

Key facts about **EMS** and **EMS Digital Life**

Who	<p>EMS is designed to measure the media consumption and habits of Europe's most influential and affluent consumers.</p> <p>EMS provides a representative sample the top 13% of all adults based on income. Universe: EMS 40 million, CEMS 6.1 million.</p> <p>Digital Life is a re-contact survey. To qualify, EMS respondents must use the internet for at least 1 hour per week. Universe: 38.8 million (including CEMS Poland, Hungary, Czech Republic)</p>
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">• Reach & Frequency of key media websites, portals & search engines, alongside print and television• Marketing database - psychographics, classification, brand awareness <p>Digital Life 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 affluent Europeans 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	<p>Single consistent survey of 19 Western and Central European countries (Asia to be released in October 2008)</p> <p>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</p> <p>Digital Life incorporates all EMS and CEMS countries excluding Russia</p>

When	<p>Both EMS and Digital Life have continuous fieldwork.</p> <p>EMS is released twice a year and was first conducted in 1994.</p> <p>Digital Life is an annual survey; the first release will be on 10th of September 2008. Fieldwork for Digital Life 2008 started on 30 July 2007 till 31 March 2008.</p>
How	<p>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.</p> <p>Digital Life is a re-contact survey conducted among EMS respondents, it is an online survey</p>
Subscribers	<p>EMS</p> <p>Agencies: Aegis Media, Hakuhodo, Invisio, Mediacom UK, MPG UK, OMD International, OMD France, Mediaedge:CIA, Mindshare, Starcom, UniversalMcCann, ZenithOptimedia UK, ZenithOptimedia France</p> <p>TV: BBC World News, Bloomberg, CNBC Europe, CNN, Discovery Channel, EuroNews, Eurosport, National Geographic Channel, Sky News, Travel Channel, TV5MONDE, France24</p> <p>Print: Fortune, Metro International, National Geographic Magazine, Newsweek, TIME Magazine, IMB, The Economist, International Herald Tribune</p> <p>Digital Life</p> <p>Agencies: Aegis Media, Hakuhodo, Invisio, Mediacom UK, MPG UK, OMD International, OMD France, Mediaedge:CIA, Mindshare, Starcom, UniversalMcCann, ZenithOptimedia UK, ZenithOptimedia France</p> <p>TV: BBC World News, CNN, EuroNews and Eurosport</p>

For further information
www.synovate.nl/ems
nathalie.sodeike@synovate.com