



**EMS AFRICA**

		Cameroon		Kenya		Morocco		Nigeria		SA		Total	
		N	%	N	%	N	%	N	%	N	%	N	%
		319	100	301	100	300	100	500	100	506	100	1,926	100
Pop. X 1000		211	100	341	100	367	100	642	100	1,163	100	2,726	100
<b>International Daily print</b>													
<b>Financial Times</b>	Ever heard of	150	70.8%	326	95.3%	191	52.0%	503	78.4%	826	71.0%	1,996	73.2%
	Read last 12 months	51	23.9%	195	56.9%	11	3.0%	339	52.9%	465	40.0%	1,061	38.9%
	AIR	4	1.9%	21	6.2%	0	0.0%	32	4.9%	17	1.4%	74	2.7%
<b>International Herald Tribune</b>	Ever heard of	93	44.2%	214	62.5%	87	23.6%	303	47.2%	391	33.6%	1,088	39.9%
	Read last 12 months	20	9.3%	85	24.7%	4	1.0%	146	22.7%	63	5.4%	316	11.6%
	AIR	2	0.9%	3	0.8%	0	0.0%	11	1.7%	0	0.0%	16	0.6%
<b>USA Today</b>	Ever heard of	54	25.7%	226	65.9%	141	38.4%	357	55.6%	470	40.4%	1,247	45.7%
	Read last 12 months	14	6.6%	83	24.2%	16	4.5%	138	21.5%	113	9.7%	364	13.4%
	AIR	1	0.6%	8	2.5%	0	0.0%	3	0.5%	0	0.0%	13	0.5%
<b>The Wall Street Journal</b>	Ever heard of	105	49.7%	232	67.7%	105	28.5%	279	43.4%	801	68.9%	1,522	55.8%
	Read last 12 months	22	10.2%	87	25.5%	7	1.8%	141	22.0%	187	16.1%	444	16.3%
	AIR	1	0.3%	2	0.7%	0	0.0%	12	1.9%	1	0.1%	16	0.6%
<b>Al Hayat International</b>	Ever heard of	.	.	.	.	319	86.8%	.	.	.	.	319	11.7%
	Read last 12 months	.	.	.	.	71	19.4%	.	.	.	.	71	2.6%
	AIR	.	.	.	.	0	0.0%	.	.	.	.	0	0.0%
<b>Asharq Al Awsat</b>	Ever heard of	.	.	.	.	348	94.8%	.	.	.	.	348	12.8%
	Read last 12 months	.	.	.	.	150	40.9%	.	.	.	.	150	5.5%
	AIR	.	.	.	.	9	2.3%	.	.	.	.	9	0.3%
<b>International Weekly print</b>													
<b>BusinessWeek in English</b>	Ever heard of	64	30.1%	.	.	95	25.9%	481	75.0%	804	69.1%	1,444	53.0%
	Read last 12 months	18	8.5%	.	.	7	2.0%	276	43.0%	339	29.2%	641	23.5%
	AIR	3	1.5%	.	.	1	0.2%	64	10.1%	86	7.4%	154	5.7%
<b>The Economist</b>	Ever heard of	103	48.9%	296	86.6%	292	79.4%	381	59.3%	567	48.8%	1,639	60.1%
	Read last 12 months	33	15.7%	177	51.8%	103	28.1%	250	38.9%	276	23.7%	839	30.8%
	AIR	10	4.6%	72	21.0%	29	7.9%	46	7.2%	50	4.3%	206	7.6%
<b>Jeune Afrique</b>	Ever heard of	202	95.4%	56	16.4%	297	81.0%	178	27.7%	33	2.8%	765	28.1%
	Read last 12 months	179	84.8%	15	4.4%	147	39.9%	122	19.1%	5	0.5%	469	17.2%
	AIR	55	26.2%	3	0.8%	14	3.9%	2	0.3%	5	0.4%	79	2.9%
<b>Newsweek in Arabic</b>	Ever heard of	.	.	.	.	110	30.1%	.	.	.	.	110	4.1%
	Read last 12 months	.	.	.	.	5	1.4%	.	.	.	.	5	0.2%
	AIR	.	.	.	.	0	0.0%	.	.	.	.	0	0.0%
