

PRESS RELEASE

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A new study by Ipsos MediaCT reveals that readership of international publications continues to grow amongst Asia's business elite, despite the growth of on-line and mobile media. More than 70% of this eagerly sought and difficult to reach group of people read one or more of the region's international publications, up from 66% in 2004 and 68% in 2006.

Asia's business elite are, in fact, voracious consumers of all forms of media, for example:

- 9 out of 10 claimed to have used digital media in the past 4 weeks
- 8 out of 10 visited an international media owner's website
- Half watched an International TV channel yesterday
- 6 out of 10 received a daily email alert/news letter in the last month
- 4 out of 10 downloaded a podcast in the last month
- 4 in 10 read a blog in the last month
- 1 in 10 contributed to a blog in the last month

Ipsos MediaCT's new business elite survey **BE:ASIA 2008** (formerly ABRS), identifies the individuals that shape Asia's economy. It also finds that they:

- Are responsible for business decision making in excess of US\$180 billion.
- Employ more than 13 million people
- Care about the environment and corporate ethics
- Try to set aside time for spending with family and friends, as well as working

The survey – the 10th in a series that started back in 1985 - has been extended to cover a broader range of areas of interest to marketers. These include usage and attitudes towards the media, as well as how much is consumed.

The study paints a picture of knowledge-hungry senior executives who are internet-savvy and risk-taking early adopters of business and consumer technology.

Titles showing significant growth in the survey since 2006 include: the *Financial Times* (up from 8% to 11% of all Business Elite respondents); *Time* (up from 19% to 22%), *Forbes* (up from 13% to 17%) and *Fortune* (up from 15% to 18%).

More than 8 out of 10 (84%) claim to find the internet useful for business news updates. Two thirds spend more time reading business information online than in the past. Over 7 out of 10 claim a publication's website is an important part of its overall offering, although on-line information is still seen as a supplement to, rather than replacement for printed media.

But with less than half (44%) of the audience using a business publication's website as part of their daily routine, there remains a real opportunity for publishing houses to build on use of their online content.

Andrew Green, Chief Marketing Officer, Ipsos MediaCT worldwide noted that:

"The Business Elite Survey is the only study that currently focuses on the very top echelons of business in a robust and consistent way worldwide. Other surveys are good at researching broader, affluent audiences and middle management; only the BE surveys hone in on the true elite. It is therefore the benchmarks created by the BE surveys, that best represent consumers of high end products like first and business class air travel, platinum credit cards, luxury watches and important corporate purchases"

Jenny Armshaw-Heak, Business Development Director, Asia for Ipsos Media, added:

"What we are seeing is not the simple substitution of one medium for another but, with usage of all media up across the board, a desire for richer sources of knowledge and business information drawn from print, television and online. The results this year paint a very healthy picture of the Asian business elite and offer some interesting insights to media planners, marketers and media buyers alike. The addition of questions digging into online media behaviour, business ethics and private lifestyles helps us build an ever more detailed profile of this hard to reach but critical group."

BE:ASIA's 2008 Universe: 239,743 senior business executives

Media usage includes:

Media usage	(%)
Read the last issue of any print media	97%
Used digital media in last 4 weeks	88%
Read the last issue of any international publication	70%
Visited any international media owner's website yesterday	79%
Watched an international TV channel yesterday	49%
Received a daily email alert/news letter in the last month	60%
Streamed/watched a video on a computer in the last month	43%
Downloaded a podcast in the last month	42%
Read a blog online in the last month	39%
Contributed to a blog in the last month	10%

International TV channels – daily reach

TV Channels	(%)
CNN	28%
Discovery Channel	23%
National Geographic	22%
BBC World	15%
Channel News Asia	13%
CNBC	11%
Bloomberg	10%
Fox News	4%

Average Issue Readership of International Publications

	2004	2006	2008		2006	2006	2008
Net International Titles	66%	68%	70%				
Daily Titles				Monthly Titles			
The Wall Street Journal Asia	16%	20%	16%	Asia-Inc.	3%	2%	4%
Financial Times	6%	7%	11%	Asiamoney	5%	5%	8%
International Herald Tribune	8%	7%	6%	Business Traveller	6%	6%	10%
USA Today	2%	3%	4%	CFO Asia	9%	9%	11%
Weekly Titles				Harvard Business Review	8%	8%	11%
BusinessWeek	16%	19%	18%	National Geographic	14%	17%	23%
The Economist	10%	15%	17%	Reader's Digest (Chinese)	7%	8%	4%
Newsweek	17%	18%	19%	Reader's Digest (English)	14%	16%	21%
Time	18%	19%	22%				
Yazhou Zhoukan	8%	6%	8%				
Fortnightly Titles							
Fortune	15%	15%	18%				
Forbes	10%	13%	17%				

