

Synovate																		
Upto Q3 '10 (11 Markets)																		
TABLE 1 Header-Fashion TV *BY* T4. Past 30 days viewership (Upto Q3 2010)																		
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																		
FILTERS: 11 Markets																		
		Kuala Lumpur			Manila				Singapore				Taipei					
		Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	
		Sample size	1729	62	32	7	1630	246	113	29	1691	58	35	10	1687	29	11	3
		Projected universe	435000	11660	7102	858	455000	76071	34071	8921	668000	18954	11398	4688	1206000	18963	6339	2004
		%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
T4. Past 30 days viewership (Upto Q3 2010)																		
1. Animal Planet	Audience	175677	9448	6271	586	190833	47966	22397	6702	257891	15005	9841	4600	651721	14957	5153	2004	
	%	40	81	88	68	42	63	66	75	39	79	86	98	54	79	81	100	
2. AXN Asia	Audience	124270	6584	4267	432	174096	38434	19047	5120	195313	5650	2666	1022	283536	3783	1070	600	
	%	29	56	60	50	38	51	56	57	29	30	23	22	24	20	17	30	
3. BBC World News	Audience	126162	5083	1893	633	203825	48769	21743	5848	228294	10659	6752	3330	170736	4797	2064	119	
	%	29	44	27	74	45	64	64	66	34	56	59	71	14	25	33	6	
4. Bloomberg Television	Audience	75549	4110	2221	520	84523	20053	10933	4293	105231	3961	3207	1181	33829	2375	1705	119	
	%	17	35	31	61	19	26	32	48	16	21	28	25	3	13	27	6	
11. CNBC TV 18	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																	
15. Nikkei CNBC	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																	
16. CNN	Audience	202689	7013	3273	718	313016	71201	30889	7237	302844	13661	8884	3319	595443	13108	6244	2004	
	%	47	60	46	84	69	94	91	81	45	72	78	71	49	69	99	100	
17. Discovery Channel	Audience	225662	8294	5141	463	275470	66650	30906	8335	371212	17553	10079	4688	824750	16791	6339	2004	
	%	52	71	72	54	61	88	91	93	56	93	88	100	68	89	100	100	
21. ESPN	Audience	160744	5638	3359	602	156475	36457	17937	4918	138232	3645	2245	580	549637	6398	3137	720	
	%	37	48	47	70	34	48	53	55	21	19	20	12	46	34	49	36	
22. HBO	Audience	176251	8478	4747	616	322705	71458	30902	8786	193483	11241	7866	3468	970582	15101	6339	2004	
	%	41	73	67	72	71	94	91	98	29	59	69	74	80	80	100	100	
23. MTV	Audience	90433	7776	5688	300	158924	44299	20782	4360	128698	12425	8931	4175	370416	13351	4907	720	
	%	21	67	80	35	35	58	61	49	19	66	78	89	31	70	77	36	
24. National Geographic Channel	Audience	241590	9942	6232	586	271368	65337	29135	6252	339734	16529	10315	4688	815514	17653	5721	2004	
	%	56	85	88	68	60	86	86	70	51	87	91	100	68	93	90	100	
25. NHK World TV	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																	
27. Phoenix Chinese Channel	Audience	54477	4861	3290	399	11254	2118	2118	0	103193	4823	3296	904	204512	6008	1734	0	
	%	13	42	46	47	2	3	6		15	25	29	19	17	32	27		
28. STAR Movies	Audience	159480	5977	2827	625	227582	55617	25054	4994	161040	12749	8396	4552	727295	14197	5157	1404	
	%	37	51	40	73	50	73	74	56	24	67	74	97	60	75	81	70	
29. STAR Sports	Audience	146231	7602	4964	278	145505	36764	18716	4959	119672	3535	1528	355	505976	8748	4421	2004	
	%	34	65	70	32	32	48	55	56	18	19	13	8	42	46	70	100	
30. STAR World	Audience	119235	6338	4187	380	171509	46901	22128	6634	167221	11748	7293	4639	142328	6315	4325	720	
	%	27	54	59	44	38	62	65	74	25	62	64	99	12	33	68	36	
32. Zee TV Asia Pacific	Audience	0	0	0	0	0	0	0	0	22646	882	801	0	0	0	0	0	
	%									3	5	7						
33. Hallmark Channel	Audience	124110	6053	3205	550	132365	39070	18668	6304	113871	5994	4272	2829	52360	3760	1585	0	
	%	29	52	45	64	29	51	55	71	17	32	37	60	4	20	25		
34. Channel NewsAsia	Audience	52700	3315	1295	391	82908	19818	8005	2204	578316	17751	10284	4175	50264	3112	687	119	
	%	12	28	18	46	18	26	23	25	87	94	90	89	4	16	11	6	
36. J Sports ESPN	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																	
53. STAR Plus	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																	
64. Nat Geo Adventure	Audience	0	0	0	0	56674	17313	9666	2938	61056	6844	5757	3248	334025	14467	4671	600	
	%					12	23	28	33	9	36	51	69	28	76	74	30	

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INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets																	
		India				Seoul				Sydney				Melbourne			
	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	
Sample size	3099	175	84	30	1713	48	20	4	1109	43	23	6	1116	32	20	3	
Projected universe	1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702	
%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
T4. Past 30 days viewership (Upto Q3 2010)																	
67. Sky News	Audience	0	0	0	0	0	0	0	316816	20013	7942	663	155147	9297	6191	702	
	%								39	66	51	31	29	62	61	100	
79. NHK BS1	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
80. NHK BS2	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
85. Discovery Travel & Living	Audience	363051	34334	19686	6644	0	0	0	129880	10502	7381	475	89347	5492	3894	628	
	%	25	31	31	28				16	35	48	22	17	36	38	89	
86. History Channel	Audience	0	0	0	0	144208	8115	3085	257	216780	15669	9861	1872	120088	7217	3964	
	%					10	21	19	4	27	52	64	87	22	48	39	
88. Australia Network	Audience	44890	11072	9626	5966	1035	0	0	0	0	0	0	0	0	0	0	
	%	3	10	15	25	0											
89. CNN Headline News	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
91. Channel 3	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
92. Channel 5	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
93. Channel 7	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
101. ATV Home	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
102. ATV World	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
103. TVB Jade	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
104. TVB Pearl	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
111. Indosiar	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
112. RCTI	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
113. SCTV	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
121. TV3	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
122. NTV 7	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
123. TV 2 (RTM 2)	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
131. ABS-CBN (Channel 2)	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
132. GMA-TV (Channel 7)	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
142. Channel 5 (TCS 5)	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
143. Channel 8 (TCS 8)	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																

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FILTERS: 11 Markets																	
		India				Seoul				Sydney				Melbourne			
		Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)
	Sample size	3099	175	84	30	1713	48	20	4	1109	43	23	6	1116	32	20	3
	Projected universe	1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
T4. Past 30 days viewership (Upto Q3 2010)																	
144. Channel U	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
151. CTS	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
152. CTV	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
154. TTV	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
161. DD1	Audience	354038	44450	28307	11608	0	0	0	0	0	0	0	0	0	0	0	0
	%	24	40	45	50												
171. KBS1	Audience	0	0	0	0	1362640	36375	15888	6211	0	0	0	0	0	0	0	0
	%					94	95	96	100								
172. KBS2	Audience	0	0	0	0	1347008	37905	16493	6211	0	0	0	0	0	0	0	0
	%					93	99	100	100								
173. MBC	Audience	0	0	0	0	1399453	38384	16493	6211	0	0	0	0	0	0	0	0
	%					96	100	100	100								
174. SBS	Audience	0	0	0	0	1381280	37779	15888	6211	0	0	0	0	0	0	0	0
	%					95	98	96	100								
181. Channel 7	Audience	0	0	0	0	0	0	0	0	735409	28335	15442	2155	498432	14434	9495	702
	%									91	94	100	100	93	96	94	100
182. Channel 9	Audience	0	0	0	0	0	0	0	0	743886	27306	13257	2155	498423	14617	10074	702
	%									92	90	86	100	93	97	99	100
183. Channel 10	Audience	0	0	0	0	0	0	0	0	714610	26662	13634	2155	478760	13869	8930	702
	%									88	88	88	100	89	92	88	100
184. ABC (Australian Broadcasting Corporation)	Audience	0	0	0	0	0	0	0	0	739268	26678	15442	2155	468804	10993	6493	702
	%									91	88	100	100	87	73	64	100
185. SBS	Audience	0	0	0	0	0	0	0	0	660049	23891	14765	2155	434530	10379	7005	702
	%									81	79	96	100	81	69	69	100
191. NHK General TV	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
192. TBS	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
193. NTV	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
194. Fuji Television	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
195. TV Asahi	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
201. TV5MONDE	Audience	9245	2880	2149	0	141	0	0	0	0	0	0	0	0	0	0	0
	%	1	3	3		0											
202. Discovery HD World (previously known as Discovery HD)	Audience	35035	9523	5987	1894	4017	479	0	0	34260	0	0	0	15012	555	555	555
	%	2	9	9	8	0	1			4				3	4	5	79
203. BBC Lifestyle	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
204. BBC Knowledge	Audience	0	0	0	0	11821	1213	0	0	77834	3684	3256	596	67449	2585	2077	555
	%					1	3			10	12	21	28	13	17	21	79
205. Nat. Geo Wild	Audience	74968	10245	5275	1357	18305	274	274	0	0	0	0	0	0	0	0	0
	%	5	9	8	6	1	1	2									