<b>Newsweek in English</b>	Ever heard of	57	26.9%	257	75.0%	93	25.3%	429	66.9%	710	61.0%	1,546	56.7%
	Read last 12 months	15	7.0%	135	39.3%	4	1.1%	243	37.8%	307	26.4%	703	25.8%
	AIR	4	1.8%	27	7.8%	0	0.0%	57	8.9%	56	4.8%	144	5.3%
<b>TIME</b>	Ever heard of	108	51.0%	260	75.8%	207	56.2%	465	72.4%	925	79.5%	1,964	72.0%
	Read last 12 months	26	12.4%	161	47.0%	23	6.3%	272	42.3%	567	48.7%	1,048	38.5%
	AIR	4	1.8%	38	11.0%	4	1.1%	54	8.4%	163	14.0%	262	9.6%
<b>International Fortnightlies</b>													
<b>Forbes Magazine</b>	Ever heard of	60	28.2%	159	46.5%	91	24.7%	233	36.4%	518	44.5%	1,061	38.9%
	Read last 12 months	20	9.4%	71	20.8%	6	1.6%	131	20.3%	190	16.3%	418	15.3%
	AIR	2	0.9%	23	6.6%	0	0.0%	32	5.0%	25	2.1%	81	3.0%
<b>Fortune</b>	Ever heard of	46	21.9%	135	39.3%	131	35.8%	295	45.9%	547	47.0%	1,154	42.3%
	Read last 12 months	12	5.7%	54	15.7%	16	4.4%	149	23.2%	175	15.0%	406	14.9%
	AIR	1	0.3%	10	3.1%	1	0.4%	24	3.7%	53	4.5%	89	3.3%
<b>International Monthly print</b>													
<b>African Banker</b>	Ever heard of	29	13.5%	130	37.9%	125	34.1%	222	34.6%	165	14.2%	671	24.6%
	Read last 12 months	7	3.1%	45	13.0%	3	0.7%	106	16.5%	80	6.9%	239	8.8%
	AIR	1	0.6%	18	5.4%	1	0.2%	51	8.0%	24	2.1%	96	3.5%
<b>African Business</b>	Ever heard of	55	25.8%	189	55.3%	164	44.6%	299	46.7%	232	19.9%	939	34.4%
	Read last 12 months	11	5.2%	87	25.4%	44	12.0%	145	22.6%	82	7.1%	369	13.5%
	AIR	4	1.9%	41	12.1%	5	1.4%	53	8.2%	23	2.0%	127	4.6%
<b>BusinessWeek Al-Arabiya</b>	Ever heard of	.	.	.	.	63	17.2%	.	.	.	.	63	2.3%
	Read last 12 months	.	.	.	.	4	1.2%	.	.	.	.	4	0.2%
	AIR	.	.	.	.	0	0.0%	.	.	.	.	0	0.0%
<b>Forbes Arabia</b>	Ever heard of	.	.	.	.	77	21.0%	.	.	.	.	77	2.8%
	Read last 12 months	.	.	.	.	9	2.4%	.	.	.	.	9	0.3%
	AIR	.	.	.	.	2	0.5%	.	.	.	.	2	0.1%
<b>National Geographic, in English</b>	Ever heard of	54	25.7%	207	60.4%	122	33.3%	215	33.6%	764	65.7%	1,362	50.0%
	Read last 12 months	16	7.5%	96	28.1%	18	5.0%	92	14.3%	518	44.6%	740	27.2%
	AIR	4	2.0%	33	9.6%	1	0.3%	30	4.7%	236	20.3%	305	11.2%
<b>New African</b>	Ever heard of	26	12.2%	131	38.3%	52	14.2%	207	32.3%	97	8.3%	513	18.8%
	Read last 12 months	9	4.1%	56	16.4%	4	1.1%	90	14.0%	40	3.4%	199	7.3%
	AIR	1	0.3%	13	3.7%	0	0.0%	24	3.7%	27	2.3%	64	2.4%
<b>International Bi-Monthly print</b>													
<b>The Africa Report</b>	Ever heard of	20	9.4%	104	30.3%	26	7.1%	196	30.6%	162	14.0%	508	18.7%
	Read last 12 months	3	1.5%	42	12.2%	4	1.1%	91	14.2%	56	4.8%	196	7.2%
	AIR	0	0.0%	29	8.6%	0	0.0%	33	5.1%	27	2.4%	89	3.3%



