



Key facts about **EMS** and **EMS Select**

Who **EMS** is designed to measure the habits of Europe's most affluent consumers and top business decision makers. EMS provides a representative sample of the top 13% of all adults based on income. Universe: **EMS** 40 million, **CEMS** 6.1 million.

EMS Select is a segmentation of the total EMS universe which represents the very top 3% of adults based on their income, frequency of travel and their job. EMS Select is available across both EMS and CEMS and allows analysis on Europe's most elite and influential.

What EMS is a vast strategic planning database, including detailed information on the respondents business and personal life, their behavior and how they consume media.

- 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, purchase decision making responsibility, life stage...
- Detailed psychographics and lifestyle data
- Travel behaviour
- Product usage
- Brand awareness for cars, banks and airlines

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

When EMS has continuous fieldwork and is released twice a year. **EMS** was first conducted in 1994, **CEMS** was launched in 2005.

How EMS is a mixed methodology survey conducted by Synovate based in the Netherlands. Screening is conducted by telephone using random digit dialing. 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 online.

Subscribers **Agencies:** Aegis Media, Aviator/ Kinetic, Dentsu, Hakuhodo, Initiative Media, Intermedia, Inviso, Mediacom, Mediaedge:CIA, Mindshare London, MPG UK, Ogilvy, Prime Media Group, Starcom, Starcom Dubai, Universal McCann, Universal McCann Dubai, ZenithOptimedia London, ZenithOptimedia Paris

TV: BBC World News, Bloomberg, CNBC, CNN, DW-TV, Euronews, Eurosport, France 24, History, National Geographic Channel, RT- Russia Today, Sky News, Travel Channel, TV5MONDE

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



Key facts about **EMS Digital Life**

Who	Digital Life is a recontact survey, to qualify EMS respondents must use the internet for at least 1 hour per week. Universe: 41 million (including CEMS Poland, Hungary, Czech Republic and Russia)
What	<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• E-commerce <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	Digital Life incorporates all EMS and CEMS countries excluding Russia
When	Digital Life has continuous fieldwork it is release once a year and was first released in 2008
How	Digital Life is an online survey
Subscribers	<p>Agencies: Aegis Media, Aviator/ Kinetic, Dentsu, Hakuhodo, Initiative Media, Intermedia, Inviso, Mediacom, Mediaedge:CIA, Mindshare London, MPG UK, Ogilvy, OMD France, OMD International, Prime Media Group, Starcom, Starcom Dubai, Universal McCann UK, Dubai, South Africa, Initiative Media UK, Dubai, South Africa, Hakuhodo, ADK, ZenithOptimedia London, ZenithOptimedia Paris</p> <p>Media: CNN and Euronews</p>



Key facts about **EMS Middle East**

Who	EMS Middle East is a regional media consumption survey among the top 13%. EMS ME consists of Affluent individuals, Business Decision Makers and Top Management Business Decision Makers. Universe: EMS:ME 1.750.000
What	<p>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.</p> <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 for banks and cars
Where	KSA, UAE, Bahrain, Kuwait, Qatar, Lebanon, Jordan, Egypt.
When	EMS Middle East is an annual survey; the first release took place 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	<p>Media: BBC World News, CNN, Euronews, France24</p> <p>Agencies: ZenithOptimedia, Hakuhodo, Starcom, Universal McCann UK, Dubai, South Africa, Initiative Media UK, Dubai, South Africa, Hakuhodo, Aegis Media</p>

For further information
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Key facts about EMS AFRICA

Who	EMS AFRICA is the first ever regional media consumption survey of Africa among the top 15% aged 25-64. The criteria for selection was based on either income or Living Standard Measures (LSM) Universe 2,7 million.
What	<p>EMS Africa is the currency for tracking media, prosperity and influence across the top 15% in 12 cities in the North and Sub Saharan African countries. The upscale media survey links media usage for nearly 50 TV channels, 80 print titles, 29 websites and 8 radio stations.</p> <ul style="list-style-type: none">• Detailed personal and business classification data including; job function, purchase decision making responsibility• Detailed psychographics and lifestyle data• Travel behaviour• Product usage• Brand awareness for cars and mobile network operators
Where	<p>Cameroon: Douala and Yaoundé Kenya: Nairobi and Mombasa Morocco: Casablanca and Rabat Nigeria: Lagos, Port Harcourt and Abuja South Africa: Cape Town, Durban and Johannesburg</p>
When	November 2009 till February 2010
How	EMS Africa is a Face-to-Face survey in all markets except for South Africa where CATI interviews are conducted
Subscribers	<p>Media: BBC World News, CNN, Euronews, France 24, RT- Russia Today</p> <p>Agencies: ZenithOptimedia, Universal McCann UK, Dubai, South Africa, Initiative Media UK, Dubai, South Africa, HakuHodo, Aegis Media</p>

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