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INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																		
FILTERS: 11 Markets																		
		10 markets				Bangkok				Hongkong				Jakarta				
		Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	
	Sample size	18899	1279	695	226	1728	368	245	102	1679	53	33	6	1718	165	79	26	
	Projected universe	9864000	604145	343973	108399	1074000	207632	135581	48039	1337000	41726	27863	5313	405000	35154	16410	6058	
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
T4. Past 30 days viewership (Upto Q3 2010)																		
Other terrestrial channels	Audience	3137956	275838	170763	57477	914323	189693	125643	44076	0	0	0	0	4341	504	85	0	
	%	32	46	50	53	85	91	93	92					1	1	1		
None (DO NOT PROMPT)	Audience	123052	105	105	105	6161	0	0	0	24801	0	0	0	4477	0	0	0	
	%	1	0	0	0	1				2				1				
TOTALS	Audience	83816504	7968473	4695823	1547183	9879984	2781878	1865151	723677	8535668	464856	321199	69776	2971845	510701	276499	102827	
	%	850	1319	1365	1427	920	1340	1376	1506	638	1114	1153	1313	734	1453	1685	1697	

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Upto Q3 '10 (11 Markets)																	
TABLE 2 Header-Fashion TV *BY* T5. Past 7 days viewership (Upto Q3 2010)																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets																	
		Kuala Lumpur				Manila				Singapore				Taipei			
		Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)
	Sample size	1729	62	32	7	1630	246	113	29	1691	58	35	10	1687	29	11	3
	Projected universe	435000	11660	7102	858	455000	76071	34071	8921	668000	18954	11398	4688	1206000	18963	6339	2004
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
T5. Past 7 days viewership (Upto Q3 2010)																	
1. Animal Planet	Audience	103475	7863	5639	586	110883	27299	15384	5656	166917	10363	7632	3850	383095	9070	3817	2004
	%	24	67	79	68	24	36	45	63	25	55	67	82	32	48	60	100
2. AXN Asia	Audience	87013	4720	3099	177	105155	22874	13444	2837	133112	3349	2271	1022	174362	1366	600	600
	%	20	40	44	21	23	30	39	32	20	18	20	22	14	7	9	30
3. BBC World News	Audience	81418	2768	1319	501	124604	29197	14727	3524	147927	4355	3079	667	76384	3972	2064	119
	%	19	24	19	58	27	38	43	40	22	23	27	14	6	21	33	6
4. Bloomberg Television	Audience	47919	1749	1098	417	45267	10402	7776	2451	58140	1577	1495	48	11479	1585	1585	0
	%	11	15	15	49	10	14	23	27	9	8	13	1	1	8	25	
11. CNBC TV 18	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
15. Nikkei CNBC	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
16. CNN	Audience	135370	4223	2207	718	210735	50222	26376	6107	205289	9229	6632	1758	336659	8543	4342	720
	%	31	36	31	84	46	66	77	68	31	49	58	38	28	45	68	36
17. Discovery Channel	Audience	147086	6855	4257	463	167469	44313	25614	6533	256007	12431	8715	3691	545353	12331	6191	2004
	%	34	59	60	54	37	58	75	73	38	66	76	79	45	65	98	100
21. ESPN	Audience	124465	3989	2420	500	97666	24935	13764	3454	100602	1986	1714	48	399462	6250	2989	720
	%	29	34	34	58	21	33	40	39	15	10	15	1	33	33	47	36
22. HBO	Audience	122607	5459	2560	484	246793	58483	28475	7805	116636	7581	6040	2454	783900	11861	6339	2004
	%	28	47	36	56	54	77	84	87	17	40	53	52	65	63	100	100
23. MTV	Audience	60297	5055	4323	177	91396	27220	16738	3946	75119	9168	7040	3539	200577	11725	4434	720
	%	14	43	61	21	20	36	49	44	11	48	62	75	17	62	70	36
24. National Geographic Channel	Audience	158662	8913	6082	586	171283	39196	23031	5753	224235	11976	8951	3691	498913	11743	5120	1404
	%	36	76	86	68	38	52	68	64	34	63	79	79	41	62	81	70
25. NHK World TV	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
27. Phoenix Chinese Channel	Audience	40751	3378	2218	399	1598	689	689	0	63964	3197	2650	904	80722	3263	1734	0
	%	9	29	31	47	0	1	2		10	17	23	19	7	17	27	
28. STAR Movies	Audience	113989	4737	2680	625	153272	36332	20961	4902	92939	8989	7174	4552	547467	13745	5157	1404
	%	26	41	38	73	34	48	62	55	14	47	63	97	45	72	81	70
29. STAR Sports	Audience	114138	4277	2067	278	92647	25505	15491	4065	83846	1721	895	0	360209	6507	4186	1885
	%	26	37	29	32	20	34	45	46	13	9	8		30	34	66	94
30. STAR World	Audience	88800	5053	3350	380	120897	33456	18049	5266	112025	7229	5429	3537	69623	5645	4325	720
	%	20	43	47	44	27	44	53	59	17	38	48	75	6	30	68	36
32. Zee TV Asia Pacific	Audience	0	0	0	0	0	0	0	0	17377	389	389	0	0	0	0	0
	%									3	2	3					
33. Hallmark Channel	Audience	86060	5752	3205	550	75538	21403	15053	4908	69040	4101	3669	2829	18958	2010	1585	0
	%	20	49	45	64	17	28	44	55	10	22	32	60	2	11	25	
34. Channel NewsAsia	Audience	22761	1737	1163	259	43982	8427	4091	1493	489232	15801	9889	3780	17888	1071	592	119
	%	5	15	16	30	10	11	12	17	73	83	87	81	1	6	9	6
36. J Sports ESPN	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
53. STAR Plus	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
64. Nat Geo Adventure	Audience	0	0	0	0	34369	10584	7940	2411	31555	4029	4029	2228	168454	7808	2734	0
	%					8	14	23	27	5	21	35	48	14	41	43	

Synovate																	
Upto Q3 '10 (11 Markets)																	
TABLE 2 Header-Fashion TV *BY* T5. Past 7 days viewership (Upto Q3 2010)																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets																	
		India				Seoul				Sydney				Melbourne			
		Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)
	Sample size	3099	175	84	30	1713	48	20	4	1109	43	23	6	1116	32	20	3
	Projected universe	1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
T5. Past 7 days viewership (Upto Q3 2010)																	
1. Animal Planet	Audience	297292	36879	21757	9266	10288	0	0	0	73362	3453	2334	253	44123	3365	1039	555
	%	20	33	34	40	1				9	11	15	12	8	22	10	79
2. AXN Asia	Audience	72708	7892	4587	851	0	0	0	0	0	0	0	0	0	0	0	0
	%	5	7	7	4												
3. BBC World News	Audience	287531	39325	27850	9034	35101	2917	1103	0	123074	9614	5575	596	71297	6347	3947	629
	%	19	36	44	39	2	8	7		15	32	36	28	13	42	39	90
4. Bloomberg Television	Audience	0	0	0	0	15180	274	274	0	28933	2154	1804	475	13163	609	609	555
	%					1	1	2		4	7	12	22	2	4	6	79
11. CNBC TV 18	Audience	284206	21277	12305	1813	0	0	0	0	0	0	0	0	0	0	0	0
	%	19	19	19	8												
15. Nikkei CNBC	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
16. CNN	Audience	238893	28438	22898	11335	133951	2327	2206	0	117993	10075	5671	596	66432	5308	3454	702
	%	16	26	36	48	9	6	13		15	33	37	28	12	35	34	100
17. Discovery Channel	Audience	564279	61860	45709	14808	165069	3816	751	0	179831	16081	8377	1939	101349	4328	2548	702
	%	38	56	72	63	11	10	5		22	53	54	90	19	29	25	100
21. ESPN	Audience	220013	26068	20620	10567	175650	4696	1879	0	86570	6948	3802	67	65149	2120	2057	555
	%	15	24	33	45	12	12	11		11	23	25	3	12	14	20	79
22. HBO	Audience	299339	30133	24395	11642	0	0	0	0	0	0	0	0	0	0	0	0
	%	20	27	39	50												
23. MTV	Audience	337837	59917	48575	20861	71198	6564	6196	2875	96644	11463	5384	1408	54082	7400	5788	702
	%	23	54	77	89	5	17	38	46	12	38	35	65	10	49	57	100
24. National Geographic Channel	Audience	359935	35273	28396	13800	159114	274	274	0	140404	10976	6246	596	83906	4268	1942	702
	%	24	32	45	59	11	1	2		17	36	40	28	16	28	19	100
25. NHK World TV	Audience	14505	3971	3301	570	0	0	0	0	0	0	0	0	0	0	0	0
	%	1	4	5	2												
27. Phoenix Chinese Channel	Audience	0	0	0	0	4601	0	0	0	0	0	0	0	0	0	0	0
	%					0											
28. STAR Movies	Audience	384848	50272	37796	10618	0	0	0	0	0	0	0	0	0	0	0	0
	%	26	46	60	45												
29. STAR Sports	Audience	259599	34359	29677	12906	17485	504	504	0	0	0	0	0	0	0	0	0
	%	18	31	47	55	1	1	3									
30. STAR World	Audience	196001	29875	23904	10441	0	0	0	0	0	0	0	0	0	0	0	0
	%	13	27	38	45												
32. Zee TV Asia Pacific	Audience	342387	23028	16384	6141	0	0	0	0	6231	0	0	0	1361	0	0	0
	%	23	21	26	26					1				0			
33. Hallmark Channel	Audience	31717	10712	10712	8850	0	0	0	0	0	0	0	0	0	0	0	0
	%	2	10	17	38												
34. Channel NewsAsia	Audience	20108	4781	3830	396	0	0	0	0	0	0	0	0	0	0	0	0
	%	1	4	6	2												
36. J Sports ESPN	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
53. STAR Plus	Audience	659210	65836	40999	16178	0	0	0	0	0	0	0	0	0	0	0	0
	%	45	60	65	69												
64. Nat Geo Adventure	Audience	20632	3719	3502	69	0	0	0	0	42738	5909	5198	132	18854	555	555	555
	%	1	3	6	0					5	20	34	6	4	4	5	79