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		Cameroon		Kenya		Morocco		Nigeria		SA		Total			
		N	%	N	%	N	%	N	%	N	%	N	%		
		319	100	301	100	300	100	500	100	506	100	1,926	100		
Pop. X 1000		211	100	341	100	367	100	642	100	1,163	100	2,726	100		
<b>In-flights</b>															
<b>Air France Magazine</b>	Ever heard of	110	51.9%	.	.	.	.	193	52.5%	194	30.2%	133	11.4%	629	23.1%
	Read last 12 months	53	25.0%	.	.	.	.	113	30.8%	79	12.3%	25	2.2%	270	9.9%
	AIR	13	6.3%	.	.	.	.	13	3.6%	22	3.5%	7	0.6%	55	2.0%
<b>Alitalia - Ulisse</b>	Ever heard of	.	.	.	.	.	.	37	10.1%	94	14.6%	.	.	131	4.8%
	Read last 12 months	.	.	.	.	.	.	7	2.0%	45	7.0%	.	.	52	1.9%
	AIR	.	.	.	.	.	.	2	0.5%	4	0.7%	.	.	6	0.2%
<b>British Airways - Business Life</b>	Ever heard of	.	.	155	45.2%	.	.	.	.	262	40.9%	255	22.0%	672	24.7%
	Read last 12 months	.	.	73	21.3%	.	.	.	.	171	26.6%	135	11.6%	378	13.9%
	AIR	.	.	23	6.8%	.	.	.	.	44	6.9%	38	3.2%	105	3.9%
<b>British Airways - High Life</b>	Ever heard of	.	.	117	34.2%	.	.	.	.	225	35.1%	196	16.8%	538	19.7%
	Read last 12 months	.	.	49	14.4%	.	.	.	.	157	24.4%	119	10.3%	325	11.9%
	AIR	.	.	12	3.4%	.	.	.	.	27	4.2%	27	2.3%	66	2.4%
<b>Brussels Airlines - B There! Magazin</b>	Ever heard of	59	28.0%	49	14.2%	.	.	.	.	.	.	.	.	108	4.0%
	Read last 12 months	19	9.2%	14	4.1%	.	.	.	.	.	.	.	.	33	1.2%
	AIR	3	1.5%	5	1.5%	.	.	.	.	.	.	.	.	8	0.3%
<b>Emirates - Open Skies</b>	Ever heard of	.	.	133	38.7%	80	21.7%	210	32.7%	190	16.4%	612	22.5%		
	Read last 12 months	.	.	55	16.1%	16	4.3%	115	18.0%	78	6.7%	264	9.7%		
	AIR	.	.	15	4.3%	1	0.3%	36	5.6%	17	1.4%	68	2.5%		
<b>Ethiad Inflight</b>	Ever heard of	.	.	.	.	44	12.0%	.	.	82	7.1%	126	4.6%		
	Read last 12 months	.	.	.	.	2	0.6%	.	.	42	3.6%	44	1.6%		
	AIR	.	.	.	.	0	0.0%	.	.	19	1.6%	19	0.7%		
<b>Iberia - Ronda Magazine</b>	Ever heard of	.	.	.	.	31	8.5%	68	10.7%	23	2.0%	123	4.5%		
	Read last 12 months	.	.	.	.	2	0.7%	37	5.8%	3	0.3%	43	1.6%		
	AIR	.	.	.	.	0	0.0%	10	1.6%	3	0.3%	13	0.5%		
<b>KLM - Holland Herald</b>	Ever heard of	.	.	79	23.1%	.	.	144	22.5%	67	5.7%	290	10.6%		
	Read last 12 months	.	.	33	9.7%	.	.	78	12.1%	14	1.2%	125	4.6%		
	AIR	.	.	13	3.8%	.	.	11	1.8%	3	0.2%	27	1.0%		
<b>Lufthansa Magazin</b>	Ever heard of	.	.	.	.	50	13.5%	155	24.2%	151	13.0%	356	13.1%		
	Read last 12 months	.	.	.	.	15	4.2%	71	11.1%	45	3.9%	131	4.8%		
	AIR	.	.	.	.	0	0.0%	18	2.8%	5	0.4%	23	0.8%		
<b>Qatar Airways - Oryx</b>	Ever heard of	.	.	81	23.7%	62	16.9%	36	5.6%	79	6.8%	258	9.5%		
	Read last 12 months	.	.	35	10.3%	14	3.8%	17	2.7%	17	1.5%	84	3.1%		
	AIR	.	.	5	1.4%	3	0.9%	4	0.6%	6	0.5%	18	0.7%		
<b>Ryanair Magazine</b>	Ever heard of	.	.	.	.	63	17.2%	.	.	.	.	63	2.3%		
	Read last 12 months	.	.	.	.	8	2.1%	.	.	.	.	8	0.3%		
	AIR	.	.	.	.	0	0.0%	.	.	.	.	0	0.0%		
<b>Saudi Arabian Airlines - Ahlan Wasa</b>	Ever heard of	.	.	24	7.1%	95	25.9%	31	4.8%	34	2.9%	184	6.8%		
	Read last 12 months	.	.	6	1.8%	44	11.9%	23	3.6%	21	1.8%	94	3.5%		
	AIR	.	.	2	0.6%	5	1.5%	4	0.6%	10	0.8%	21	0.8%		
<b>South African Airways - Sawubona</b>	Ever heard of	26	12.3%	58	16.9%	.	.	90	14.0%	605	52.0%	778	28.5%		
	Read last 12 months	9	4.1%	34	10.1%	.	.	45	7.0%	529	45.5%	617	22.6%		
	AIR	1	0.6%	9	2.6%	.	.	5	0.8%	225	19.3%	240	8.8%		
<b>Swiss Air Lines - Swiss Magazine</b>	Ever heard of	64	30.1%	61	17.8%	.	.	.	.	91	7.8%	216	7.9%		
	Read last 12 months	21	10.0%	13	3.8%	.	.	.	.	15	1.3%	49	1.8%		
	AIR	4	1.7%	1	0.3%	.	.	.	.	3	0.3%	8	0.3%		
<b>Egypt Air - Horus</b>	Ever heard of	11	5.1%	23	6.9%	95	25.9%	57	8.8%	62	5.3%	248	9.1%		
	Read last 12 months	2	1.1%	6	1.8%	18	4.8%	29	4.6%	17	1.5%	73	2.7%		
	AIR	0	0.0%	4	1.1%	6	1.6%	15	2.3%	11	0.9%	35	1.3%		
<b>Royal Air Maroc - RAM Magazine</b>	Ever heard of	38	17.8%	.	.	212	57.7%	26	4.0%	.	.	275	10.1%		
	Read last 12 months	10	5.0%	.	.	186	50.6%	9	1.4%	.	.	205	7.5%		
	AIR	0	0.0%	.	.	46	12.6%	7	1.1%	.	.	53	1.9%		



