



From: Marlies van Oudheusden  
Tel +31 20 60 70 707  
[marlies.vanoudheusden@synovate.com](mailto:marlies.vanoudheusden@synovate.com)

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## REGIONAL MAGAZINES, NEWSPAPERS ALIVE AND KICKING Latest EMS data shows readership growing – even among the young

AMSTERDAM – High-end consumers are reading international news and business publications in growing numbers, the latest survey by leading global market research firm Synovate shows today.

The surprise finding shows reports of the death of print have been greatly exaggerated. The EMS Winter survey – which monitors the media consumption, spending patterns and motivation of the most affluent consumers and business leaders in Europe – shows pan-regional **dailies, weeklies, fortnightlies and monthlies** enjoyed a higher average issue readership than in the previous set of results (summer 2010 release) .

The increases were consistent across the main EMS survey, which covers the top 13% of consumers in Western Europe, and across EMS Select – the top 3% - and CEMS, which covers big-earners in 4 central and eastern European markets.

“This is a resounding endorsement for the publishers of quality business and current affairs titles,” said Nathalie Sodeike, Synovate’s new EMS Director.

“News is ubiquitous, and this high-end audience is as keen as anyone on staying connected, using TV and the internet to stay up-to-date. But what these results indicate is that when it comes to analysis – understanding the all-important background to breaking stories, and the implications of events – this is where international print really provides value.”

### Average issue readership – Pan European Print

	Summer 2010	Winter 2010		
	EMS	EMS	EMS Select	CEMS
International Dailies	2.7%	3.1%	7.2%	2.2%
International Weeklies / fortnightlies	8.6%	8.9%	17.1%	9.9%
News/ business PE Print	11.1%	11.0%	21.5%	11.3%
General Monthlies / Bi-monthlies	10.9%	12.0%	21.8%	13.2%
Inflight Magazines*	16.8%	15.5%	31.3%	9.7%

\*Please note that the results for Winter 2010 cover the results for Ryanair in only 1 market. In Summer release 2010 it was measured in 17 markets.



### **Inflight magazines**

Readership of inflight magazines was down, but this probably reflects the impact on European air travel in Spring 2010 caused by volcanic ash from an eruption in Iceland. Passenger traffic in April alone was down 11.7% in Europe, according to aviation industry body IATA.

### **Pan-regional TV**

Viewing of pan-regional television – both for news and business information and for entertainment – was generally steady, rising slightly in central and Eastern Europe.

### **Viewing of news & business Pan European TV – EMS Winter 2010**

	<b>EMS</b>	<b>EMS Select</b>	<b>CEMS</b>
Daily reach	14.4%	21.1%	14.1%
Weekly reach	43.9%	57.5%	46.8%
Monthly reach	63.4%	77.3%	67.5%

### **Viewing of general Pan European TV – EMS Winter 2010**

	<b>EMS</b>	<b>EMS Select</b>	<b>CEMS</b>
Daily reach	24.2%	27.8%	45.9%
Weekly reach	60.0%	66.8%	81.5%
Monthly reach	77.6%	83.3%	91.0%

### **Combined web and TV reach – EMS Winter 2010**

EMS shows the power of a cross-platform ad campaign. Consumers aren't choosing either web or TV - they're using both. And they're going to the media brands they trust on television when they log on to the internet.

	<b>EMS</b>	<b>EMS Select</b>	<b>CEMS</b>
<b>PE TV News &amp; Business - Monthly Reach</b>			
Web	36.4%	50.4%	36.6%
Web + TV	71.1%	84.1%	75.2%
<b>Reach General PETV- Monthly Reach</b>			
Web	26.9%	31.9%	44.0%
Web + TV	81.0%	86.6%	93.0%



## YOUNG AFFLUENT METROPOLITANS – YAMS ARE NOT WHAT YOU THINK!

If you thought young people were more likely to be tweeting than reading a newspaper, think again. Synovate has been looking at a group of highly desirable consumers within the EMS audience. We've called them YAMS – Young Affluent Metropolitans – aged 21-44, living in cities and among the top 13% of income earners in their country. Their average income is €50,000 a year, and they make up 33% of the EMS audience.

