

BroadcastEngineering®

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Audience Engagement Report January 2012

Established 1959

Purpose

The quarterly Audience Engagement Report provides an integrated view of the *Broadcast Engineering* community. The data provided within is obtained via internal and third party sources, including Omniture, Texterity and Hallmark Data Systems.

Audience Served

The *Broadcast Engineering* professional community is involved

in TV Station / Networks / Combination Stations, Cable / Networks, Production and Post Production Facilities, Recording Studio, Satellite or Telecom, House of Worship, Government, Education, Program Producer, Streaming Media, Content Distribution Network, ISP, Web Services, Software Provider, TV Consultant / Systems Integrator, Equipment supplier, Dealers and Distributors.

Broadcast Engineering users are Executive and Company Management, Engineering / Technical, Operations /Production and Program / News / Edit.

Broadcast Engineering Total Annual Exposures

Element	Audience	Frequency	Total
Broadcast Engineering U.S./Canada Print Edition	30,000	14	420,000
Broadcast Engineering U.S./Canada Digital Edition	3,019	12	36,228
Broadcast Engineering World Print Edition	9,811	13	127,543
Broadcast Engineering World Digital Edition	2,189	12	26,268
Broadcast Engineering World Digital Edition - Additional Reach	10,000	12	120,000
Audio Technology Update E-newsletter	25,600	24	614,400
Beyond the Headlines E-newsletter	25,000	48	1,200,000
Beyond the Headlines Europe E-newsletter	27,800	48	1,334,400
HD Technology Update E-newsletter	30,300	24	727,200
IBC Update E-newsletter	56,000	13	728,000
Mobile TV Update E-newsletter	34,000	24	816,000
NAB Update E-newsletter	56,000	13	728,000
News Technology Update E-newsletter	28,000	24	672,000
OTT Technology & Trends E-newsletter	77,500	24	1,860,000
RF Update E-newsletter	25,000	24	600,000
Transition to Digital E-newsletter	28,000	24	672,000
Workflow Technology Update E-newsletter	26,600	48	1,276,800
Broadcast Engineering App Downloaded	5,703	1	5,703
Broadcast Engineering World Edition App Downloaded	4,268	1	4,268
BroadcastEngineering.com Annual Visits	142,347	12	1,708,164
Total			13,676,974

Note: BroadcastEngineering.com Total Annual Page Views is 2,745,067*
 Note: BroadcastEngineering.com Average Monthly Unique Vistors is 118,255
 * January thru December 2011

Source and further detail on pages 2-6

Broadcast Engineering Magazine Subscribers

Primary Business	Total Both Editions	Percent	U.S./Canada Edition	World Edition
TV Station / Networks / Combination Stations, Cable / Networks	16,368	36%	11,718	4,650
Production, Post Production Facilities, Recording Studios, Satellite or Telecom, House of Worship, Government, Education, Program Producer	18,918	42%	15,231	3,687
Streaming Media, Content Distribution Network, ISP, Web Services, Software Provider	2,913	6%	2,010	903
TV Consultant / Systems Integrators, Equipment Supplier, Dealer, Distributor	6,820	15%	4,060	2,760
Total Subscribers	45,019	100%	33,019	12,000
Percent			73%	27%

Job Title	Total Both Editions	Percent	U.S./Canada Edition	World Edition
Executive and Company Management	21,033	47%	16,334	4,699
Engineering / Technical	15,510	34%	10,098	5,412
Operations / Production and Program / News / Edit	8,476	19%	6,587	1,889
Total Subscribers	45,019	100%	33,019	12,000
Percent			73%	27%

Source: January 2012 Publishers Records

Broadcast Engineering Subscribers

The following list represents a sample of actual *Broadcast Engineering* subscribers – by title and company.

20 CENTURY FOX	VICE PRESIDENT
ABC	SR BROADCAST ENGINEER
ABC TELEVISION NETWORK	SENIOR VICE PRESIDENT
ABU DHABI MEDIA COMPANY	HEAD OF TV ENGINEERING
AETN	CHIEF ENGINEER
AI JAZEERA	CHIEF ENGINEER
BBC	PRINCIPAL ENGINEER
BRITISH SKY BROADCASTING	HEAD OF BROADCAST PROJECTS
CANADIAN BROADCASTING COMPANY	MOBILE ENGINEER TECHNICAL
CBS	VP ENGINEERING
CHINA INTL TV CORP	GENERAL MANAGER
CHRISTIAN BROADCASTING	PRESIDENT
CITY OF AUSTIN	BROADCAST ENGINEER
CITY OF NY	DIRECTOR OF TV EVENTS
CLEAR COMMUNICATIONS INC	VICE PRESIDENT OF ENGINEERING
CNBC ASIA	SUPERVISOR BROADCAST ENGINEERING
CNN	VP ENGINEERING
COMCAST	VIDEO ENGINEER
DANISH BROADCASTING	ENGINEER
DISCOVERY COMMUNICATIONS	BROADCAST ENGINEER
DISNEY ABC-TV	MASTER CONTROL ENGINEER
DOORDARSHAN	CHIEF ENGINEER
EUROSPORT	HEAD OF POST PRODUCTION
FINNISH BROADCASTING COMPANY	CTO
FRANCE TELEVISION	ENGINEER
HBO	SVP STUDIO & BROADCAST OPERATIONS
HEARST TELEVISION INC	CHIEF ENGINEER
MTV NETWORKS	EXEC VICE PRESIDENT
MTV NETWORKS EUROPE	SENIOR DISTRIBUTION ENGINEER
NBC	DIRECTOR ENGINEERING
OUTDOOR CHANNEL	PRESIDENT
PAKISTAN TELEVISION CORP	CHIEF TECHNICAL OFFICER
PARLIAMENT TV	SR TECHNICAL MANAGER
PENTAGON CHANNEL	EXEC PRODUCER OF ORIGINAL PROGRAMMING
POLISH TELEVISION	CHIEF ENGINEER
PUBLIC BROADCASTING	CHIEF ENGINEER
QVC	BROADCAST ENGINEER II
SBS BROADCASTING	BROADCAST DIRECTOR
TURNER ENTERTAINMENT NETWORK	SENIOR TECHNOLOGY VP
UNIVISION COMMUNICATION	CHIEF ENGINEER
US DEPT OF COMMERCE	CHIEF ENGINEER
WARNER BROS	LEAD ENGINEER