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	Cameroon		Kenya		Morocco		Nigeria		SA		Total		
	N	%	N	%	N	%	N	%	N	%	N	%	
N	319	100	301	100	300	100	500	100	506	100	1,926	100	
Pop. X 1000	211	100	341	100	367	100	642	100	1,163	100	2,726	100	
<b>International TV channels</b>													
<b>Africa 24 (A24)</b>	Ever heard of channel	197	93.3%	129	37.6%	133	36.2%	232	36.2%	493	42.4%	1,185	43.5%
	Viewed last 12 months	183	86.8%	31	9.1%	30	8.2%	160	24.9%	254	21.8%	658	24.1%
	Viewed Last Month	175	82.7%	14	4.0%	10	2.7%	120	18.7%	164	14.1%	482	17.7%
	Weekly reach (prob. based)	158	75.0%	9	2.8%	9	2.4%	81	12.7%	92	7.9%	350	12.8%
	Daily reach (prob. based)	120	56.6%	6	1.8%	4	1.1%	16	2.5%	13	1.1%	159	5.8%
<b>Aljazeera English</b>	Ever heard of channel	78	37.1%	318	92.8%	300	81.6%	405	63.1%	539	46.3%	1,640	60.2%
	Viewed last 12 months	34	16.1%	285	83.2%	203	55.2%	293	45.7%	271	23.3%	1,086	39.8%
	Viewed Last Month	26	12.3%	245	71.7%	148	40.4%	229	35.6%	210	18.0%	858	31.5%
	Weekly reach (prob. based)	13	6.2%	223	65.2%	115	31.4%	165	25.7%	149	12.8%	665	24.4%
	Daily reach (prob. based)	3	1.7%	127	37.0%	25	6.7%	56	8.7%	51	4.4%	262	9.6%
<b>BBC World News</b>	Ever heard of channel	143	67.5%	298	87.2%	136	37.0%	593	92.4%	1,064	91.4%	2,234	81.9%
	Viewed last 12 months	87	41.3%	245	71.6%	42	11.4%	533	83.1%	843	72.4%	1,750	64.2%
	Viewed Last Month	71	33.6%	205	59.9%	9	2.5%	480	74.9%	622	53.5%	1,388	50.9%
	Weekly reach (prob. based)	38	18.0%	189	55.2%	6	1.6%	417	65.0%	414	35.6%	1,064	39.0%
	Daily reach (prob. based)	18	8.3%	93	27.2%	1	0.2%	222	34.6%	130	11.1%	463	17.0%
<b>Bloomberg TV</b>	Ever heard of channel	20	9.4%	75	21.9%	167	45.5%	210	32.8%	473	40.7%	945	34.7%
	Viewed last 12 months	7	3.5%	18	5.1%	53	14.3%	114	17.7%	211	18.1%	402	14.8%
	Viewed Last Month	7	3.2%	11	3.2%	9	2.5%	89	13.9%	127	10.9%	243	8.9%
	Weekly reach (prob. based)	2	1.2%	9	2.6%	4	1.1%	79	12.3%	73	6.3%	167	6.1%
	Daily reach (prob. based)	0	0.0%	7	2.0%	0	0.0%	23	3.6%	27	2.3%	57	2.1%
<b>CNBC Africa</b>	Ever heard of channel	30	14.4%	226	66.0%	.	.	367	57.3%	698	60.0%	1,322	48.5%
	Viewed last 12 months	12	5.9%	134	39.2%	.	.	255	39.7%	371	31.9%	772	28.3%
	Viewed Last Month	7	3.2%	88	25.7%	.	.	210	32.7%	264	22.7%	568	20.8%
	Weekly reach (prob. based)	1	0.6%	75	21.8%	.	.	158	24.6%	141	12.1%	374	13.7%
	Daily reach (prob. based)	1	0.3%	31	9.2%	.	.	52	8.1%	33	2.8%	117	4.3%
<b>CNN International</b>	Ever heard of channel	178	84.5%	329	96.0%	247	67.2%	615	95.8%	1,108	95.2%	2,477	90.9%
	Viewed last 12 months	130	61.3%	300	87.6%	78	21.2%	607	94.5%	876	75.3%	1,990	73.0%
	Viewed Last Month	111	52.5%	268	78.2%	20	5.3%	577	89.9%	686	59.0%	1,661	60.9%
	Weekly reach (prob. based)	75	35.7%	252	73.5%	9	2.4%	536	83.5%	463	39.8%	1,335	49.0%
	Daily reach (prob. based)	38	18.1%	168	49.2%	3	0.8%	343	53.4%	186	16.0%	738	27.1%