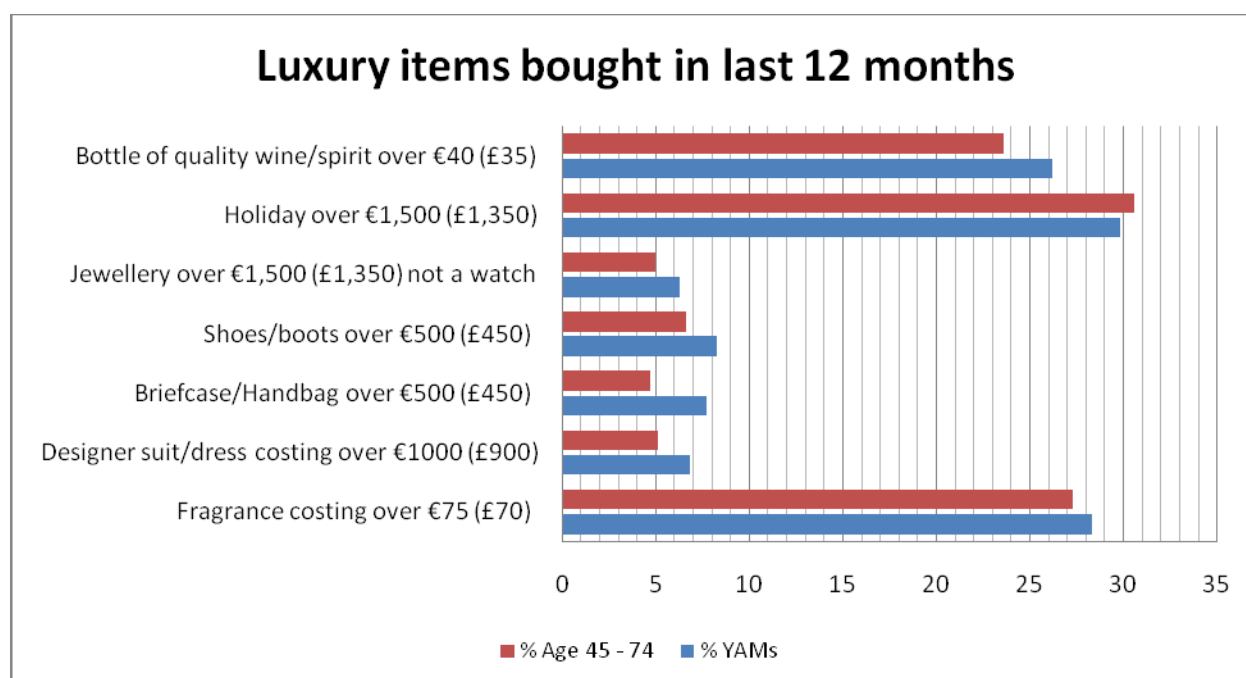
While they're wild about new technology (44% say they are always among the first with new gadgets, compared to 27% of older EMS respondents), they're still big consumers of traditional media. YAMS spend an average of 96 minutes a day on the internet, yet they watch just as much TV as the older EMS group – about two hours a day. They also squeeze in almost an hour a day of reading. For news, their first port of call is often the internet; for relaxation, they like TV.

### What makes them tick?

- 95% say they enjoy learning new things
- 86% say they like to try new things
- 84% like to be well dressed
- 62% enjoy others noticing how successful they are (42% of older people say the same)
- 59% love the fun of shopping (compared to 44% of the older group)
- 72% like to travel
- 66% cook for the pleasure of it

Contact [Nathalie.sodeike@synovate.com](mailto:Nathalie.sodeike@synovate.com) for more detail/graphs or to chat through what motivates YAMS and how they differ from other affluent consumers.

YAMs can afford luxury and love shopping and showing off their purchases.





## **MEDIA PLANNING JUST GOT EASIER FOR INTERNATIONAL BRANDS**

A single set of data covering Europe, the Middle East and Africa is now available through EMS, enabling at-a-glance comparisons between markets as diverse as the Czech Republic and Cameroon. As the EMS survey has expanded into other regions, the questionnaire has remained about 80% the same meaning that most of the data can be meaningfully compared, and used for more streamlined global and multi-region media planning. “This is EMS moving with the times, and is a big step forward,” says EMS Director Nathalie Sodeike. “Many advertisers take EMEA as a region, so it really helps if there’s one way of looking at all these markets, and one currency.”

## **NEW POINT OF CONTACT**

Nathalie Sodeike has taken over as EMS Director from Reinier Schaper, who recently retired but remains an advisor to Synovate. Nathalie has worked closely on EMS for 13 years. “These are truly exciting times to be in the business of audience measurement,” she said. “Keeping track of consumers – not just what they’re doing but also what drives them – is a huge challenge.”

For further information please contact:  
Marlies van Oudheusden  
Tel: +31 20 6070 707  
Email: [marlies.vanoudheusden@synovate.com](mailto:marlies.vanoudheusden@synovate.com)

### **Fieldwork characteristics**

The fieldwork is conducted on a continuous basis, with no break during the summer months. The fieldwork period is:

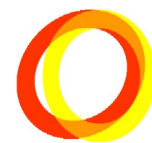
Wave II 27 July 2009 – 24 December 2009 - Wave I, 13 January 2010 – 15 July 2010.