Synovate																	
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TABLE 2 Header-Fashion TV *BY* T5. Past 7 days viewership (Upto Q3 2010) (Cont)																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets																	
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	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	
Sample size	3099	175	84	30	1713	48	20	4	1109	43	23	6	1116	32	20	3	
Projected universe	1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702	
%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
T5. Past 7 days viewership (Upto Q3 2010)																	
67. Sky News	Audience	0	0	0	0	0	0	0	208679	10702	7942	663	91852	7396	4996	702	
	%								26	35	51	31	17	49	49	100	
79. NHK BS1	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
80. NHK BS2	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
85. Discovery Travel & Living	Audience	175274	10088	8170	621	0	0	0	64565	8593	5472	475	35740	1788	1281	628	
	%	12	9	13	3				8	28	35	22	7	12	13	89	
86. History Channel	Audience	0	0	0	0	36731	274	274	0	127416	9566	4860	596	75353	4871	2623	
	%					3	1	2		16	32	31	28	14	32	26	
88. Australia Network	Audience	15223	3186	2969	290	405	0	0	0	0	0	0	0	0	0	0	
	%	1	3	5	1	0											
89. CNN Headline News	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
91. Channel 3	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
92. Channel 5	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
93. Channel 7	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
101. ATV Home	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
102. ATV World	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
103. TVB Jade	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
104. TVB Pearl	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
111. Indosiar	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
112. RCTI	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
113. SCTV	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
121. TV3	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
122. NTV 7	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
123. TV 2 (RTM 2)	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
131. ABS-CBN (Channel 2)	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
132. GMA-TV (Channel 7)	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
142. Channel 5 (TCS 5)	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
143. Channel 8 (TCS 8)	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																

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		Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)
	Sample size	3099	175	84	30	1713	48	20	4	1109	43	23	6	1116	32	20	3
	Projected universe	1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
T5. Past 7 days viewership (Upto Q3 2010)																	
144. Channel U	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
151. CTS	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
152. CTV	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
154. TTV	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
161. DD1	Audience	230489	35104	27082	11608	0	0	0	0	0	0	0	0	0	0	0	0
	%	16	32	43	50												
171. KBS1	Audience	0	0	0	0	1300417	36375	15888	6211	0	0	0	0	0	0	0	0
	%					89	95	96	100								
172. KBS2	Audience	0	0	0	0	1245894	37905	16493	6211	0	0	0	0	0	0	0	0
	%					86	99	100	100								
173. MBC	Audience	0	0	0	0	1300992	31912	16493	6211	0	0	0	0	0	0	0	0
	%					89	83	100	100								
174. SBS	Audience	0	0	0	0	1329919	37694	15888	6211	0	0	0	0	0	0	0	0
	%					91	98	96	100								
181. Channel 7	Audience	0	0	0	0	0	0	0	0	680790	24460	11608	879	450059	12493	8458	702
	%									84	81	75	41	84	83	84	100
182. Channel 9	Audience	0	0	0	0	0	0	0	0	696806	25076	11981	879	450219	12489	9037	702
	%									86	83	78	41	84	83	89	100
183. Channel 10	Audience	0	0	0	0	0	0	0	0	659528	22414	10340	663	438591	12850	8458	702
	%									81	74	67	31	82	85	84	100
184. ABC (Australian Broadcasting Corporation)	Audience	0	0	0	0	0	0	0	0	687107	22552	12148	663	426053	10521	6022	702
	%									85	75	79	31	79	70	59	100
185. SBS	Audience	0	0	0	0	0	0	0	0	554450	16905	11470	663	372896	7505	5730	702
	%									68	56	74	31	69	50	57	100
191. NHK General TV	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
192. TBS	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
193. NTV	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
194. Fuji Television	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
195. TV Asahi	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
201. TV5MONDE	Audience	3231	2149	2149	0	0	0	0	0	0	0	0	0	0	0	0	0
	%	0	2	3													
202. Discovery HD World (previously known as Discovery HD)	Audience	17727	3888	3888	1738	1897	0	0	0	18810	0	0	0	10014	555	555	555
	%	1	4	6	7	0				2				2	4	5	79
203. BBC Lifestyle	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
204. BBC Knowledge	Audience	0	0	0	0	9183	0	0	0	51142	3684	3256	596	40055	2077	2077	555
	%					1				6	12	21	28	7	14	21	79
205. Nat. Geo Wild	Audience	40110	4512	4100	961	2047	274	274	0	0	0	0	0	0	0	0	0
	%	3	4	6	4	0	1	2									

Synovate																	
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FILTERS: 11 Markets																	
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		Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)
	Sample size	3099	175	84	30	1713	48	20	4	1109	43	23	6	1116	32	20	3
	Projected universe	1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
T5. Past 7 days viewership (Upto Q3 2010)	Audience	9734	2149	2149	0	0	0	0	0	0	0	0	0	0	0	0	0
	%	1	2	3													
207. FX	Audience	10559	2958	2875	557	27126	1298	0	0	0	0	0	0	0	0	0	0
	%	1	3	5	2	2	3										
208. Asian Food Channel	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
213. STAR Chinese Movies	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
214. BBC HD	Audience	0	0	0	0	0	0	0	0	9816	0	0	0	7381	1266	1266	555
	%									1				1	8	13	79
215. UK.TV	Audience	0	0	0	0	0	0	0	0	113439	7207	5298	475	73454	8458	5852	629
	%									14	24	34	22	14	56	58	90
216. Syfy Universal (previously known as Sci Fi)	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
217. Universal Channel	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
218. National Geographic Channel HD	Audience	18698	4029	3629	1480	0	0	0	0	26054	712	0	0	19298	1724	633	555
	%	1	4	6	6					3	2			4	11	6	79
219. RT Channel	Audience	11003	2227	2227	0	0	0	0	0	0	0	0	0	2577	555	555	555
	%	1	2	4										0	4	5	79
222. FOX History and Entertainment Channel	Audience	85825	11593	11138	7554	0	0	0	0	0	0	0	0	0	0	0	0
	%	6	11	18	32												
357. NDTV (24x7) - English	Audience	306470	29458	21983	9769	0	0	0	0	0	0	0	0	0	0	0	0
	%	21	27	35	42												
370. Discovery Science Channel	Audience	76162	6888	5134	873	0	0	0	0	61966	4580	2719	253	36706	2257	555	555
	%	5	6	8	4					8	15	18	12	7	15	5	79
371. Discovery Turbo	Audience	13393	2812	2701	0	0	0	0	0	34797	4089	1276	1276	15269	555	555	555
	%	1	3	4						4	14	8	59	3	4	5	79
372. Discovery Home & Health	Audience	0	0	0	0	0	0	0	0	47651	6981	1655	0	31082	1275	835	0
	%									6	23	11		6	8	8	
382. E! Entertainment Television	Audience	0	0	0	0	0	0	0	0	95410	12079	6470	1872	45319	6476	5869	629
	%									12	40	42	87	8	43	58	90
386. FOX	Audience	0	0	0	0	65720	4693	4497	1669	0	0	0	0	0	0	0	0
	%					5	12	27	27								
388. NDTV Profit	Audience	243345	20668	15785	3430	0	0	0	0	0	0	0	0	0	0	0	0
	%	16	19	25	15												
395. Al Jazeera English	Audience	0	0	0	0	0	0	0	0	5546	132	132	132	9171	0	0	0
	%									1	0	1	6	2			
396. BBC Entertainment	Audience	40468	6851	6851	3206	2729	0	0	0	0	0	0	0	0	0	0	0
	%	3	6	11	14	0											
397. Crime & Investigation	Audience	0	0	0	0	0	0	0	0	95558	9023	7689	1528	61492	4349	3181	629
	%									12	30	50	71	11	29	31	90
398. Business&	Audience	0	0	0	0	7948	559	559	0	0	0	0	0	0	0	0	0
	%					1	1	3									
399. The Biography Channel	Audience	0	0	0	0	0	0	0	0	96683	13997	8037	1872	38590	3500	682	628
	%									12	46	52	87	7	23	7	89
Other cable/satellite channels	Audience	940949	67338	38732	10602	34282	653	286	0	262617	13579	10241	1872	149788	10385	8471	702
	%	64	61	61	45	2	2	2		32	45	66	87	28	69	84	100

Synovate																		
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FILTERS: 11 Markets																		
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		Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	
Sample size		3099	175	84	30	1713	48	20	4	1109	43	23	6	1116	32	20	3	
Projected universe		1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702	
%		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
T5. Past 7 days viewership (Upto Q3 2010)																		
Other terrestrial channels	Audience	120200	8191	6549	3757	178475	6027	3460	2875	355213	7777	5013	410	247866	5091	4614	702	
	%	8	7	10	16	12	16	21	46	44	26	32	19	46	34	46	100	
None (DO NOT PROMPT)	Audience	77009	2879	0	0	17899	0	0	0	2965	41	0	0	1231	0	0	0	
	%	5	3			1				0	0			0				
No Answer	Audience	21687	105	105	105	31779	0	0	0	7068	0	0	0	2705	0	0	0	
	%	1	0	0	0	2				1				1				
TOTALS	Audience	7348595	800687	595415	226696	6381076	179033	87299	32263	5859856	300822	171996	21826	3652475	152736	104240	19005	
	%	496	726	943	967	439	466	529	519	722	995	1114	1013	680	1014	1029	2706	