<b>Discovery Channel</b>	Ever heard of channel	57	27.0%	222	64.7%	95	25.8%	514	80.1%	1,046	89.9%	1,934	70.9%
	Viewed last 12 months	28	13.2%	144	42.1%	35	9.7%	411	64.0%	913	78.5%	1,531	56.2%
	Viewed Last Month	17	8.1%	107	31.3%	13	3.5%	369	57.5%	763	65.6%	1,270	46.6%
	Weekly reach (prob. based)	5	2.4%	80	23.2%	8	2.2%	306	47.7%	580	49.9%	979	35.9%
	Daily reach (prob. based)	1	0.6%	29	8.4%	2	0.5%	88	13.8%	204	17.5%	324	11.9%
<b>DW-TV</b>	Ever heard of channel	13	6.0%	205	59.8%	67	18.4%	118	18.3%	179	15.4%	582	21.3%
	Viewed last 12 months	4	1.9%	106	30.8%	17	4.8%	53	8.2%	64	5.5%	244	8.9%
	Viewed Last Month	3	1.6%	70	20.6%	6	1.6%	33	5.1%	44	3.8%	157	5.8%
	Weekly reach (prob. based)	1	0.6%	44	13.0%	4	1.1%	24	3.7%	20	1.8%	94	3.4%
	Daily reach (prob. based)	0	0.0%	11	3.2%	3	0.9%	5	0.8%	3	0.3%	22	0.8%
<b>E! Entertainment</b>	Ever heard of channel	69	32.8%	134	39.1%	111	30.1%	517	80.6%	817	70.3%	1,649	60.5%
	Viewed last 12 months	37	17.4%	81	23.7%	21	5.8%	440	68.5%	659	56.6%	1,238	45.4%
	Viewed Last Month	30	14.1%	54	15.7%	2	0.6%	392	61.1%	588	50.5%	1,066	39.1%
	Weekly reach (prob. based)	19	8.8%	50	14.5%	1	0.2%	317	49.4%	463	39.8%	848	31.1%
	Daily reach (prob. based)	12	5.8%	23	6.6%	0	0.0%	141	22.0%	163	14.0%	339	12.4%
<b>euronews</b>	Ever heard of channel	195	92.4%	86	25.2%	323	87.9%	452	70.5%	549	47.2%	1,605	58.9%
	Viewed last 12 months	180	85.2%	26	7.6%	188	51.1%	360	56.1%	263	22.6%	1,017	37.3%
	Viewed Last Month	167	79.2%	17	5.0%	139	37.9%	305	47.5%	213	18.3%	841	30.9%
	Weekly reach (prob. based)	150	71.1%	16	4.6%	100	27.3%	245	38.2%	146	12.6%	658	24.1%
	Daily reach (prob. based)	114	54.0%	4	1.1%	31	8.5%	84	13.1%	43	3.7%	277	10.1%
<b>Eurosport</b>	Ever heard of channel	.	.	.	.	315	85.7%	.	.	.	.	315	11.5%
	Viewed last 12 months	.	.	.	.	193	52.5%	.	.	.	.	193	7.0%
	Viewed Last Month	.	.	.	.	159	43.4%	.	.	.	.	159	5.8%
	Weekly reach (prob. based)	.	.	.	.	120	32.8%	.	.	.	.	120	4.4%
	Daily reach (prob. based)	.	.	.	.	37	10.1%	.	.	.	.	37	1.3%
<b>FTV Fashion TV</b>	Ever heard of channel	19	8.8%	79	23.2%	.	.	423	66.0%	834	71.6%	1,355	49.7%
	Viewed last 12 months	9	4.2%	33	9.5%	.	.	333	51.8%	512	44.0%	886	32.5%
	Viewed Last Month	6	2.9%	21	6.0%	.	.	271	42.3%	414	35.6%	712	26.1%
	Weekly reach (prob. based)	5	2.2%	14	4.2%	.	.	203	31.6%	280	24.0%	502	18.4%
	Daily reach (prob. based)	3	1.6%	6	1.8%	.	.	71	11.1%	80	6.8%	160	5.9%
<b>France 24</b>	Ever heard of channel	194	92.0%	37	10.8%	282	76.8%	69	10.7%	224	19.3%	806	29.6%
	Viewed last 12 months	181	85.6%	9	2.6%	186	50.7%	29	4.5%	66	5.7%	471	17.3%
	Viewed Last Month	173	81.8%	6	1.7%	147	40.1%	21	3.2%	29	2.5%	376	13.8%
	Weekly reach (prob. based)	151	71.3%	5	1.4%	108	29.5%	13	2.1%	8	0.7%	285	10.4%
	Daily reach (prob. based)	111	52.8%	1	0.2%	31	8.5%	2	0.3%	2	0.1%	147	5.4%