International web sites (Top 15) – daily reach

International websites	(%)
News.Yahoo.com	17%
News.Google.com	12%
CNN.com	7%
News.BBC.co.uk	4%
Channelnewsasia.com	3%
CNNMoney.com*	3%
Bloomberg.com	3%
Nationalgeographic.com	3%
BusinessWeek.com	3%
Time.com	3%
Newsweek.com	2%
Economist.com	2%
WSJ.com	2%
CNBC.com	2%
Forbes.com	2%

*incorporates Fortune.com

BE:ASIA 2008 – Selected business and consumer profile data

Involved in business purchase decision making in excess of US\$180 billion. Equivalent to the GDP of United Arab Emirates	
Combined personal net-worth	US\$148 billion
C-suite	37%
Director and more senior	70%
Average value of business purchases	US\$720,800
Business services decision maker	8 out of 10
IT purchase decision maker	51%
Do business internationally	72%
Number of business air trips in the past year:	1.9 million (up 10% vs. 2006)
Avg. number of flights taken for business purposes in one year	10
Number regularly flying business or first class on long haul flights	100,000+
Doing any business air travel	94%
Taking any first/business class long haul business flights	51%
Making 6+ international business air trips	48%
Average personal income	US\$117,200
Average personal net-worth	US\$960,000
Own stocks or shares (quoted on home country exchanges)	42%
Own a digital camera/ camcorder	64%
Own a Blackberry/Similar device	14%
Belong to a health club	28%
Taken a holiday worth US\$3,000+ per person	26%

Attitudes to home\work life. Level of agreement

It's important to keep up up-to-date with business in China	87%
It's important to keep up up-to-date with business in India	64%
Job satisfaction is more important than job security	78%
I never have enough time to do things that I want to do	58%
I make sure that work does not prevent me from spending time with my friends and family	69%
Climate change/environmental issues are of critical importance	90%
It is important to me that my company acts in a socially responsible manner	96%
I often get ideas about which products to buy from advertising	76%

Note to journalists

BE:ASIA 2008 – The Media Survey of Asia's Business Elite

BE:ASIA is one of a family of international media surveys, with sister surveys covering Europe, Japan, North America, Australia, Latin America and the Middle East. These include BE: EUROPE, BE: JAPAN, BE: USA, BE: MENA, BE: LATAM. All except for MENA and Latam use a common methodology.

BE:ASIA's sponsors include: The Wall Street Journal Asia, BBC World, BusinessWeek, CFO Asia, The Economist, The Financial Times (HK) Ltd, Forbes, Newsweek, Time, Fortune, Yazhou Zhoukan and South China Morning Post.

Methodology: qualifying establishments are sampled from business directories. Individuals occupying eligible job functions at selected establishments are identified by telephone screening. Media consumption and other behaviour is measured via a self-completion questionnaire administered by mail. Based on recommendations from an EACA review and to bring this years methodology in line with Ipsos' sister Business Elite survey in Europe, this year there were two additional media list rotations applied to the Print media section.

Fieldwork period: September 2007 – January 2008

Sample size: 5,641

Countries:

Hong Kong	Full coverage
Singapore	Full coverage
Indonesia	Jakarta, Surabaya
Malaysia	Kuala Lumpur, Penang, Johor Bahru
Philippines	Metro-Manila
South Korea	Seoul, Pusan
Taiwan	Taipei, Kaohsiung
Thailand	Bangkok

Ipsos MediaCT

Ipsos MediaCT is the specialisation within Ipsos dedicated to serving clients in the converging Media, Content, Telecoms & Technology Industries. Areas of expertise include audience measurement, consumer insight, customer acquisition and retention, market sizing and new product development. Our global team combines rigorous research skills with a clear business focus to assist companies in maximizing their return on investment.

Ipsos MediaCT is part of the Ipsos Group, which has offices in 55 countries, employs more than 8,000 people and reported turnover of €927.2m (US\$1.5 billion) in 2007.

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