Synovate																	
Upto Q3 '10 (11 Markets)																	
TABLE 3 Header-Fashion TV *BY* T6. Yesterday viewership (Upto Q3 2010)																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets																	
		Kuala Lumpur				Manila				Singapore				Taipei			
		Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)
	Sample size	1729	62	32	7	1630	246	113	29	1691	58	35	10	1687	29	11	3
	Projected universe	435000	11660	7102	858	455000	76071	34071	8921	668000	18954	11398	4688	1206000	18963	6339	2004
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
T6. Yesterday viewership (Upto Q3 2010)																	
1. Animal Planet	Audience	25882	1567	1385	279	36615	12495	6856	3828	48901	4124	3555	1715	77061	1269	116	0
	%	6	13	19	33	8	16	20	43	7	22	31	37	6	7	2	
2. AXN Asia	Audience	51351	2525	1287	177	45821	7471	4875	1335	39771	1357	1022	1022	52285	256	0	0
	%	12	22	18	21	10	10	14	15	6	7	9	22	4	1		
3. BBC World News	Audience	35485	812	508	419	41478	12118	7680	3389	62716	1644	967	136	15682	848	119	119
	%	8	7	7	49	9	16	23	38	9	9	8	3	1	4	2	6
4. Bloomberg Television	Audience	22165	711	316	316	12814	4885	4256	1576	28469	384	384	0	3169	0	0	0
	%	5	6	4	37	3	6	12	18	4	2	3		0			
11. CNBC TV 18	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
15. Nikkei CNBC	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
16. CNN	Audience	58937	1443	748	485	86167	18716	11659	4178	85643	3913	2737	626	119874	4960	3758	720
	%	14	12	11	57	19	25	34	47	13	21	24	13	10	26	59	36
17. Discovery Channel	Audience	55371	2823	1815	380	61503	15593	10689	4249	86409	5602	4374	2292	171973	8887	5609	2004
	%	13	24	26	44	14	20	31	48	13	30	38	49	14	47	88	100
21. ESPN	Audience	61239	2964	1942	316	39867	12178	7475	2361	45560	685	413	48	203019	4978	2659	600
	%	14	25	27	37	9	16	22	26	7	4	4	1	17	26	42	30
22. HBO	Audience	49755	3006	1695	177	122621	28351	14463	5519	44948	4608	3935	2454	369913	8155	3681	1885
	%	11	26	24	21	27	37	42	62	7	24	35	52	31	43	58	94
23. MTV	Audience	26923	2387	2387	177	38411	12750	8099	3589	21610	3314	3140	2582	64540	4896	3016	0
	%	6	20	34	21	8	17	24	40	3	17	28	55	5	26	48	
24. National Geographic Channel	Audience	54973	1521	459	279	65131	15927	10528	3988	75744	6297	4555	2292	136653	4504	3105	1404
	%	13	13	6	33	14	21	31	45	11	33	40	49	11	24	49	70
25. NHK World TV	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
27. Phoenix Chinese Channel	Audience	17975	2450	1488	222	359	0	0	0	22191	1316	1316	904	13633	2059	1585	0
	%	4	21	21	26	0				3	7	12	19	1	11	25	
28. STAR Movies	Audience	45217	2729	1931	419	66487	14227	6830	3288	36303	5309	5080	4552	206053	4622	3462	1404
	%	10	23	27	49	15	19	20	37	5	28	45	97	17	24	55	70
29. STAR Sports	Audience	59448	3225	1438	177	35705	11342	8377	3146	35897	1007	290	0	162225	5279	3437	1284
	%	14	28	20	21	8	15	25	35	5	5	3		13	28	54	64
30. STAR World	Audience	42191	1640	1433	279	49640	13616	7000	2906	47355	4241	4186	3537	19211	2224	1800	119
	%	10	14	20	33	11	18	21	33	7	22	37	75	2	12	28	6
32. Zee TV Asia Pacific	Audience	0	0	0	0	0	0	0	0	12515	389	389	0	0	0	0	0
	%									2	2	3					
33. Hallmark Channel	Audience	36887	4475	2526	419	23562	8483	6470	3445	25862	3075	2740	2228	3704	0	0	0
	%	8	38	36	49	5	11	19	39	4	16	24	48	0			
34. Channel NewsAsia	Audience	6366	851	581	177	11447	1906	1560	1257	295373	10941	8166	3249	119	119	119	119
	%	1	7	8	21	3	3	5	14	44	58	72	69	0	1	2	6
36. J Sports ESPN	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
53. STAR Plus	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
64. Nat Geo Adventure	Audience	0	0	0	0	9269	5324	5247	1164	7599	48	48	48	32181	473	0	0
	%					2	7	15	13	1	0	0	1	3	2		
67. Sky News	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																

Synovate																	
Upto Q3 '10 (11 Markets)																	
TABLE 3 Header-Fashion TV *BY* T6. Yesterday viewership (Upto Q3 2010)																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets																	
		India				Seoul				Sydney				Melbourne			
	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	
Sample size	3099	175	84	30	1713	48	20	4	1109	43	23	6	1116	32	20	3	
Projected universe	1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702	
%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
T6. Yesterday viewership (Upto Q3 2010)																	
1. Animal Planet	Audience	85155	9723	8621	6329	0	0	0	14946	121	121	121	7322	555	555	555	
	%	6	9	14	27				2	0	1	6	1	4	5	79	
2. AXN Asia	Audience	11565	2378	1246	371	0	0	0	0	0	0	0	0	0	0	0	
	%	1	2	2	2												
3. BBC World News	Audience	110202	22937	17574	7918	6783	274	274	0	33355	1759	1759	475	21927	2254	555	
	%	7	21	28	34	0	1	2		4	6	11	22	4	15	5	
4. Bloomberg Television	Audience	0	0	0	0	185	0	0	0	10367	559	475	475	4233	555	555	
	%					0				1	2	3	22	1	4	5	
11. CNBC TV 18	Audience	105133	2853	1945	586	0	0	0	0	0	0	0	0	0	0	0	
	%	7	3	3	2												
15. Nikkei CNBC	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
16. CNN	Audience	73153	14687	13252	9746	18094	274	274	0	31961	2018	1124	596	15264	1258	1195	
	%	5	13	21	42	1	1	2		4	7	7	28	3	8	12	
17. Discovery Channel	Audience	201955	27483	25659	12474	33304	274	274	0	60249	3627	814	0	23623	1724	555	
	%	14	25	41	53	2	1	2		7	12	5		4	11	5	
21. ESPN	Audience	78530	12261	9913	6260	68172	3320	504	0	35107	1004	919	67	25818	617	555	
	%	5	11	16	27	5	9	3		4	3	6	3	5	4	5	
22. HBO	Audience	86854	12264	9467	6763	0	0	0	0	0	0	0	0	0	0	0	
	%	6	11	15	29												
23. MTV	Audience	153276	29482	25688	11141	18288	0	0	0	23786	4458	4458	1276	18256	1993	1472	
	%	10	27	41	48	1				3	15	29	59	3	13	15	
24. National Geographic Channel	Audience	110170	16780	16095	9799	19846	0	0	0	34495	1327	1241	253	19209	1724	555	
	%	7	15	25	42	1				4	4	8	12	4	11	5	
25. NHK World TV	Audience	144	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%	0															
27. Phoenix Chinese Channel	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
28. STAR Movies	Audience	95881	15161	12278	7962	0	0	0	0	0	0	0	0	0	0	0	
	%	6	14	19	34												
29. STAR Sports	Audience	86262	18566	16971	12115	4597	504	504	0	0	0	0	0	0	0	0	
	%	6	17	27	52	0	1	3									
30. STAR World	Audience	50612	12227	11493	7952	0	0	0	0	0	0	0	0	0	0	0	
	%	3	11	18	34												
32. Zee TV Asia Pacific	Audience	222647	13743	10281	5584	0	0	0	0	969	0	0	0	738	0	0	
	%	15	12	16	24					0				0			
33. Hallmark Channel	Audience	8278	5770	5770	5770	0	0	0	0	0	0	0	0	0	0	0	
	%	1	5	9	25												
34. Channel NewsAsia	Audience	3371	121	121	0	0	0	0	0	0	0	0	0	0	0	0	
	%	0	0	0													
36. J Sports ESPN	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
53. STAR Plus	Audience	398525	39958	23590	11722	0	0	0	0	0	0	0	0	0	0	0	
	%	27	36	37	50												
64. Nat Geo Adventure	Audience	3143	1045	828	69	0	0	0	0	8051	1802	1802	0	1280	0	0	
	%	0	1	1	0					1	6	12		0			
67. Sky News	Audience	0	0	0	0	0	0	0	0	87382	3721	2386	320	39992	4547	2759	
	%									11	12	15	15	7	30	27	

Synovate																	
Upto Q3 '10 (11 Markets)																	
TABLE 3 Header-Fashion TV *BY* T6. Yesterday viewership (Upto Q3 2010) (Cont)																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets																	
		India				Seoul				Sydney				Melbourne			
	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	
Sample size	3099	175	84	30	1713	48	20	4	1109	43	23	6	1116	32	20	3	
Projected universe	1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702	
%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
T6. Yesterday viewership (Upto Q3 2010)																	
79. NHK BS1	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
80. NHK BS2	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
85. Discovery Travel & Living	Audience	47672	1493	1427	621	0	0	0	15482	2839	1802	0	4834	0	0	0	
	%	3	1	2	3				2	9	12		1				
86. History Channel	Audience	0	0	0	0	1788	0	0	36569	2436	2436	596	25413	2481	1390	0	
	%					0			5	8	16	28	5	16	14		
88. Australia Network	Audience	6459	290	290	290	0	0	0	0	0	0	0	0	0	0	0	
	%	0	0	0	1												
89. CNN Headline News	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
91. Channel 3	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
92. Channel 5	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
93. Channel 7	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
101. ATV Home	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
102. ATV World	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
103. TVB Jade	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
104. TVB Pearl	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
111. Indosiar	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
112. RCTI	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
113. SCTV	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
121. TV3	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
122. NTV 7	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
123. TV 2 (RTM 2)	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
131. ABS-CBN (Channel 2)	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
132. GMA-TV (Channel 7)	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
142. Channel 5 (TCS 5)	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
143. Channel 8 (TCS 8)	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
144. Channel U	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																

