



# FASHIONTV'S AUDIENCE REACH IN ASIA PACIFIC BY SYNOVATE PAX

# fashiontv's Audience Reach by Synovate PAX 2009

- ◇ The Synovate PAX media study is designed to measure habits of Asia Pacific region's most affluent consumers and top business decision makers, providing a representative sample of the **TOP 20%** of all **adults based on household income**
- ◇ The Synovate PAX tracks media, prosperity and influence in 11 countries across Asia Pacific: Hong Kong, Singapore, Korea, Taiwan, Thailand, Malaysia, India, Indonesia, the Philippines, Japan and Australia. PAX Universe: 14.5 million
- ◇ The Synovate PAX media tracking results provide information not only about media consumption, but also about the most crucial of affluent consumers - the innovators and early product adopters

Source: Synovate PAX

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- ◇ Based on PAX 2009 data, average monthly audience reach of fashiontv across Asia Pacific in 2009 was 6,5%
- ◇ From 2008 to 2009, fashiontv experienced an annual audience growth of 7,3%
- ◇ If applied to a universe of FTV distributed households in the region, it is estimated that fashiontv reaches approximately 40 million viewers each month
- ◇ At 25,2%, fashiontv has the strongest avg. monthly reach in Philippines, followed by Thailand and Indonesia

*Note: Monthly reach is defined as a net percentage of target audience that saw a particular channel or broadcast in one month.*

ASIA & OCEANIA	Avg. Monthly % REACH	
	2008	2009
Overall Across Region	6,1	6,5
Bangkok/Thailand	15,9	19,6
Hong Kong	6,0	6,0
Jakarta/Indonesia	18,3	14,8
Kuala Lumpur/Malaysia	7,7	6,5
Manila/Philippines	30,9	25,2
Seoul/Korea	4,2	4,8
Singapore	2,4	2,6
Taipei/Taiwan	3,6	3,5
Tokyo/Japan	0,9	1,1
Sydney/Australia	7,4	5,5
Melbourne/Australia	4,8	6,3
India	10,2	14,0

7,3% Growth of Annual Reach

Highest monthly reach in the region

Source: Synovate PAX 2009

I see it first on  fashiontv

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