

Broadcast Engineering® Broadcast Engineering May 2010 Audience Engagement Report



Broadcast Engineering
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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, Yesmail and Hallmark Data Systems.

Audience Served

The *Broadcast Engineering* professional community is involved in TV Station (including Networks), Combination Stations, Cable (including Networks), Telecoms, Recording Studio, Teleproduction Facility/Independent Program Producer, Post-Production Facility, Streaming Media — Network Provider/ISP/IDC/Telco, Internet Content Provider/Web Publisher, Services, Software Provider, Microwave, Relay Station or Satellite Company for TV and Cable, TV Consultant (Engineering or Management), Systems Integrator, TV Dealer or Distributor and other related businesses.

Broadcast Engineering users are company management, technical management and engineering, operations and station management, production and programming and others industry related titles.

Broadcast Engineering Total Annual Exposures

Element	Audience	Frequency	Total
Broadcast Engineering U.S./Canada Edition	33,000	14	462,000
Broadcast Engineering World Edition	12,000	13	156,000
3-D Technology E-newsletter	87,800	24	2,107,200
Audio Technology Update E-newsletter	25,600	24	614,400
Automation Technology Update E-newsletter	27,600	48	1,324,800
Beyond the Headlines E-newsletter	26,000	48	1,248,000
Broadcast Engineering E-zine	47,400	12	568,800
ENG Update E-newsletter	29,000	24	696,000
HD Technology Update E-newsletter	31,000	24	744,000
IBC Update E-newsletter	40,000	13	520,000
Mobile TV Update E-newsletter	37,000	24	888,000
NAB Update E-newsletter	39,300	13	510,900
New Products Update E-newsletter	88,500	22	1,947,000
News Technology Update E-newsletter	28,300	24	679,200
RF Update E-newsletter	25,900	24	621,600
Sports Technology Update E-newsletter	25,900	24	621,600
Transition to Digital E-newsletter	30,100	24	722,400
broadcastengineering.com Average Monthly Unique Visitors *	133,088	12	1,597,056
Total			16,028,956

Note: broadcastengineering.com Total Annual Page Views is 3,452,817 *

Source and further detail on pages 2-6

* May 2009 thru April 2010

Broadcast Engineering Print and Digital Subscribers

Primary Business	Total Both Editions	Percent	U.S./Canada Edition Print Subscribers	World Edition Print Only Subscribers	World Edition Print and Digital Subscribers	World Edition Digital Only Subscribers
TV & Combination Stations & Networks	16,281	36%	11,915	3,611	99	656
Teleproduction, Post Production Facilities, Recording Studios & Streaming Media	15,100	34%	12,735	1,918	46	401
Cable, Telecoms and Microwave, Relay Stations or Satellite Companies for TV and Cable	7,938	18%	4,855	2,796	23	264
TV Consultants, Systems Integrators, TV Dealers & Distributors	5,681	13%	3,495	1,754	52	380
Total Subscribers	45,000	100%	33,000	10,079	220	1,701
Percent			73%	22%	0%	4%

Source: May 2010 Publishers Records

Job Title	Total Both Editions	Percent	U.S./Canada Edition	World Edition
Company Management	24,073	53%	17,571	6,502
Technical Management & Engineering	14,086	31%	9,758	4,328
Operations & Station Manager / Production & Programming	6,841	15%	5,671	1,170
Total Subscribers	45,000	100%	33,000	12,000
Percent			73%	27%

