea	1	2	-	3	
Syria	1	1	-	2		New Zealand	69	14	1	84	
United Arab Emirates	98	29	3	130		Subtotal	315	63	6	384	3.2
Yemen	4	2	-	6		<b>CARIBBEAN</b>					
Subtotal	413	105	8	526	4.4	Barbados	-	3	-	3	
<b>EUROPE</b>						Cuba	6	3	-	9	
Albania	13	1	-	14		Dominican Republic	2	4	-	6	
Andorra	1	-	-	1		Grenada	2	-	-	2	
Austria	51	8	-	59		Jamaica	8	4	-	12	
Belarus	11	1	-	12		Netherlands Antilles	2	1	-	3	
Belgium	97	19	-	116		St Kitts-Nevis	1	-	-	1	
Bosnia-Herzegovina	12	4	-	16		Trinidad and Tobago	12	4	-	16	
Bulgaria	43	13	1	57		Subtotal	33	19	-	52	0.4
Croatia	37	4	1	42		<b>CENTRAL AMERICA</b>					
Cyprus	20	4	-	24		Costa Rica	3	-	-	3	
Czech Republic	42	5	2	49		El Salvador	8	-	-	8	
Denmark	76	11	3	90		Guatemala	5	-	-	5	
Estonia	12	2	1	15		Honduras	2	1	-	3	
Finland	115	13	1	129		Nicaragua	1	-	-	1	
France	699	47	5	751		Panama	3	1	-	4	
Germany	306	40	5	351		Subtotal	22	2	-	24	0.2
Gibraltar	3	-	-	3		<b>SOUTH AMERICA</b>					
Greece	152	14	2	168		Argentina	106	9	-	115	
Greenland	1	-	-	1		Bolivia	5	2	-	7	
Hungary	157	11	2	170		Brazil	129	21	-	150	
Iceland	16	3	-	19		Chile	33	3	-	36	
Italy	426	53	8	487		Colombia	33	3	-	36	
Latvia	17	1	-	18		Ecuador	8	5	-	13	
Lithuania	55	6	-	61		Falkland Islands	1	-	-	1	
Luxembourg	18	1	1	20		Guyana	1	-	-	1	
Macedonia	22	1	-	23		Paraguay	6	-	-	6	
Malta	19	2	-	21		Peru	27	9	-	36	
Moldova	1	-	-	1		Suriname	1	1	-	2	
Monaco	2	-	-	2		Uruguay	11	1	-	12	
Netherlands	334	42	5	381		Venezuela	16	5	-	21	
Norway	169	18	-	187		Subtotal	377	59	-	436	3.6
Poland	124	24	2	150		<b>TOTAL QUALIFIED CIRCULATION</b>					
							10,063	1,797	140	12,000	100.0

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
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010*	January - June 2011*
Total Audit Average Qualified	66,680	33,323	33,295	33,200	33,000	33,037
Qualified Non-Paid Total	33,340	33,323	33,295	33,200	33,000	33,037
Print Only	33,340	33,323	33,295	33,200	33,000	31,000
Digital Only	-	-	-	-	-	3,037
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 2010 - June 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

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
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010*	January - June 2011*
Total Audit Average Qualified	15,262	12,643	12,624	12,400	12,000	12,000
Qualified Non-Paid Total	15,262	12,643	12,624	12,400	12,000	12,000
Print Only	13,034	10,561	10,128	10,308	10,133	10,054
Digital Only	907	1,369	1,903	1,778	1,666	1,791
Print & Digital (Unduplicated)	1,321	713	593	314	201	155
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 2010 - June 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

#### 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 1,368 copies or 11.4%. All 1,368 copies are from the Media Related Association Worldwide.