Please see the attached fact sheets for specific information on media consumption across the region, and technical descriptions.

## **ABOUT SYNOVATE**

Synovate, the market research arm of Aegis Group plc, generates consumer insights that drive competitive marketing solutions. Synovate employs over 6,000 staff in 62 countries. See [www.synovate.com](http://www.synovate.com) for more.

ENDS



## MEDIA DEFINITIONS

**Pan European daily newspapers:** Financial Times, International Herald Tribune, USA Today, Wall Street Journal Europe

**Pan European weeklies/ fortnightlies:** Bloomberg BusinessWeek, The Economist, Newsweek, TIME, Forbes, Fortune

**Pan European news/business print:** Pan-European daily newspapers and Pan-European weeklies/ fortnightlies

**Pan European general monthlies:** Euromoney, Harvard Business Review, National Geographic (English language version), Scientific American, CNBC European Business, Bloomberg Markets

**Inflights:** Aeroflot Inflight Magazine or Air France Magazine or Blue Wings (Finnair) or Business Life (British Airways) or Cara (Aer Lingus) or CSA Review (Czech Airlines) or Flydoscope (Luxair) or High Life (British Airways) or Holland Herald (KLM) or Horizon Magazine (Malev) or Iberia Ronda Magazine or Kaleidoscope (LOT Polish Airlines) or Lufthansa Magazin (Monthly) or SAS Magasinet or Scanorama (SAS) or Swiss Magazine (Swiss Air Lines) or Traveller (Easyjet) or Ulisse (Alitalia) or UP (Tap) or Voyager (BMI) or B There Magazine (Brussels Airlines) or Flying Dutchman (KLM) or Ryanair Magazine or Sky Lines (Austrian Airlines)

**All Pan Euro Print:** Includes all titles listed above, plus all country editions of Metro and 20 Minutes

**News/Business PETV:** Aljazeera English, BBC World News, Bloomberg TV, CNBC, CNN International, euronews, France 24, RT Russia Today, Sky News  
**General PETV:** DW-TV (Deutsche Welle), Discovery Channel, Discovery Travel & Living, E! Entertainment, Eurosport, Eurosport 2, FTV Fashion TV, History, LUXE TV, MTV, National Geographic Channel, Nat Geo Wild, Travel Channel, TV5Monde

**PE TV News & Business – Websites:** Aljazeera Website ([aljazeera.net](http://aljazeera.net)), BBC Websites ([bbc.com](http://bbc.com) Or [bbcworldnews.com](http://bbcworldnews.com)), Bloomberg Website ([bloomberg.com](http://bloomberg.com)), CNBC Website ([cnbc.com](http://cnbc.com)), CNN Websites ([edition.cnn.com](http://edition.cnn.com), [money.cnn.com](http://money.cnn.com) And [fortune.com](http://fortune.com)), euronews Website ([euronews.net](http://euronews.net)), France 24 Website ([france24.com](http://france24.com)), RT Russia Today Website ([rt.com](http://rt.com)), Sky News Website ([skynews.com](http://skynews.com))

**PETV General TV – Websites:** Deutsche Welle Website ([dw-world.de](http://dw-world.de)), Discovery Channel Website (All Country Editions), Eurosport Website (All Country Editions), Fashion TV Website ([ftv.com](http://ftv.com)), Fashion TV Website ([ftv.pl](http://ftv.pl)), History Website (All Country Editions), LUXE TV (LUXE.TV), National Geographic Channel Website (All Country Editions), Travel Channel Website (All Country Editions), Travel Channel Website ([travelchanneltv.pl](http://travelchanneltv.pl)), TV 5 Monde Website ([tv5monde.com](http://tv5monde.com))

**PE News and Business Print – Websites:** Bloomberg Businessweek Website ([businessweek.com](http://businessweek.com)), Economist Website ([economist.com](http://economist.com)), Financial Times Website ([ft.com](http://ft.com)), Forbes Website ([forbes.com](http://forbes.com)), Forbes Website ([forbes.pl](http://forbes.pl)), New York Times.com ([nytimes.com](http://nytimes.com)), Newsweek Polska Website ([newsweek.pl](http://newsweek.pl)), Newsweek Russia Website ([runewsweek.ru](http://runewsweek.ru)), Newsweek Website ([newsweek.com](http://newsweek.com)), TIME Website ([time.com](http://time.com)), Wall Street Journal Europe Website ([wsj.com](http://wsj.com))

Note: National Geographic (in English) only includes the English-language international edition (excluding all other language versions) of National Geographic magazine