## EMS AFRICA

	Cameroon		Kenya		Morocco		Nigeria		SA		Total	
	N	%	N	%	N	%	N	%	N	%	N	%
<b>History</b>												
N	319	100	301	100	300	100	500	100	506	100	1,926	100
Pop. X 1000	211	100	341	100	367	100	642	100	1,163	100	2,726	100
Ever heard of channel	22	10.2%	142	41.4%	144	39.3%	350	54.6%	952	81.9%	1,610	59.1%
Viewed last 12 months	11	5.1%	67	19.6%	53	14.5%	236	36.8%	738	63.4%	1,106	40.6%
Viewed Last Month	6	2.9%	56	16.4%	28	7.7%	172	26.9%	593	50.9%	855	31.4%
Weekly reach (prob. based)	3	1.3%	43	12.5%	13	3.5%	112	17.4%	405	34.8%	575	21.1%
Daily reach (prob. based)	1	0.7%	12	3.4%	1	0.2%	28	4.4%	132	11.3%	174	6.4%
<b>MTV</b>												
Ever heard of channel	115	54.3%	201	58.6%	.	.	537	83.7%	1,016	87.4%	1,869	68.6%
Viewed last 12 months	77	36.4%	101	29.6%	.	.	480	74.8%	705	60.6%	1,363	50.0%
Viewed Last Month	61	28.9%	67	19.4%	.	.	429	66.9%	553	47.5%	1,109	40.7%
Weekly reach (prob. based)	35	16.4%	51	14.8%	.	.	361	56.3%	383	32.9%	829	30.4%
Daily reach (prob. based)	15	7.0%	19	5.4%	.	.	156	24.3%	84	7.2%	274	10.0%
<b>National Geographic Channel</b>												
Ever heard of channel	147	69.6%	186	54.4%	264	71.9%	394	61.4%	1,067	91.7%	2,058	75.5%
Viewed last 12 months	120	56.9%	118	34.4%	203	55.3%	305	47.5%	940	80.8%	1,686	61.9%
Viewed Last Month	106	50.0%	95	27.9%	195	53.1%	241	37.6%	784	67.4%	1,421	52.1%
Weekly reach (prob. based)	75	35.4%	80	23.4%	170	46.3%	180	28.1%	582	50.0%	1,087	39.9%
Daily reach (prob. based)	39	18.4%	27	7.8%	80	21.8%	57	8.8%	190	16.3%	392	14.4%
<b>Nat Geo Wild</b>												
Ever heard of channel	.	.	.	.	.	.	.	.	805	69.2%	805	29.5%
Viewed last 12 months	.	.	.	.	.	.	.	.	635	54.6%	635	23.3%
Viewed Last Month	.	.	.	.	.	.	.	.	535	46.0%	535	19.6%
Weekly reach (prob. based)	.	.	.	.	.	.	.	.	410	35.3%	410	15.1%
Daily reach (prob. based)	.	.	.	.	.	.	.	.	138	11.8%	138	5.1%
<b>RT Russia Today</b>												
Ever heard of channel	7	3.2%	34	9.9%	85	23.2%	101	15.8%	514	44.2%	741	27.2%
Viewed last 12 months	3	1.2%	6	1.9%	9	2.5%	46	7.2%	182	15.6%	246	9.0%
Viewed Last Month	1	0.6%	4	1.2%	3	0.9%	23	3.6%	105	9.1%	137	5.0%
Weekly reach (prob. based)	1	0.3%	2	0.7%	3	0.9%	15	2.3%	68	5.9%	89	3.3%
Daily reach (prob. based)	0	0.0%	0	0.0%	0	0.0%	2	0.3%	21	1.8%	23	0.9%
<b>Sky News</b>												
Ever heard of channel	29	13.9%	252	73.6%	125	34.0%	549	85.6%	1,067	91.7%	2,023	74.2%
Viewed last 12 months	15	6.9%	182	53.3%	32	8.7%	482	75.2%	834	71.6%	1,545	56.7%
Viewed Last Month	11	5.4%	128	37.5%	20	5.3%	409	63.8%	631	54.2%	1,200	44.0%
Weekly reach (prob. based)	4	2.1%	108	31.6%	11	2.9%	318	49.5%	437	37.6%	878	32.2%
Daily reach (prob. based)	2	0.9%	48	13.9%	1	0.2%	118	18.3%	167	14.3%	334	12.3%
<b>Travel Channel</b>												
Ever heard of channel	26	12.2%	66	19.3%	136	37.0%	267	41.6%	967	83.1%	1,461	53.6%
Viewed last 12 months	12	5.8%	18	5.1%	35	9.5%	157	24.5%	733	63.0%	955	35.0%
Viewed Last Month	8	3.6%	9	2.5%	16	4.5%	118	18.4%	543	46.7%	693	25.4%
Weekly reach (prob. based)	2	1.0%	7	2.1%	11	3.1%	86	13.3%	334	28.7%	440	16.1%
Daily reach (prob. based)	1	0.3%	2	0.5%	0	0.0%	23	3.6%	102	8.8%	128	4.7%
<b>TV5Monde</b>												
Ever heard of channel	191	90.3%	25	7.4%	313	85.3%	72	11.3%	89	7.6%	691	25.3%
Viewed last 12 months	169	80.0%	5	1.5%	203	55.2%	45	7.0%	26	2.2%	447	16.4%
Viewed Last Month	160	75.6%	2	0.5%	177	48.2%	16	2.5%	12	1.1%	367	13.5%
Weekly reach (prob. based)	138	65.4%	2	0.5%	137	37.2%	11	1.8%	9	0.8%	297	10.9%
Daily reach (prob. based)	95	45.2%	0	0.0%	47	12.9%	2	0.3%	0	0.0%	145	5.3%



**EMS AFRICA**

N  
Pop. X 1000

Cameroon		Kenya		Morocco		Nigeria		SA		Total	
N	%	N	%	N	%	N	%	N	%	N	%
319	100	301	100	300	100	500	100	506	100	1,926	100
211	100	341	100	367	100	642	100	1,163	100	2,726	100

