

Broadcast Engineering® *Broadcast Engineering* November 2009 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	33,333	14	466,662
Broadcast Engineering World Edition	12,650	13	164,450
Audio Technology Update E-newsletter	26,500	24	636,000
Automation Technology Update E-newsletter	29,300	48	1,406,400
Beyond the Headlines E-newsletter	27,200	48	1,305,600
Broadcast Engineering E-zine	51,000	12	612,000
ENG Update E-newsletter	30,500	24	732,000
HD Technology Update E-newsletter	32,500	24	780,000
IBC Update E-newsletter	40,900	13	531,700
Mobile TV Update E-newsletter	40,500	24	972,000
NAB Live Update	46,900	5	234,500
NAB Update E-newsletter	43,200	13	561,600
New Products Update E-newsletter	98,000	22	2,156,000
News Technology Update E-newsletter	29,500	24	708,000
RF Update E-newsletter	27,000	24	648,000
Sports Technology Update E-newsletter	27,200	24	652,800
Transition to Digital E-newsletter	31,000	24	744,000
broadcastengineering.com Average Monthly Unique Visitors*	130,298	12	1,563,576
Total			14,875,288

Note: broadcastengineering.com Total Annual Page Views is 3,576,126 *

Source and further detail on pages 2-6

* Nov 2008 - Oct 2009

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	17,219	37%	12,760	3,623	307	529
Teleproduction, Post Production Facilities, Recording Studios & Streaming Media	14,714	32%	11,808	2,390	174	342
Cable, Telecoms and Microwave, Relay Stations or Satellite Companies for TV and Cable	8,660	19%	5,542	2,854	69	195
TV Consultants, Systems Integrators, TV Dealers & Distributors	5,390	12%	3,223	1,749	138	280
Total Subscribers	45,983	100%	33,333	10,616	688	1,346
Percent			72%	23%	1%	3%

Job Title	Total Both Editions	Percent	U.S./Canada Edition	World Edition
Company Management	25,036	54%	18,358	6,678
Technical Management & Engineering	13,357	29%	8,873	4,484
Operations & Station Manager / Production & Programming	7,590	17%	6,102	1,488
Total Subscribers	45,983	100%	33,333	12,650
Percent			72%	28%

Source: June 2009 BPA

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

Broadcast Engineering	Audience	Frequency
Audio Technology Update	26,500	2nd & 4th Sundays
Automation Technology Update	29,300	Every Wednesday
Beyond the Headlines	27,200	Every Monday
ENG Update	30,500	2nd & 4th Wednesdays
HD Technology Update	32,500	1st & 3rd Tuesdays
IBC Update	40,900	Weekly during and after IBC
Mobile TV Update	40,500	1st & 3rd Tuesdays
NAB Live Update	46,900	Daily during NAB
NAB Update	43,200	Weekly during and after NAB
New Products Update	98,000	1st & 3rd Mondays
News Technology Update	29,500	1st & 3rd Fridays
RF Update	27,000	1st & 3rd Thursdays
Sports Technology Update	27,200	2nd & 4th Fridays
Transition to Digital	31,000	1st & 3rd Sundays

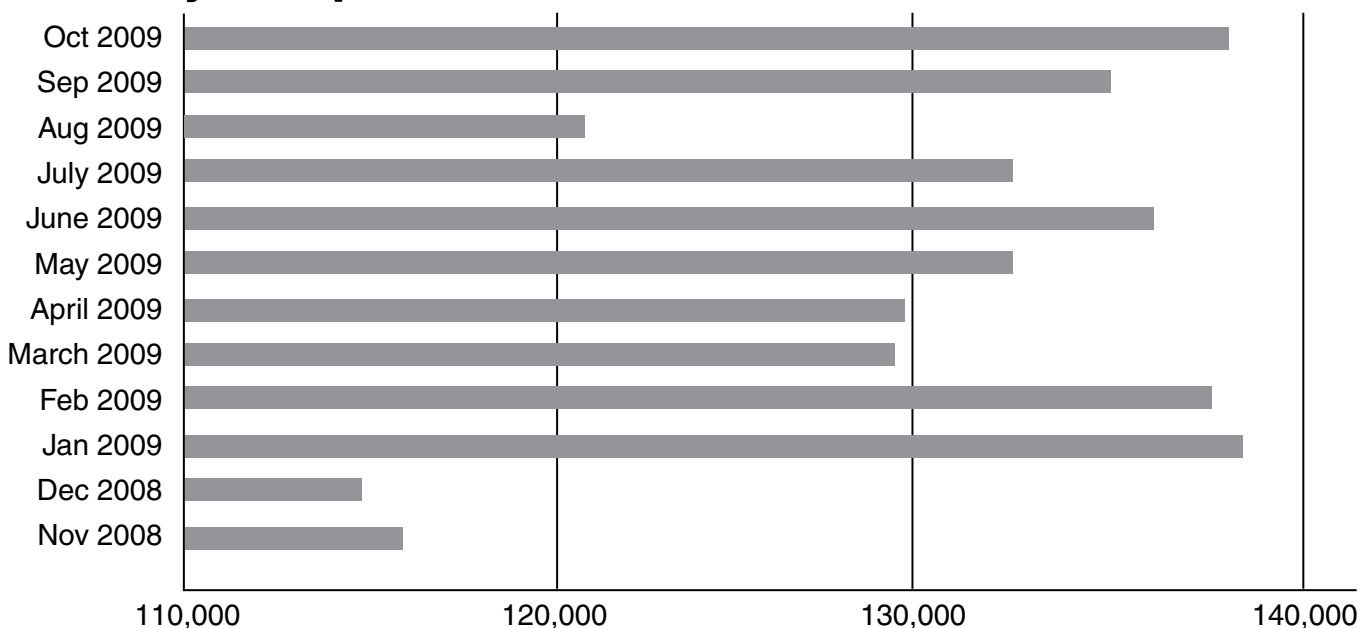
Source: Yesmail

Broadcastengineering.com Online Report

Date	Unique Visitors	Page Views
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
April 2009	129,962	353,289
March 2009	129,219	319,714
February 2009	137,415	309,789
January 2009	138,721	289,282
December 2008	114,722	238,194
November 2008	116,805	241,475

Source: Omniture

Monthly Uniques



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

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

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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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