Source: May 2010 Publishers Records

Broadcast Engineering Subscribers

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

21st Century Studios	Director
60 Minutes	Executive Producer
A&E Television Networks	AV Engineer
ABC Television Inc	Chief Engineer
Al Jazeera International	Director of Engineering
BBC Scotland	Project Manager
Canadian Broadcasting Corp	Director
CBS Television Network	Manager of Capital Purchasing
Cornerstore Media Products	President
Finnish Broadcasting Co	CTO
Fox News Channel	Producer
France 3	Network Manager
Golf Channel	Maintenance Engineer
Harpo Productions	Broadcast Engineer
HBO Asia (S) Pte Ltd	Senior Engineer
HBO Inc	Chief Buyer
Hong Kong Cable TV Co	Chief Engineer
Imageworks Inc	President
Lifetime Television	CEO
MTV Networks	Director Content Creation Technology
MTV Networks Europe	Distribution Engineer
NASA Johnson Space Center	Design Engineer
NBC	Director Engineering
Pakistan Television	Engineer
Russian World Studio (RWS)	President
Sony Pictures Television	Executive VP
Sprint	Principal Project Engineer
Swedish Television	Media Systems Engineer
Television New Zealand	Senior Project Engineer
Time Warner Cable	Broadband Engineer
Univision	Director
US Dept of Energy	Network Engineer
Walt Disney World	Chief Engineer

Broadcast Engineering E-newsletter Report

<i>Broadcast Engineering</i>	Audience	Frequency
3-D Technology	87,800	2nd & 4th Tuesdays
Audio Technology Update	25,600	2nd & 4th Sundays
Automation Technology Update	27,600	Every Wednesday
Beyond the Headlines	26,000	Every Monday
Broadcast Engineering E-zine	47,400	Monthly
ENG Update	29,000	2nd & 4th Wednesdays
HD Technology Update	31,000	1st & 3rd Tuesdays
IBC Update	40,000	Weekly during and after IBC
Mobile TV Update	37,000	1st & 3rd Tuesdays
NAB Update	39,300	Weekly during and after NAB
New Products Update	88,500	1st & 3rd Mondays
News Technology Update	28,300	1st & 3rd Fridays
RF Update	25,900	1st & 3rd Thursdays
Sports Technology Update	25,900	2nd & 4th Fridays
Transition to Digital	30,100	1st & 3rd Sundays

Source: Yesmail

E-newsletter Opens & Click Through Rates

3-Month Average	Open Rate	Click Through
3-D Technology	31.9%	6.7%
Audio Technology Update	22.0%	3.7%
Automation Technology Update	20.6%	2.5%
Beyond the Headlines	23.9%	7.4%
ENG Update	20.7%	2.6%
HD Technology Update	23.2%	4.2%
Mobile TV Update	20.2%	2.6%
NAB Update	18.2%	2.2%
New Products Update	20.2%	2.1%
News Technology Update	22.1%	3.3%
RF Update	21.1%	3.5%
Sports Technology Update	22.8%	5.2%
Transition to Digital	26.8%	5.8%

Source: Yesmail

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%

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

Source: Broadcast Engineering Online Demographics Study, October 2009

Broadcastengineering.com Online Report

Date	Unique Visitors	Page Views
April 2010	134,611	288,532
March 2010	146,392	298,074
February 2010	128,479	252,451
January 2010	140,538	274,489
December 2009	120,489	236,405
November 2009	129,821	278,483
October 2009	138,308	306,303
September 2009	135,377	336,973
August 2009	121,306	255,373
July 2009	132,306	305,686
June 2009	136,527	306,248
May 2009	132,905	313,800

Time Spent Per Visit*	3-Month Average
Up to 5 minutes	69%
5-10 minutes	13%
10-30 minutes	15%
Longer than 30 minutes	3%

Visits by Country*	3-Month Average
United States	49%
Other	35%
United Kingdom	7%
Canada	6%
India	3%

Source: Omniture February 2010 - April 2010

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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 Yesmail

Yesmail is a recognized industry-leading provider of online emarketing solutions. Built on a solid core of innovative technology, Yesmail offers a complete portfolio of email marketing solutions and services for businesses of all sizes including, Yesmail Enterprise, Yesmail Express, Yesmail Direct and Yesmail Media Services. Yesmail exceeds the expectations of Fortune 500, mid-size companies and small businesses worldwide powering their strategies with highly trained account teams and best practices consulting. Clients specializing in consumer products, retail, publishing, travel and finance are well served globally with award-winning solutions localized in single-byte and double-byte languages. Yesmail was founded in 1997 and is a subsidiary of infoGROUP. <http://www.yesmail.com/>



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