**Print (and other) websites**

Website	Country	Visited last 30 days	N	%
<b>BusinessWeek website</b>	Cameroon	37	17.3%	
<b>The Economist website</b>	Cameroon	26	12.3%	
<b>Financial Times website</b>	Cameroon	24	11.5%	
<b>Forbes website</b>	Cameroon	15	7.1%	
<b>National Geographic Magazine website</b>	Cameroon	12	5.7%	
<b>New York Times website</b>	Cameroon	11	5.0%	
<b>News24.com</b>	Cameroon			
<b>Newsweek website</b>	Cameroon	10	4.6%	
<b>TIME website</b>	Cameroon	13	6.4%	
<b>Wall Street Journal website</b>	Cameroon	9	4.3%	
<b>East Africa BusinessWeek website</b>	Cameroon			
	Kenya	55	16.1%	
	Kenya	48	14.0%	
	Kenya	18	5.4%	
	Kenya	21	6.1%	
	Kenya	17	4.9%	
	Kenya	23	6.6%	
	Kenya	35	10.2%	
	Kenya	14	4.0%	
	Kenya	59	17.2%	
	Morocco	21	5.7%	
	Morocco	70	19.2%	
	Morocco	11	3.1%	
	Morocco	6	1.6%	
	Morocco	28	7.8%	
	Morocco	10	2.8%	
	Morocco	12	3.3%	
	Morocco	14	3.8%	
	Morocco	9	2.4%	
	Morocco			
	Nigeria	47	7.4%	
	Nigeria	32	4.9%	
	Nigeria	37	5.8%	
	Nigeria	19	3.0%	
	Nigeria	7	1.1%	
	Nigeria	12	1.9%	
	Nigeria	27	4.2%	
	Nigeria	27	4.2%	
	Nigeria	20	3.1%	
	Nigeria			
	SA	68	5.8%	
	SA	20	1.7%	
	SA	55	4.8%	
	SA	33	2.9%	
	SA	36	3.1%	
	SA	55	4.7%	
	SA	352	30.2%	
	SA	54	4.7%	
	SA	61	5.3%	
	SA	44	3.8%	
	SA			
	Total	173	6.3%	
	Total	203	7.4%	
	Total	176	6.5%	
	Total	91	3.4%	
	Total	104	3.8%	
	Total	104	3.8%	
	Total	352	12.9%	
	Total	126	4.6%	
	Total	151	5.5%	
	Total	95	3.5%	
	Total	59	2.2%	



**EMS AFRICA**

	Cameroon		Kenya		Morocco		Nigeria		SA		Total	
N	%	N	%	N	%	N	%	N	%	N	%	
N	319	100	301	100	300	100	500	100	506	100	1,926	100
Pop. X 1000	211	100	341	100	367	100	642	100	1,163	100	2,726	100

**TV websites**

Al Arabiya website, in Arabic	Visited last 30 days				59	16.2%					59	2.2%	
Aljazeera English website	Visited last 30 days	3	1.2%	31	9.1%	10	2.6%	12	1.8%	20	1.7%	75	2.7%
Aljazeera website, in Arabic	Visited last 30 days					70	19.2%					70	2.6%
BBC Afrique website	Visited last 30 days	11	5.3%									11	0.4%
BBC Arabic website	Visited last 30 days					6	1.7%					6	0.2%
BBC Hausa website	Visited last 30 days							7	1.2%			7	0.3%
BBC Swahili website	Visited last 30 days			18	5.2%							18	0.7%
The international website of BBC	Visited last 30 days	6	2.6%	8	2.3%	1	0.3%	21	3.3%	72	6.2%	108	3.9%
BBC World News website	Visited last 30 days	12	5.7%	49	14.3%	2	0.5%	83	12.9%	77	6.6%	222	8.2%
BBC websites	Visited last 30 days	25	11.9%	65	19.0%	9	2.5%	95	14.8%	100	8.8%	294	10.8%
Bloomberg website	Visited last 30 days	1	0.6%	2	0.6%	1	0.3%	8	1.3%	35	3.0%	47	1.7%
CNBC website	Visited last 30 days	1	0.3%	20	5.9%			6	0.9%	20	1.7%	46	1.7%
CNBC Arabiya website	Visited last 30 days					2	0.6%					2	0.1%
CNN Arabic website	Visited last 30 days					3	0.9%					3	0.1%
CNN website	Visited last 30 days	15	7.2%	74	21.6%			111	17.3%	75	6.5%	275	10.1%
CNN Money website	Visited last 30 days	15	7.3%	32	9.2%	9	2.3%	56	8.8%	52	4.5%	164	6.0%
CNN websites	Visited last 30 days	24	11.5%	86	25.2%	12	3.2%	140	21.8%	92	7.9%	355	13.0%
Deutsche Welle website	Visited last 30 days	1	0.3%	3	0.9%	3	0.9%	8	1.2%	4	0.4%	19	0.7%
Discovery Channel website	Visited last 30 days	3	1.3%	6	1.8%	5	1.4%	38	6.0%	30	2.6%	82	3.0%
euronews website	Visited last 30 days	31	14.6%	1	0.3%	14	3.9%	20	3.1%	7	0.6%	73	2.7%
Eurosport website	Visited last 30 days					30	8.2%					30	1.1%
Fashion TV websites	Visited last 30 days	3	1.6%	1	0.3%	4	1.0%	32	5.0%	7	0.6%	47	1.7%
France 24 website	Visited last 30 days	34	16.1%	1	0.4%	10	2.7%	1	0.2%	4	0.4%	51	1.9%
History websites	Visited last 30 days	2	1.1%	5	1.4%	3	0.7%	8	1.3%	5	0.4%	23	0.8%
National Geographic Channel website	Visited last 30 days	8	3.8%	5	1.5%	13	3.6%	17	2.7%	33	2.9%	77	2.8%
RT Russia Today website	Visited last 30 days			1	0.3%	2	0.5%		0.0%			3	0.1%
Sky News website	Visited last 30 days	1	0.6%	19	5.6%	2	0.5%	54	8.5%	68	5.9%	145	5.3%
Travel Channel website	Visited last 30 days	2	0.9%	4	1.3%	2	0.5%	20	3.1%	52	4.4%	80	2.9%
TV5Monde website	Visited last 30 days	33	15.8%		0.0%	5	1.4%	2	0.3%		0.0%	40	1.5%