Source: Hallmark Data Systems

Broadcast Engineering E-newsletter Report

Broadcast Engineering	Audience	Frequency
Audio Technology Update	25,600	2nd & 4th Sundays
Beyond the Headlines	25,000	Every Monday and Thursday
Beyond the Headlines Europe	27,800	Every Monday
HD Technology Update	30,300	1st & 3rd Tuesdays
IBC Update	56,000	Weekly during and after IBC
Mobile TV Update	34,000	1st & 3rd Tuesdays
NAB Update	56,000	Weekly during and after NAB
News Technology Update	28,000	1st & 3rd Fridays
OTT Technology & Trends	77,500	2nd & 4th Wednesdays
RF Update	25,000	1st & 3rd Thursdays
Transition to Digital	28,000	1st & 3rd Sundays
Workflow Technology Update	26,600	Every Wednesday

Source: Texterity

E-newsletter Opens & Click Through Rates

3-Month Average	Open Rate	Click Through
Audio Technology Update	25.2%	4.1%
Beyond the Headlines	23.9%	3.7%
Beyond the Headlines Europe	22.9%	4.2%
HD Technology Update	23.9%	3.4%
IBC Update	20.0%	0.8%
Mobile TV Update	23.9%	3.8%
NAB Update	20.0%	0.8%
News Technology Update	22.1%	3.3%
OTT Technology & Trends	22.0%	2.5%
RF Update	20.4%	2.9%
Transition to Digital	25.0%	2.8%
Workflow Technology Update	17.7%	2.1%

Source: Texterity

Broadcast Engineering Online Demographics

Job Title	Percent of Responses
Company Management	24%
Technical Management & Engineering	55%
Operations & Station Manager / Production & Programming	13%
Other	8%

Site Usage	Percent of Responses
Access the story archive	46%
Source a supplier	41%
Visit an online special report	37%
Read the latest e-zine	32%

Source: Broadcast Engineering Online Demographics Study, October 2009

97% of Broadcast Engineering online uses are involved in purchasing products.

Broadcastengineering.com Online Report

Date	Unique Visitors	Page Views
December 2011	114,275	209,627
November 2011	129,038	247,937
October 2011	133,725	246,092
September 2011	118,101	218,711
August 2011	114,346	215,923
July 2011	95,928	184,771
June 2011	84,433	168,751
May 2011	98,260	188,090
April 2011	105,273	217,568
March 2011	143,833	285,784
February 2011	133,636	262,539
January 2011	148,211	299,274

Time Spent Per Visit*	3-Month Average
Up to 5 minutes	88%
5-10 minutes	5%
10-30 minutes	6%
Longer than 30 minutes	2%

Visits by Country*	3-Month Average
North America	51%
Europe/Middle East/Africa	30%
Asia/Asia Pacific	16%
Latin America (Central, South and Caribbean)	3%

Source: Omniture



About Omniture

Omniture, Inc., headquartered in Orem, Utah, is the pioneer of next-generation web analytics technology and is the most experienced provider of adaptable solutions to large, complex websites. Omniture develops and markets SiteCatalyst, which has been designed specifically for the needs of enterprise companies to monitor visitor and commerce activity, identify specific points of change, and drive business decisions that increase ROI. Cutting-edge technology has resulted in an impressive client list, which includes AOL Time Warner, Gannett, Microsoft, Maytag Corporation, Media News Group, VeriSign and Hewlett Packard. <http://www.omniture.com>



About Texterity

Texterity is a full-service provider of high quality digital and mobile publishing solutions, currently converting, maintaining, and tracking more than 1,000 digital editions for consumer, trade, association, and niche publishers. With non-Flash, browser-based technology and new magazine-branded apps for iPhone, iPad and Android devices, Texterity is leading the e-reading revolution. Since the inception of the digital publishing industry, Texterity has been the technological leader, creating proprietary solutions that produce superior visual quality and functionality for its publishing partners.



About Hallmark Data Systems

Hallmark performs circulation fulfillment for more than 360 business publications. A member of BPA Worldwide, Audit Bureau of Circulation and American Business Media, Hallmark provides everything from front-end clerical labor and supervision to preparation of issue labels and reports and other extracts. Our system is designed with numerous checks and balances to be sure transactions are not lost, backlogs do not arise, and that splits and extracts are shipped correctly and on-time. By using our management and experience, the publisher is relieved of the labor-intensive front-end operation. <http://www.halldata.com/>