Synovate																	
Upto Q3 '10 (11 Markets)																	
TABLE 3 Header-Fashion TV *BY* T6. Yesterday viewership (Upto Q3 2010) (Cont)																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets																	
		India				Seoul				Sydney				Melbourne			
	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	
Sample size	3099	175	84	30	1713	48	20	4	1109	43	23	6	1116	32	20	3	
Projected universe	1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702	
%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
T6. Yesterday viewership (Upto Q3 2010)																	
151. CTS	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
152. CTV	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
154. TTV	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
161. DD1	Audience	94906	20224	17490	9308	0	0	0	0	0	0	0	0	0	0	0	
	%	6	18	28	40												
171. KBS1	Audience	0	0	0	0	651216	27484	11817	4544	0	0	0	0	0	0	0	
	%					45	72	72	73								
172. KBS2	Audience	0	0	0	0	614252	28091	11476	4544	0	0	0	0	0	0	0	
	%					42	73	70	73								
173. MBC	Audience	0	0	0	0	771116	27071	12430	4799	0	0	0	0	0	0	0	
	%					53	71	75	77								
174. SBS	Audience	0	0	0	0	702234	22589	7469	257	0	0	0	0	0	0	0	
	%					48	59	45	4								
181. Channel 7	Audience	0	0	0	0	0	0	0	0	400400	15498	6036	132	244041	7454	5161	
	%									49	51	39	6	45	49	51	
182. Channel 9	Audience	0	0	0	0	0	0	0	0	443017	16598	10489	320	261160	10215	8411	
	%									55	55	68	15	49	68	83	
183. Channel 10	Audience	0	0	0	0	0	0	0	0	380594	11758	7606	663	242976	7594	6897	
	%									47	39	49	31	45	50	68	
184. ABC (Australian Broadcasting Corporation)	Audience	0	0	0	0	0	0	0	0	387805	11614	6146	475	213101	6559	3867	
	%									48	38	40	22	40	44	38	
185. SBS	Audience	0	0	0	0	0	0	0	0	246941	7671	4771	0	140640	1948	1885	
	%									30	25	31		26	13	19	
191. NHK General TV	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
192. TBS	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
193. NTV	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
194. Fuji Television	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
195. TV Asahi	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
201. TV5MONDE	Audience	2765	2149	2149	0	0	0	0	0	0	0	0	0	0	0	0	
	%	0	2	3													
202. Discovery HD World (previously known as Discovery HD)	Audience	3045	2237	2237	87	0	0	0	0	311	0	0	0	2217	555	555	
	%	0	2	4	0					0			0	4	5	79	
203. BBC Lifestyle	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
204. BBC Knowledge	Audience	0	0	0	0	4812	0	0	0	8744	253	253	253	13832	1390	1390	
	%					0				1	1	2	12	3	9	14	
205. Nat. Geo Wild	Audience	13426	4125	3869	961	0	0	0	0	0	0	0	0	0	0	0	
	%	1	4	6	4												
206. FOX Crime	Audience	6052	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%	0															

Synovate																	
Upto Q3 '10 (11 Markets)																	
TABLE 3 Header-Fashion TV *BY* T6. Yesterday viewership (Upto Q3 2010) (Cont)																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets																	
		India				Seoul				Sydney				Melbourne			
	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	
Sample size	3099	175	84	30	1713	48	20	4	1109	43	23	6	1116	32	20	3	
Projected universe	1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702	
%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
T6. Yesterday viewership (Upto Q3 2010)																	
207. FX	Audience	2816	0	0	0	10857	1298	0	0	0	0	0	0	0	0	0	
	%	0				1	3										
208. Asian Food Channel	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
213. STAR Chinese Movies	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
215. UK.TV	Audience	0	0	0	0	0	0	0	36231	2885	1718	343	18609	3615	3108	555	
	%								4	10	11	16	3	24	31	79	
216. Syfy Universal (previously known as Sci Fi)	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
217. Universal Channel	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
218. National Geographic Channel HD	Audience	7238	2424	2149	0	0	0	0	577	0	0	0	3680	1091	0	0	
	%	0	2	3					0				1	7			
219. RT Channel	Audience	3689	0	0	0	0	0	0	0	0	0	0	2577	555	555	555	
	%	0											0	4	5	79	
222. FOX History and Entertainment Channel	Audience	25529	7695	7439	5168	0	0	0	0	0	0	0	0	0	0	0	
	%	2	7	12	22												
357. NDTV (24x7) - English	Audience	125600	13414	10305	7192	0	0	0	0	0	0	0	0	0	0	0	
	%	8	12	16	31												
370. Discovery Science Channel	Audience	18573	1515	1515	630	0	0	0	11393	0	0	0	6017	1091	0	0	
	%	1	1	2	3				1				1	7			
371. Discovery Turbo	Audience	1959	0	0	0	0	0	0	12358	4089	1276	1276	6864	555	555	555	
	%	0							2	14	8	59	1	4	5	79	
372. Discovery Home & Health	Audience	0	0	0	0	0	0	0	8990	3242	0	0	8841	835	835	0	
	%								1	11			2	6	8		
382. E! Entertainment Television	Audience	0	0	0	0	0	0	0	34094	5821	5821	1751	13485	3795	3187	555	
	%								4	19	38	81	3	25	31	79	
386. FOX	Audience	0	0	0	0	22827	3966	3966	1412	0	0	0	0	0	0	0	
	%					2	10	24	23								
388. NDTV Profit	Audience	98759	6744	5394	1884	0	0	0	0	0	0	0	0	0	0	0	
	%	7	6	9	8												
395. Al Jazeera English	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
396. BBC Entertainment	Audience	10147	3314	3314	841	0	0	0	0	0	0	0	0	0	0	0	
	%	1	3	5	4												
397. Crime & Investigation	Audience	0	0	0	0	0	0	0	34795	4441	4363	1276	19328	1091	0	0	
	%								4	15	28	59	4	7			
399. The Biography Channel	Audience	0	0	0	0	0	0	0	16527	3666	852	0	3399	0	0	0	
	%								2	12	6		1				
Other cable/satellite channels	Audience	664992	40087	22114	9214	16814	0	0	169147	10490	7459	475	88928	7815	5900	702	
	%	45	36	35	39	1			21	35	48	22	17	52	58	100	
Other terrestrial channels	Audience	71538	4254	3225	1035	121885	5743	3176	2875	197927	5327	3683	410	151247	2382	2301	
	%	5	4	5	4	8	15	19	46	24	18	24	19	28	16	23	
None (DO NOT PROMPT)	Audience	300839	25917	11657	5523	254764	2361	1901	0	71077	2171	1013	216	79364	651	0	
	%	20	23	18	24	18	6	12		9	7	7	10	15	4		
No Answer	Audience	98696	2985	105	105	49678	0	0	10033	41	0	0	3936	0	0	0	
	%	7	3	0	0	3			1	0			1				
TOTALS	Audience	3489557	396306	305473	165422	3391512	123248	54064	18432	2863680	131237	80826	11767	1732149	76897	54753	
	%	236	359	484	705	233	321	328	297	353	434	523	546	323	510	541	

Synovate																		
Upto Q3 '10 (11 Markets)																		
TABLE 4 Header-Fashion TV *BY* PS6. Ownership of personal products																		
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																		
FILTERS: 11 Markets																		
		10 markets				Bangkok				Hongkong				Jakarta				
		Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	
Sample size		18899	1279	695	226	1728	368	245	102	1679	53	33	6	1718	165	79	26	
Projected universe		9864000	604145	343973	108399	1074000	207632	135581	48039	1337000	41726	27863	5313	405000	35154	16410	6058	
%		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
PS6. Ownership of personal products																		
Laptop/notebook computer	Audience	5267771	339379	194336	62115	573974	127644	88324	31305	747573	26249	15978	5313	248638	26897	13397	5033	
%		53	56	56	57	53	61	65	65	56	63	57	100	61	77	82	83	
Desktop computer	Audience	6068266	318120	180683	63164	427442	89883	64935	25905	914869	22763	13139	5201	204584	20895	9585	3406	
%		62	53	53	58	40	43	48	54	68	55	47	98	51	59	58	56	
Handheld PCs/palm tops/personal digital assistants (PDAs)	Audience	1221315	79856	47837	11827	163711	38473	26603	6654	269588	9232	3347	379	54484	6035	3087	1159	
%		12	13	14	11	15	19	20	14	20	22	12	7	13	17	19	19	
Computer printer/scanner	Audience	5523272	291247	160616	49745	397069	86946	60610	21719	736201	24293	13431	5201	230897	24342	12402	4326	
%		56	48	47	46	37	42	45	45	55	58	48	98	57	69	76	71	
Smartphone	Audience	1959917	116057	67377	20292	194144	48840	33099	9985	372879	11914	4027	310	75365	9680	4830	2264	
%		20	19	20	19	18	24	24	21	28	29	14	6	19	28	29	37	
Mobile phone BUT NOT Smartphone	Audience	8099069	452740	247742	75619	821729	144242	94392	32675	1150337	32876	22785	5313	280534	26098	12113	4909	
%		82	75	72	70	77	69	70	68	86	79	82	100	69	74	74	81	
MP3 player/MP3 harddisk player	Audience	3950148	267071	160699	50242	472068	107540	72324	23800	522831	17545	11488	5133	144683	17552	8649	2645	
%		40	44	47	46	44	52	53	50	39	42	41	97	36	50	53	44	
MP4 player	Audience	1469065	98489	59895	18571	148773	35193	26330	7441	223203	3293	1131	0	99979	12424	6764	1935	
%		15	16	17	17	14	17	19	15	17	8	4	0	25	35	41	32	
No Answer	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
%																		
Refused (DO NOT PROMPT)	Audience	87100	11204	8016	5757	3009	1481	0	0	20320	1111	0	0	0	0	0	0	
%		1	2	2	5	0	1			2	3							
None of the above (DO NOT PROMPT)	Audience	475904	46732	29708	10911	84452	15063	9236	4060	40085	1810	1810	0	33689	2203	605	0	
%		5	8	9	10	8	7	7	8	3	4	6		8	6	4		
TOTALS	Audience	34121827	2020894	1156907	368245	3286371	695304	475854	163545	4997885	151087	87138	26850	1372853	146126	71434	25677	
%		346	335	336	340	306	335	351	340	374	362	313	505	339	416	435	424	