**EMS AFRICA**

N  
Pop. X 1000

Cameroon		Kenya		Morocco		Nigeria		SA		Total	
N	%	N	%	N	%	N	%	N	%	N	%
319	100	301	100	300	100	500	100	506	100	1,926	100
211	100	341	100	367	100	642	100	1,163	100	2,726	100

**Radio stations**

Radio station	Category	Cameroon N	Cameroon %	Kenya N	Kenya %	Morocco N	Morocco %	Nigeria N	Nigeria %	SA N	SA %	Total N	Total %
<b>Africa No. 1</b>	Listened last 30 days	103	48.9%	8	2.3%	2	0.7%	70	10.9%	8	0.7%	191	7.0%
	Weekly reach (prob. based)	58	27.3%	3	0.8%	1	0.3%	45	7.0%	5	0.4%	111	4.1%
	Daily reach (prob. based)	23	10.8%	1	0.3%	0	0.1%	17	2.7%	1	0.1%	43	1.6%
<b>BBC Hausa</b>	Listened last 30 days	.	.	.	.	.	.	29	4.5%	.	.	29	1.1%
	Weekly reach (prob. based)	.	.	.	.	.	.	23	3.5%	.	.	23	0.8%
	Daily reach (prob. based)	.	.	.	.	.	.	6	1.0%	.	.	6	0.2%
<b>BBC Swahili</b>	Listened last 30 days	.	.	101	29.4%	.	.	.	.	.	.	101	3.7%
	Weekly reach (prob. based)	.	.	61	17.9%	.	.	.	.	.	.	61	2.2%
	Daily reach (prob. based)	.	.	27	7.9%	.	.	.	.	.	.	27	1.0%
<b>BBC World Service in English</b>	Listened last 30 days	32	15.0%	154	45.0%	0	0.0%	214	33.4%	31	2.6%	431	15.8%
	Weekly reach (prob. based)	16	7.4%	101	29.6%	0	0.0%	140	21.9%	21	1.8%	278	10.2%
	Daily reach (prob. based)	7	3.3%	45	13.2%	0	0.0%	59	9.3%	8	0.7%	119	4.4%
<b>Channel Africa</b>	Listened last 30 days	7	3.3%	10	2.9%	0	0.0%	83	13.0%	24	2.0%	124	4.6%
	Weekly reach (prob. based)	3	1.3%	3	0.9%	0	0.0%	36	5.6%	11	0.9%	53	1.9%
	Daily reach (prob. based)	0	0.2%	0	0.1%	0	0.0%	6	1.0%	2	0.2%	9	0.3%
<b>Deutsche Welle Radio</b>	Listened last 30 days	10	4.7%	26	7.5%	0	0.0%	11	1.7%	6	0.5%	52	1.9%
	Weekly reach (prob. based)	4	1.9%	12	3.6%	0	0.0%	6	1.0%	3	0.3%	26	1.0%
	Daily reach (prob. based)	1	0.7%	4	1.3%	0	0.0%	2	0.4%	1	0.1%	10	0.4%
<b>Radio France International</b>	Listened last 30 days	175	82.6%	30	8.8%	18	5.0%	35	5.4%	0	0.0%	258	9.5%
	Weekly reach (prob. based)	131	61.9%	16	4.8%	12	3.3%	16	2.4%	0	0.0%	175	6.4%
	Daily reach (prob. based)	103	48.7%	8	2.3%	8	2.2%	8	1.2%	0	0.0%	126	4.6%
<b>Voice of America</b>	Listened last 30 days	19	8.8%	108	31.5%	0	0.0%	175	27.3%	16	1.4%	318	11.7%
	Weekly reach (prob. based)	7	3.2%	63	18.3%	0	0.0%	91	14.2%	9	0.8%	170	6.2%
	Daily reach (prob. based)	2	1.0%	22	6.3%	0	0.0%	32	5.0%	3	0.2%	58	2.1%