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT VERSION ONLY (US/CANADIAN EDITION)						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	31,000	100.0	31,000	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>31,000</b>	<b>100.0</b>	<b>31,000</b>	<b>100.0</b>	-	-

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	10,054	100.0	10,054	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10,054</b>	<b>100.0</b>	<b>10,054</b>	<b>100.0</b>	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY (US/CANADIAN EDITION)						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	2,037	100.0	2,037	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>2,037</b>	<b>100.0</b>	<b>2,037</b>	<b>100.0</b>	-	-

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	1,791	100.0	1,791	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>1,791</b>	<b>100.0</b>	<b>1,791</b>	<b>100.0</b>	-	-

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	155	100.0	155	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>155</b>	<b>100.0</b>	<b>155</b>	<b>100.0</b>	-	-

QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA:

# master form

revised 1/15/04

## BroadcastEngineering

A PRIMEA Publication

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

**US/CANADA**edition

**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  e-commerce 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 June 30, 2011

State Kansas

County Johnson

Received by BPA Worldwide June 30, 2011

Type PJ

ID Number BO37POJ1

<b>SUPPLEMENTARY ANALYSIS (US/Canada Edition)</b>	
This is a multiple analysis of the 12,752 or 38.6% 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. These data are presented for statistical and marketing purposes only.	
	TOTAL RESPONSES
<b>Audio Products</b>	
Audio Consoles/Mixers	5,192
Digital Audio Work Stations	4,316
Distribution Amplifiers	3,891
Headphones, Headsets, Intercoms	5,198
Telephone Interface Systems	2,766
Magnetic Tape, Audio	1,481
Microphones	5,940
Monitors (Speakers)	4,863
Recorders, Players	3,732
Switchers, Routing	4,073
Audio Processing	4,842
<b>Net Audio Products</b>	<b>9,961</b>
<b>Video Products</b>	
Camera Heads, Tripods, Pedestals, Booms, Dollies	5,344
Cameras, Lenses	5,853
Graphics, Tilting, Effects	3,852
Nonlinear Editing System	4,796
Editing Controllers, Systems	2,681
Frame Synchronizers, Time Base Connectors	2,753
Lighting Systems	3,701
Magnetic Tape, Video	1,630
Monitors (picture, studio quality)	4,983
Recorders, Players	3,634
Robotic Camera Controls	2,193
Signal Processing	3,816
Signal Routing, Distribution	3,905
Standards, Format & Scan Converters	2,773
Still Store Systems	1,606
Switchers, Production/Master Control	3,459
Storage/Video Servers	3,679
HDTV Equipment	6,116
Virtual Sets	1,495
MPEG Compression/Encoding Systems	4,138
Projection Systems	2,389
DVD Systems	3,018
<b>Net Video Products</b>	<b>10,947</b>
<b>Test &amp; Measurement Products</b>	
Analyzers, Audio, Video, RF	4,245
Audio, Video Signal Generators	3,531
Waveform, Vectorscope Monitors	4,097
Digital Signal Testing	3,842
<b>Net Test &amp; Measurement Products</b>	<b>6,734</b>
<b>Miscellaneous Products</b>	
Battery Packs, Chargers	4,363
Cabinets, Racks, Consoles	4,046
Cable, Connectors	5,614
Carts, Cases (equipment, shipping), Tools	3,236
<b>Net Miscellaneous Products</b>	<b>7,403</b>
<b>RF Products</b>	
Exciters	1,334
Fiber Optics	2,568
Power Amplifiers, Cavities	1,779
Receivers	2,484
Remote Production Vehicles, Program Relays	1,166
Satellite T/R Components, Electronics	1,851
STL/ENG Components, Electronics	1,440
Switches, RF Coaxial	1,836
Transmitters	2,028
Antenna Systems, Towers	1,824
Transmitter, Remote Control	1,490
Tubes	875
Weather, Radar RF Products	782
Cable/Set Top/CA Systems	1,227
<b>Net RF Products</b>	<b>5,327</b>
<b>Automation &amp; Computer Products</b>	
Accessories/Peripherals	2,369
Automation Systems	2,504
Business Automation	1,109
Commercial Insertion Systems	1,356
Machine Control	1,743
Newsroom Automation	1,345
Record/Playback Automation	2,235
Software Engineering	2,494
Software, Production, Planning	2,360
Video Interface Cards	2,886
Networking Products	2,743
Digital Asset Management	2,134
<b>Net Automation &amp; Computer Products</b>	<b>6,476</b>
<b>New Media/ Internet</b>	
Encoding Products	4,323
Internet Service Providers	2,431
ecommerce Technology	1,449
Content Creation Systems	2,104
<b>Net New Media/ Internet</b>	<b>5,438</b>
<b>Systems Integration/Engineering Services</b>	
Systems Integration/Engineering Services	2,488