Synovate																	
Upto Q3 '10 (11 Markets)																	
TABLE 5 Header-Fashion TV *BY* PS7a. Purchase intention on personal products in the																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets																	
		Kuala Lumpur			Manila			Singapore			Taipei						
		Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)
	Sample size	1729	62	32	7	1630	246	113	29	1691	58	35	10	1687	29	11	3
	Projected universe	435000	11660	7102	858	455000	76071	34071	8921	668000	18954	11398	4688	1206000	18963	6339	2004
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
PS7a. Purchase intention on personal products in the coming 12 month																	
Laptop/notebook computer	Audience	65805	2326	1794	177	128410	24091	8626	3556	68494	2077	1753	531	180955	4125	3995	600
	%	15	20	25	21	28	32	25	40	10	11	15	11	15	22	63	30
Desktop computer	Audience	16113	465	351	0	43760	9992	5079	2902	23175	710	612	531	119966	1761	1336	0
	%	4	4	5	0	10	13	15	33	3	4	5	11	10	9	21	0
Handheld PCs/palm tops/personal digital assistants (PDAs)	Audience	24872	1343	1088	177	19930	3133	1596	1033	8385	199	199	0	66126	1757	1757	1284
	%	6	12	15	21	4	4	5	12	1	1	2	0	5	9	28	64
Computer printer/scanner	Audience	8481	280	211	177	32819	3362	1590	100	11292	138	138	0	63555	2066	1937	600
	%	2	2	3	21	7	4	5	1	2	1	1	0	5	11	31	30
Smartphone	Audience	32882	654	360	360	20683	3420	1406	1102	73084	3643	1482	975	187647	6373	5515	2004
	%	8	6	5	42	5	4	4	12	11	19	13	21	16	34	87	100
MP3 player/MP3 harddisk player	Audience	2151	149	0	0	21717	1755	732	0	11133	81	81	0	54373	1466	1336	0
	%	0	1	0	0	5	2	2	0	2	0	1	0	5	8	21	0
MP4 player	Audience	8804	919	177	177	21403	2291	496	118	13556	753	753	0	77237	3395	3395	0
	%	2	8	2	21	5	3	1	1	2	4	7	0	6	18	54	0
Mobile phone BUT NOT Smartphone	Audience	38018	823	740	177	81460	16337	8712	3010	52702	743	743	0	148192	1459	1073	600
	%	9	7	10	21	18	21	26	34	8	4	7	0	12	8	17	30
No Answer	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Refused (DO NOT PROMPT)	Audience	1586	0	0	0	2100	325	109	0	3057	0	0	0	9142	470	470	0
	%	0	0	0	0	0	0	0	0	0	0	0	0	1	2	7	0
None of the above (DO NOT PROMPT)	Audience	276630	6663	3862	498	259165	41302	21585	4351	481238	13026	8053	3713	698886	11439	354	0
	%	64	57	54	58	57	54	63	49	72	69	71	79	58	60	6	0
TOTALS	Audience	475341	13623	8583	1740	631447	106007	49932	16172	746116	21369	13813	5750	1606080	34310	21169	5090
	%	109	117	121	203	139	139	147	181	112	113	121	123	133	181	334	254

Synovate																	
Upto Q3 '10 (11 Markets)																	
TABLE 6 Header-Fashion TV *BY* PS9. Ownership of household products																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets																	
		Kuala Lumpur			Manila			Singapore			Taipei						
		Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)
	Sample size	1729	62	32	7	1630	246	113	29	1691	58	35	10	1687	29	11	3
	Projected universe	435000	11660	7102	858	455000	76071	34071	8921	668000	18954	11398	4688	1206000	18963	6339	2004
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
PS9. Ownership of household products																	
Digital video camera	Audience	245631	5688	3103	418	297324	53891	26321	6534	381478	14849	9554	4688	514685	6894	947	720
	%	56	49	44	49	65	71	77	73	57	78	84	100	43	36	15	36
SLR digital still camera	Audience	78079	1500	194	0	127956	21858	13406	2622	190738	6549	4576	2979	557987	10507	3568	2004
	%	18	13	3		28	29	39	29	29	35	40	64	46	55	56	100
Digital still camera	Audience	213399	6988	4923	184	265023	45123	21285	5033	430837	14580	9228	4198	1106170	17981	5866	2004
	%	49	60	69	21	58	59	62	56	64	77	81	90	92	95	93	100
DVD player	Audience	353042	9640	5443	602	415946	71045	32273	8517	620532	18513	11310	4600	961520	12659	2944	2004
	%	81	83	77	70	91	93	95	95	93	98	99	98	80	67	46	100
DVD player recorder	Audience	173745	4886	3451	325	194431	32758	17295	4288	314726	9414	4943	1775	482490	8150	1515	720
	%	40	42	49	38	43	43	51	48	47	50	43	38	40	43	24	36
Flat screen TV	Audience	202194	5877	3539	279	233592	41602	19646	6524	414173	15401	8902	4552	869989	10396	4189	2004
	%	46	50	50	33	51	55	58	73	62	81	78	97	72	55	66	100
LCD TV/plasma TV	Audience	207972	6361	4646	360	131649	23791	12342	1964	471603	17025	9640	4600	771551	12080	4659	2004
	%	48	55	65	42	29	31	36	22	71	90	85	98	64	64	73	100
HDTV	Audience	58427	2337	1662	83	92153	19326	10776	3741	277040	12739	7200	3707	234621	6375	708	119
	%	13	20	23	10	20	25	32	42	41	67	63	79	19	34	11	6
No Answer	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
Refused (DO NOT PROMPT)	Audience	911	0	0	0	5943	2095	426	317	924	0	0	0	4393	0	0	0
	%	0				1	3	1	4	0				0			
None of the above (DO NOT PROMPT)	Audience	19503	255	124	124	20565	2264	756	87	14058	0	0	0	16503	0	0	0
	%	4	2	2	14	5	3	2	1	2				1			
TOTALS	Audience	1552903	43532	27084	2374	1784580	313753	154527	39627	3116109	109070	65354	31099	5519911	85043	24397	11580
	%	357	373	381	277	392	412	454	444	466	575	573	663	458	448	385	578

Synovate																	
Upto Q3 '10 (11 Markets)																	
TABLE 7 Header-Fashion TV *BY* PS10a. Purchase intention on household products in t																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets																	
		India				Seoul				Sydney				Melbourne			
		Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)
	Sample size	3099	175	84	30	1713	48	20	4	1109	43	23	6	1116	32	20	3
	Projected universe	1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
PS10a. Purchase intention on household products in the coming 12 month																	
Digital video camera	Audience	46593	4611	3476	0	28586	3736	1193	0	8707	1429	1429	0	7646	0	0	0
	%	3	4	6		2	10	7		1	5	9		1			
SLR digital still camera	Audience	8778	551	551	0	26773	0	0	0	21319	0	0	0	7858	0	0	0
	%	1	0	1		2				3				1			
Digital still camera	Audience	31887	400	0	0	38084	0	0	0	27749	0	0	0	9105	0	0	0
	%	2	0			3				3				2			
DVD player	Audience	28802	918	0	0	6225	679	0	0	7204	737	737	0	2894	633	633	0
	%	2	1			0	2			1	2	5		1	4	6	
DVD player recorder	Audience	4029	0	0	0	7286	679	0	0	22770	737	737	0	18959	78	0	0
	%	0				1	2			3	2	5		4	1		
Flat screen TV	Audience	21678	1250	1002	0	70027	3171	286	0	65263	5817	3003	343	37056	842	780	0
	%	1	1	2		5	8	2		8	19	19	16	7	6	8	
LCD TV/plasma TV	Audience	173794	12146	6284	1358	80966	3456	571	0	106270	2433	2230	559	85930	2393	1954	0
	%	12	11	10	6	6	9	3		13	8	14	26	16	16	19	
HDTV	Audience	14502	793	69	69	129553	4950	1698	1412	117899	2272	1156	343	56460	633	633	0
	%	1	1	0	0	9	13	10	23	15	8	7	16	11	4	6	
No Answer	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
Refused (DO NOT PROMPT)	Audience	58718	858	711	529	1695	0	0	0	12317	0	0	0	22135	0	0	0
	%	4	1	1	2	0				2				4			
None of the above (DO NOT PROMPT)	Audience	1127939	89175	51049	21493	1221621	29781	13318	4799	538160	20000	9143	1596	347206	11121	6762	702
	%	76	81	81	92	84	78	81	77	66	66	59	74	65	74	67	100
TOTALS	Audience	1516721	110703	63143	23449	1610816	46451	17066	6211	927657	33426	18435	2841	595248	15700	10761	702
	%	102	100	100	100	111	121	103	100	114	111	119	132	111	104	106	100

