



Key facts about EMS Middle East

Who	EMS Middle East is a regional media consumption survey among the top 13%. Universe: EMS 1.750.000 million sample size is 2,569. The sample size for Non-Gulf countries is 700 and sample size in Gulf area is 1,869. EMS ME consists of <u>Affluent individuals</u> , <u>Business Decision Makers</u> and <u>Top Management Business Decision Makers</u> .
What	EMS Middle East is a vast strategic planning database, including detailed information on the respondents business and personal life, their behaviour and how they consume media. <ul style="list-style-type: none">• Allows multi-media Reach & Frequency analysis. The survey includes 200 national and international print titles, 100 TV channels, 40 key media websites and search engines.• Detailed personal and business classification data• Detailed psychographics and lifestyle data• Travel behaviour, hotels and airlines• Product and services• Luxury goods and club membership• Technology and mobile applications• Brand awareness• Finance• Cars
Where	EMS Middle East: KSA, UAE, Bahrain, Kuwait, Qatar, Lebanon, Jordan, Egypt.
When	EMS Middle East is an annual survey; the first release will be on 15 June 2009. Fieldwork period was conducted from 15 June- September 2, 2008.
How	EMS Middle East is a Face-to-Face survey.
Subscribers	EMS Middle East BBC World News, CNN, Euronews and France24

For further information
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Key facts about EMS and EMS Digital Life

Who	EMS is designed to measure the habits of Europe's most affluent consumers and top business decision makers. EMS provides a representative sample the top 13% of all adults based on income. Universe: EMS 40 million, CEMS 6.1 million.
Digital Life	is a recontact survey, to qualify EMS respondents must use the internet for at least 1 hour per week. Universe: 38.8 million (including CEMS Poland, Hungary, CzechRepublic)
What	<p>EMS is a vast strategic planning database, including detailed information on the respondents business and personal life, their behaviour and how they consume media.</p> <ul style="list-style-type: none">• Allows multi-media Reach & Frequency analysis. The survey includes national and international print titles, TV channels, key media websites, portals & search engines.• Detailed personal and business classification data including; job function, purchasedecision making responsibility, life stage...• Detailed psychographics and lifestyle data• Travel behaviour• Product usage• Brand awareness
Digital Life	<p>is in two sections lifestyle and diary. The lifestyle section is designed to give more insight in the use and consumption of digital tools and products. The diary part captures the "yesterday" behaviour of the respondents; where people were, what they did, what devices they used, the preferred content and what they did at the same time simultaneously (multi tasking).</p> <p>The lifestyle part focuses on:</p> <ul style="list-style-type: none">• Digital products owned / in household• Connection digital devices to home networks• Awareness of Digital features• Social/professional networking• Media consumption• Communication with others• TV features used• Online features used / online features used mobile• Online activities• Music consumption• Ecommerce <p>The diary provides companies with detailed insight of what a 'day in a life' of affluentEuropeans looks like:</p> <ul style="list-style-type: none">• What media content their target audience is actually engaging to• What time and place the media content is being accessed• What devices are the target audience using to access the media content• The amount and nature of multi tasking when consuming media content
Where	Single consistent survey incorporate 20 Western and Central European countries EMS: Austria, Belgium/Luxembourg, Denmark, Finland, France, Germany, Ireland, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland and UK CEMS: Poland, Hungary, Czech Republic and Russia Digital Life incorporates all EMS and CEMS countries excluding Russia



- When** Both EMS and Digital Life have continuous fieldwork.
EMS is released twice a year and was first conducted in 1994.
- Digital Life** is an annual survey; the first release was on 10th of September 2008.
- How** **EMS** is a mixed methodology survey conducted by Synovate based in the Netherlands. Screening is conducted by telephone using random digit dialling. The initial interview is conducted by telephone using CATI to collect all the reach and frequency data and key classification. The telephone interview is followed by a self completion questionnaire where the marketing data is collected. This questionnaire is currently offered to respondents both by post and online.
- Digital Life** is a recontact survey conducted among EMS respondents, it is an online survey

Although the channel Sky News has presence in the Middle East region, Synovate did not measure the channel due to unfortunate technical circumstances.

Subscribers EMS

Agencies: Aegis Media, Hakuhodo, Invisio, Mediacom UK, MPG UK, OMD International, OMD France, Ogilvy, Mediaedge:CIA, Mindshare, Starcom, UniversalMcCann, ZenithOptimedia UK, ZenithOptimedia France, Dentsu

TV: BBC World News, Bloomberg, CNBC Europe, CNN, Discovery Channel, EuroNews, Eurosport, France24, History, National Geographic Channel, Russia Today, Sky News, Travel Channel, TV5MONDE

Print: Fortune, Metro International, National Geographic Magazine, Newsweek, TIME, IMB, The Economist, The Financial Times, The New York Times Media group

Digital Life

Agencies: Aegis Media, Hakuhodo, Invisio, Mediacom UK, MPG UK, OMD International, OMD France, Mediaedge:CIA, Mindshare, Starcom, UniversalMcCann, ZenithOptimedia UK, ZenithOptimedia France

TV: BBC World News, CNN, EuroNews and Eurosport

For further information

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