

## News Release

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**synovate**

Research reinvented

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### **Media surveys to uncover habits of elite digital consumers**

HONG KONG / AMSTERDAM – Global market research company Synovate, today announced its two major regional media surveys would synchronise their offerings to cover affluent digital consumers.

Global Head of Media, Steve Garton, and Head of EMS, Reinier Schaper, said that both the Synovate PAX and EMS media surveys will now probe into the digital media consumption and lifestyles of affluent consumers and top business decision makers in Europe and Asia Pacific.

The addition of digital media to the current TV and print audience measurement will make EMS and PAX full cross-media planning tools. Synovate has confirmed that CNN will be the first sponsor to commit to PAX and EMS Digital.

“Synovate is moving quickly to address one of the most important things on its clients’ minds – digital media and how its consumption impacts on other media and purchase habits,” said Garton.

“While there are other digital media surveys, this one will be unique as it covers upscale audiences – a crucial target group – across an enormous geography,” he added. “We will be able to provide multi-regional reports to clients – which makes a great deal of sense as many campaigns are multi-regional in scope.”

PAX Digital and EMS Digital will include additional information covering detailed online behaviour, sites visited and the influence of the web on purchase decisions.

“Organisations will typically have plenty of data on the total number of visitors to their websites, but it is rare for them to have more detailed information on these visitors, such as their income, levels of home ownership, purchasing interests and so on,” said Schaper. “The

work we will do with PAX Digital and EMS Digital will be so much more than basic web statistics.”

“Companies are naturally very interested in the buying intentions of upscale consumers and senior business professionals, who are the early product adopters and trend setters,” he added.

Synovate’s PAX media survey has been running for over ten years and is the currency for upscale audiences in Asia Pacific and the Middle East. It launched in Latin America in January 2007.

Synovate acquired Dutch research firm Interview-NSS in January 2007. The company developed EMS (European Media & Marketing Survey) in 1995, which covers the top 13% and top 3% (EMS Select) in 20 European countries. These include the main markets in Russia.

The new digital component of the surveys will commence fieldwork in July this year while the first results will be delivered to clients in early 2008.

### **About Synovate**

Synovate, the market research arm of Aegis Group plc, generates consumer insights that drive competitive marketing solutions. The network provides clients with cohesive global support and a comprehensive suite of research solutions. Synovate employs over 5,500 staff across 51 countries. More information on Synovate can be found at [www.synovate.com](http://www.synovate.com).

### **About EMS**

EMS, The European Media & Marketing Survey goes further than any other to provide detailed insight into the behaviour of Europe’s most elite and influential consumers. EMS contains significantly more detailed demographic, classification, media and marketing data than any other survey available and provides comparative analysis on a national and multi-national basis. EMS is measured in 20 countries and includes reach of national and international print media and TV. EMS provides a wealth of strategic planning data for a wide range of clients in the top 13% of European adults. EMS Select represents the top 3% of adults in Europe and is designed for advertisers targeting Europe’s super elite and top business executives.

## **About Synovate PAX**

Since 1996, Synovate's PAX has been tracking media, prosperity and influence in 11 markets across Asia Pacific – Singapore, Hong Kong, Korea, Malaysia, Thailand, Indonesia, Philippines, Taiwan, India, Australia and Japan. In 2004 the survey commenced in the United Arab Emirates and Saudi Arabia, and was extended to cover eight markets across the Middle East in 2006. PAX Latin America was launched in January 2007, covering Mexico, Brazil and Argentina, the three largest media markets in the region.

PAX allows marketers to get a full picture of affluent consumers in their target markets – what they watch, read, buy and how they feel about advertising and branding – enabling them to more accurately focus their marketing efforts. More information about PAX can be found at [www.synovate.com/pax](http://www.synovate.com/pax).