Synovate																		
Upto Q3 '10 (11 Markets)																		
TABLE 8 Header-Fashion TV *BY* LG2. Luxury goods own personally																		
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																		
FILTERS: 11 Markets																		
		Kuala Lumpur			Manila			Singapore			Taipei							
		Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	
Sample size		1729	62	32	7	1630	246	113	29	1691	58	35	10	1687	29	11	3	
Projected universe		435000	11660	7102	858	455000	76071	34071	8921	668000	18954	11398	4688	1206000	18963	6339	2004	
%		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
LG2. Luxury goods own personally																		
Quality/designer clothes & leather goods (US\$1000+ per item)	Audience	23924	3061	2600	360	27560	4284	818	230	111124	7469	5096	2552	121665	3554	1809	0	
%		5	26	37	42	6	6	2	3	17	39	45	54	10	19	29		
Quality/designer clothes & leather goods (US\$500+ per item)	Audience	45868	3995	3533	360	37542	6316	1281	230	184366	9407	6437	2552	252114	5510	2040	119	
%		11	34	50	42	8	8	4	3	28	50	56	54	21	29	32	6	
Quality/designer accessories & footwear (US\$1000+ per item)	Audience	12201	1821	1543	360	20466	4737	2536	1635	58723	5083	3956	1609	44010	1598	0	0	
%		3	16	22	42	4	6	7	18	9	27	35	34	4	8			
Quality/designer accessories & footwear (US\$500+ per item)	Audience	34021	3569	3291	360	23309	5919	2536	1635	120649	7756	5456	2246	112508	5134	1921	0	
%		8	31	46	42	5	8	7	18	18	41	48	48	9	27	30		
Jewellery (US\$1000+ per item)	Audience	56475	1188	778	360	62679	8934	4654	1990	207414	7335	5800	3042	244249	6766	2279	0	
%		13	10	11	42	14	12	14	22	31	39	51	65	20	36	36		
Jewellery (US\$500+ per item)	Audience	87590	3959	2941	500	83010	14099	7117	3156	264558	9276	6436	3644	311397	6766	2279	0	
%		20	34	41	58	18	19	21	35	40	49	56	78	26	36	36		
A luxury watch (worth US\$1000+ per item)	Audience	34408	3662	2549	184	54404	8202	4958	2268	170762	5932	4765	2496	227281	2726	2156	119	
%		8	31	36	21	12	11	15	25	26	31	42	53	19	14	34	6	
A luxury watch (worth US\$500+ per item)	Audience	72568	4728	3562	360	61881	9710	5239	2335	236515	8236	5366	3097	329274	8936	2626	119	
%		17	41	50	42	14	13	15	26	35	43	47	66	27	47	41	6	
No Answer	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
%																		
Refused (DO NOT PROMPT)	Audience	8349	32	0	0	7835	1334	83	0	7564	0	0	0	3483	0	0	0	
%		2	0			2	2	0		1				0				
None (DO NOT PROMPT)	Audience	285004	5734	3228	358	338216	55866	24121	5352	284041	4291	3318	996	697226	9506	3713	1885	
%		66	49	45	42	74	73	71	60	43	23	29	21	58	50	59	94	
TOTALS	Audience	660407	31750	24025	3203	716901	119401	53344	18831	1645716	64785	46630	22234	2343207	50495	18824	2243	
%		152	272	338	373	158	157	157	211	246	342	409	474	194	266	297	112	

Synovate																		
Upto Q3 '10 (11 Markets)																		
TABLE 9 Header-Fashion TV *BY* LG3a. Which of the following products do you intend to buy in the coming 12 months?																		
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																		
FILTERS: 11 Markets																		
		10 markets				Bangkok				Hongkong				Jakarta				
		Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	
Sample size		18899	1279	695	226	1728	368	245	102	1679	53	33	6	1718	165	79	26	
Projected universe		9864000	604145	343973	108399	1074000	207632	135581	48039	1337000	41726	27863	5313	405000	35154	16410	6058	
%		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
LG3a. Which of the following products do you intend to buy in the coming 12 months?																		
Quality/designer clothes & leather goods (US\$1000+ per item)	Audience	372038	41484	24524	9880	82030	17150	8946	3526	87395	5879	5793	2906	214	0	0	0	
%		4	7	7	9	8	8	7	7	14	21	55	0					
Quality/designer clothes & leather goods (US\$500+ per item)	Audience	558346	49128	30142	11885	97130	20635	12354	4642	123026	7137	6984	2906	2409	429	0	0	
%		6	8	9	11	9	10	9	10	9	17	25	55	1	1			
Quality/designer accessories & footwear (US\$1000+ per item)	Audience	313185	33001	18684	9944	114275	20640	11072	6471	51466	3096	3010	355	750	93	93	0	
%		3	5	5	9	11	10	8	13	4	7	11	7	0	0	1		
Quality/designer accessories & footwear (US\$500+ per item)	Audience	481970	51386	32990	12976	141213	27913	16310	6537	103770	9216	9064	2838	1631	120	93	0	
%		5	9	10	12	13	13	12	14	8	22	33	53	0	0	1		
Jewellery (US\$1000+ per item)	Audience	650919	78853	51864	17495	206796	45912	31741	13980	109440	9077	7144	734	12098	987	457	0	
%		7	13	15	16	19	22	23	29	8	22	26	14	3	3	3		
Jewellery (US\$500+ per item)	Audience	840434	94982	63640	22387	247532	55696	40355	17637	140465	9077	7144	734	33099	2785	904	370	
%		9	16	19	21	23	27	30	37	11	22	26	14	8	8	6	6	
A luxury watch (worth US\$1000+ per item)	Audience	516580	49780	32011	14018	152590	30471	21131	9419	119130	7535	5622	2551	2100	185	0	0	
%		5	8	9	13	14	15	16	20	9	18	20	48	1	1			
A luxury watch (worth US\$500+ per item)	Audience	723492	64876	43105	15399	179994	34458	24065	10073	145121	12068	10155	2551	6332	696	79	0	
%		7	11	13	14	17	17	18	21	11	29	36	48	2	2	0		
No Answer	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
%																		
Refused (DO NOT PROMPT)	Audience	188631	16509	10900	2201	4176	44	17	0	14266	0	0	0	1349	0	0	0	
%		2	3	3	2	0	0	0		1				0				
None (DO NOT PROMPT)	Audience	8044888	433048	231919	71849	692060	128236	78418	26139	1072051	26135	14272	2096	361248	31208	15334	5688	
%		82	72	67	66	64	62	58	54	80	63	51	39	89	89	93	94	
TOTALS	Audience	12690482	913047	539779	188034	1917795	381155	244409	98425	1966130	89220	69186	17671	421229	36503	16960	6058	
%		129	151	157	173	179	184	180	205	147	214	248	333	104	104	103	100	

Synovate																	
Upto Q3 '10 (11 Markets)																	
TABLE 10 Header-Fashion TV *BY* PS12. Ownership of private car																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets																	
		10 markets				Bangkok				Hongkong				Jakarta			
		Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)
	Sample size	18899	1279	695	226	1728	368	245	102	1679	53	33	6	1718	165	79	26
	Projected universe	9864000	604145	343973	108399	1074000	207632	135581	48039	1337000	41726	27863	5313	405000	35154	16410	6058
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
PS12. Ownership of private car																	
Yes	Audience	7121572	440161	241986	75129	851179	178760	116729	41737	499340	15392	5642	2663	260074	21915	11182	3568
	%	72	73	70	69	79	86	86	87	37	37	20	50	64	62	68	59
No	Audience	2683125	151000	89823	31567	222821	28872	18852	6302	837200	26207	22221	2650	141833	12937	4970	2491
	%	27	25	26	29	21	14	14	13	63	63	80	50	35	37	30	41
Refused (DO NOT PROMPT)	Audience	56727	12984	12163	1703	0	0	0	0	460	127	0	0	1596	301	258	0
	%	1	2	4	2					0	0			0	1	2	
Don't know (DO NOT PROMPT)	Audience	2575	0	0	0	0	0	0	0	0	0	0	0	1497	0	0	0
	%	0												0			
TOTALS	Audience	9864000	604145	343973	108399	1074000	207632	135581	48039	1337000	41726	27863	5313	405000	35154	16410	6058
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Synovate																		
Upto Q3 '10 (11 Markets)																		
TABLE 10 Header-Fashion TV *BY* PS12. Ownership of private car																		
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																		
FILTERS: 11 Markets																		
			India				Seoul				Sydney				Melbourne			
		Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	
	Sample size	3099	175	84	30	1713	48	20	4	1109	43	23	6	1116	32	20	3	
	Projected universe	1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702	
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
PS12. Ownership of private car																		
Yes	Audience	780107	58171	29515	7964	1274161	35586	14346	4544	730497	25191	13249	2155	499480	14232	9293	555	
	%	53	53	47	34	88	93	87	73	90	83	86	100	93	94	92	79	
No	Audience	671343	40552	22114	14174	178839	2798	2148	1666	76932	5038	2194	0	28961	761	761	73	
	%	45	37	35	60	12	7	13	27	9	17	14	0	5	5	8	10	
Refused (DO NOT PROMPT)	Audience	28470	11581	11514	1312	1000	0	0	0	4571	0	0	0	8559	74	74	74	
	%	2	10	18	6	0				1				2	0	1	11	
Don't know (DO NOT PROMPT)	Audience	1079	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%	0																
TOTALS	Audience	1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702	
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	

Synovate																		
Upto Q3 '10 (11 Markets)																		
TABLE 11 Header-Fashion TV *BY* PS14a. In the coming 12 months, does your household																		
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																		
FILTERS: 11 Markets																		
		Kuala Lumpur			Manila			Singapore			Taipei							
		Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	
Sample size		1729	62	32	7	1630	246	113	29	1691	58	35	10	1687	29	11	3	
Projected universe		435000	11660	7102	858	455000	76071	34071	8921	668000	18954	11398	4688	1206000	18963	6339	2004	
%		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
PS14a. In the coming 12 months, does your household intend to buy a private car?																		
Yes	Audience	101503	3817	2466	602	125528	17653	10812	3411	72336	5951	3881	1956	157416	5279	2526	600	
	%	23	33	35	70	28	23	32	38	11	31	34	42	13	28	40	30	
No	Audience	311890	6602	3395	256	300145	52693	21000	5510	572960	12861	7375	2732	1032338	13214	3343	1404	
	%	72	57	48	30	66	69	62	62	86	68	65	58	86	70	53	70	
Refused (DO NOT PROMPT)	Audience	2847	0	0	0	3660	664	81	0	0	0	0	0	5230	470	470	0	
	%	1				1	1	0						0	2	7		
Don't know (DO NOT PROMPT)	Audience	18759	1241	1241	0	25667	5060	2179	0	22704	142	142	0	11017	0	0	0	
	%	4	11	17		6	7	6		3	1	1		1				
No Answer	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																	
TOTALS	Audience	435000	11660	7102	858	455000	76071	34071	8921	668000	18954	11398	4688	1206000	18963	6339	2004	
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	