<b>SUPPLEMENTARY ANALYSIS (World Edition)</b>	
This is a multiple analysis of 8,049 or 67.1% 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
<b>Audio Products</b>	
Audio Consoles/Mixers	2,952
Digital Audio Work Stations	2,111
Distribution Amplifiers	2,377
Headphones, Headsets, Intercoms	2,708
Telephone Interface Systems	1,811
Magnetic Tape, Audio	1,348
Microphones	2,782
Monitors (Speakers)	2,487
Recorders, Players	2,211
Switchers, Routing	2,703
Audio Processing	2,548
<b>Net Audio Products</b>	<b>5,870</b>
<b>Video Products</b>	
Camera Heads, Tripods, Pedestals, Booms, Dollies	3,013
Cameras, Lenses	3,052
Graphics, Tilting, Effects	2,464
Nonlinear Editing System	3,004
Editing Controllers, Systems	1,926
Frame Synchronizers, Time Base Connectors	1,898
Lighting Systems	2,007
Magnetic Tape, Video	1,238
Monitors (picture, studio quality)	2,720
Recorders, Players	2,181
Robotic Camera Controls	1,576
Signal Processing	2,397
Signal Routing, Distribution	2,396
Standards, Format & Scan Converters	1,958
Still Store Systems	1,218
Switchers, Production/Master Control	2,129
Storage/Video Servers	2,238
HDTV Equipment	3,175
Virtual Sets	1,324
MPEG Compression/Encoding Systems	2,849
Projection Systems	1,361
DVD Systems	1,550
<b>Net Video Products</b>	<b>6,400</b>
<b>Test &amp; Measurement Products</b>	
Analyzers, Audio, Video, RF	2,545
Audio, Video Signal Generators	2,320
Waveform, Vectorscope Monitors	2,740
Digital Signal Testing	2,587
<b>Net Test &amp; Measurement Products</b>	<b>4,461</b>
<b>Miscellaneous Products</b>	
Battery Packs, Chargers	2,167
Cabinets, Racks, Consoles	2,033
Cable, Connectors	3,040
Carts, Cases (equipment, shipping), Tools	1,544
<b>Net Miscellaneous Products</b>	<b>4,082</b>
<b>RF Products</b>	
Exciters	1,469
Fiber Optics	1,774
Power Amplifiers, Cavities	1,440
Receivers	1,926
Remote Production Vehicles, Program Relays	1,111
Satellite T/R Components, Electronics	1,685
STL/ENG Components, Electronics	1,177
Switches, RF Coaxial	1,464
Transmitters	1,677
Antenna Systems, Towers	1,612
Transmitter, Remote Controls	1,404
Tubes	824
Weather, Radar RF Products	712
Cable/Set Top/CA Systems	1,031
<b>Net RF Products</b>	<b>4,013</b>
<b>Automation &amp; Computer Products</b>	
Accessories/Peripherals	1,383
Automation Systems	2,086
Business Automation	1,160
Commercial Insertion Systems	1,211
Machine Control	1,319
Newsroom Automation	1,527
Record/Playback Automation	1,636
Software Engineering	1,938
Software, Production, Planning	1,664
Video Interface Cards	2,061
Networking Products	2,023
Digital Asset Management	1,761
<b>Net Automation &amp; Computer Products</b>	<b>4,578</b>
<b>New Media/ Internet</b>	
Encoding Products	2,624
Internet Service Providers	1,656
ecommerce Technology	1,322
Content Creation Systems	1,698
<b>Net New Media/ Internet</b>	<b>3,704</b>
<b>Systems Integration/Engineering Services</b>	
System Integration/Engineering Services	2,434