Synovate																		
Upto Q3 '10 (11 Markets)																		
TABLE 12 Header-Fashion TV *BY* PS4. Alcohol consumption in the past 4 weeks																		
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																		
FILTERS: 11 Markets																		
		10 markets				Bangkok				Hongkong				Jakarta				
		Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	
Sample size		18899	1279	695	226	1728	368	245	102	1679	53	33	6	1718	165	79	26	
Projected universe		9864000	604145	343973	108399	1074000	207632	135581	48039	1337000	41726	27863	5313	405000	35154	16410	6058	
%		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
PS4. Alcohol consumption in the past 4 weeks																		
Yes	Audience	4063939	231414	139525	48890	438573	87527	61512	26240	456803	17020	12060	2718	19175	3918	1292	114	
	%	41	38	41	45	41	42	45	55	34	41	43	51	5	11	8	2	
No	Audience	5711701	364527	202156	59292	623554	117997	73541	21799	852795	20166	14375	2594	385825	31236	15119	5944	
	%	58	60	59	55	58	57	54	45	64	48	52	49	95	89	92	98	
Refused (DO NOT PROMPT)	Audience	88361	8204	2292	216	11873	2108	528	0	27403	4540	1428	0	0	0	0	0	
	%	1	1	1	0	1	1	0		2	11	5						
TOTALS	Audience	9864000	604145	343973	108399	1074000	207632	135581	48039	1337000	41726	27863	5313	405000	35154	16410	6058	
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	

Synovate																	
Upto Q3 '10 (11 Markets)																	
TABLE 12 Header-Fashion TV *BY* PS4. Alcohol consumption in the past 4 weeks																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets																	
		Kuala Lumpur			Manila			Singapore			Taipei						
		Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)
Sample size		1729	62	32	7	1630	246	113	29	1691	58	35	10	1687	29	11	3
Projected universe		435000	11660	7102	858	455000	76071	34071	8921	668000	18954	11398	4688	1206000	18963	6339	2004
%		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
PS4. Alcohol consumption in the past 4 weeks																	
Yes	Audience	94928	2535	1462	0	147184	26739	11376	3516	217430	5965	2697	580	499349	7150	4001	720
	%	22	22	21		32	35	33	39	33	31	24	12	41	38	63	36
No	Audience	336958	9125	5641	858	307716	49332	22695	5405	449174	12989	8701	4108	705593	11812	2338	1284
	%	77	78	79	100	68	65	67	61	67	69	76	88	59	62	37	64
Refused (DO NOT PROMPT)	Audience	3113	0	0	0	99	0	0	0	1395	0	0	0	1058	0	0	0
	%	1				0				0				0			
TOTALS	Audience	435000	11660	7102	858	455000	76071	34071	8921	668000	18954	11398	4688	1206000	18963	6339	2004
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Synovate																		
Upto Q3 '10 (11 Markets)																		
TABLE 14 Header-Fashion TV *BY* BL1. Number of international business trips																		
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																		
FILTERS: 11 Markets																		
		Kuala Lumpur				Manila				Singapore				Taipei				
		Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	
	Sample size	1729	62	32	7	1630	246	113	29	1691	58	35	10	1687	29	11	3	
	Projected universe	435000	11660	7102	858	455000	76071	34071	8921	668000	18954	11398	4688	1206000	18963	6339	2004	
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
BL1. Number of international business trips																		
1+ business trip in past 12 mths																		
	RESPONDENTS	Sample size	405	18	7	1	165	32	14	5	631	28	16	3	482	10	6	2
	WTD.INC.RESP.	Audience	79831	2484	789	177	30710	7290	3426	2451	197987	7462	5261	1697	194965	2440	1190	720
	%	18	21	11	21	7	10	10	27	30	39	46	36	16	13	19	36	
1	Audience	21455	718	272	0	12316	3976	1849	1263	55114	121	0	0	52845	0	0	0	
	%	5	6	4		3	5	5	14	8	1			4				
2+ business trips in past 12 mths																		
	RESPONDENTS	Sample size	313	11	5	1	106	20	6	2	494	27	16	3	364	10	6	2
	WTD.INC.RESP.	Audience	58376	1765	517	177	18395	3314	1577	1188	142873	7341	5261	1697	142120	2440	1190	720
	%	13	15	7	21	4	4	5	13	21	39	46	36	12	13	19	36	
2	Audience	25704	367	117	0	6692	940	0	0	39606	2229	1622	0	61591	206	206	0	
	%	6	3	2		1	1			6	12	14		5	1	3		
3+ business trips in past 12 mths																		
	RESPONDENTS	Sample size	214	6	3	1	55	11	6	2	368	22	12	3	234	8	4	2
	WTD.INC.RESP.	Audience	32673	1398	400	177	11702	2375	1577	1188	103267	5112	3638	1697	80529	2234	984	720
	%	8	12	6	21	3	3	5	13	15	27	32	36	7	12	16	36	
3	Audience	9513	411	177	177	3878	553	185	93	27104	948	468	0	17958	1585	600	600	
	%	2	4	2	21	1	1	1	1	4	5	4		1	8	9	30	
4	Audience	3312	0	0	0	3625	1264	1184	1095	8904	942	853	0	15608	129	0	0	
	%	1				1	2	3	12	1	5	7		1	1			
5+ business trips in past 12 mths																		
	RESPONDENTS	Sample size	130	3	2	0	24	5	2	0	233	14	8	3	141	4	3	1
	WTD.INC.RESP.	Audience	19847	988	223	0	4199	558	208	0	67260	3222	2318	1697	46963	519	384	119
	%	5	8	3		1	1	1		10	17	20	36	4	3	6	6	
5	Audience	4894	98	98	0	3157	489	208	0	16050	200	48	48	12030	136	0	0	
	%	1	1	1		1	1	1		2	1	0	1	1	1			
6	Audience	4032	765	0	0	324	68	0	0	11994	2032	1561	1561	3261	148	148	0	
	%	1	7			0	0			2	11	14	33	0	1	2		
7	Audience	1362	0	0	0	67	0	0	0	4918	0	0	0	5870	0	0	0	
	%	0				0				1				0				
8	Audience	2052	0	0	0	0	0	0	0	6345	61	61	0	1875	0	0	0	
	%	0								1	0	1		0				
9	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																	
10	Audience	1993	0	0	0	0	0	0	0	4075	35	35	0	11189	116	116	0	
	%	0								1	0	0		1	1	2		
11	Audience	0	0	0	0	0	0	0	0	164	0	0	0	1868	0	0	0	
	%									0				0				
12	Audience	3137	0	0	0	162	0	0	0	9826	351	351	0	4474	119	119	119	
	%	1				0				1	2	3		0	1	2	6	
13	Audience	0	0	0	0	0	0	0	0	174	57	57	0	0	0	0	0	
	%									0	0	0						
14	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																	
15	Audience	553	125	125	0	76	0	0	0	1000	178	88	88	1888	0	0	0	
	%	0	1	2		0				0	1	1	2	0				
16	Audience	0	0	0	0	0	0	0	0	0	0	0	0	198	0	0	0	
	%													0				
18	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																	

Synovate																	
Upto Q3 '10 (11 Markets)																	
TABLE 14 Header-Fashion TV *BY* BL1. Number of international business trips																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets																	
		India				Seoul				Sydney				Melbourne			
	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	
Sample size	3099	175	84	30	1713	48	20	4	1109	43	23	6	1116	32	20	3	
Projected universe	1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702	
%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
BL1. Number of international business trips																	
1+ business trip in past 12 mths																	
RESPONDENTS	Sample size	273	12	4	2	226	4	1	1	265	7	6	4	246	6	4	1
WTD.INC.RESP.	Audience	69449	1847	340	157	187011	4889	2875	2875	121261	3784	3722	1596	73760	2540	1847	73
	%	5	2	1	1	13	13	17	46	15	24	74	14	17	18	10	
1	Audience	26068	179	179	87	55827	0	0	0	29955	0	0	0	28154	1290	1290	0
	%	2	0	0	0	4				4				5	9	13	
2+ business trips in past 12 mths																	
RESPONDENTS	Sample size	186	10	2	1	152	4	1	1	197	7	6	4	171	4	2	1
WTD.INC.RESP.	Audience	43381	1668	161	69	131184	4889	2875	2875	91306	3784	3722	1596	45606	1250	557	73
	%	3	2	0	0	9	13	17	46	11	13	24	74	8	8	5	10
2	Audience	23561	465	69	69	64152	111	0	0	41295	865	865	67	23224	484	484	0
	%	2	0	0	0	4	0			5	3	6	3	4	3	5	
3+ business trips in past 12 mths																	
RESPONDENTS	Sample size	97	7	1	0	81	3	1	1	128	5	4	3	111	3	1	1
WTD.INC.RESP.	Audience	19820	1203	92	0	67032	4778	2875	2875	50011	2920	2858	1528	22382	766	73	73
	%	1	1	0		5	12	17	46	6	10	19	71	4	5	1	10
3	Audience	4178	173	0	0	21261	85	0	0	23421	1450	1450	121	3583	0	0	0
	%	0	0			1	0			3	5	9	6	1			
4	Audience	9802	902	0	0	20217	1817	0	0	7592	0	0	0	5107	73	73	73
	%	1	1			1	5			1				1	0	1	10
5+ business trips in past 12 mths																	
RESPONDENTS	Sample size	31	2	1	0	31	1	1	1	70	3	2	2	58	2	0	0
WTD.INC.RESP.	Audience	5840	128	92	0	25553	2875	2875	2875	18998	1470	1408	1408	13692	693	0	0
	%	0	0	0		2	7	17	46	2	5	9	65	3	5		
5	Audience	1699	0	0	0	3074	0	0	0	3588	1276	1276	1276	4859	693	0	0
	%	0				0				0	4	8	59	1	5		
6	Audience	1975	0	0	0	6102	0	0	0	4976	0	0	0	1448	0	0	0
	%	0				0				1				0			
7	Audience	336	0	0	0	648	0	0	0	601	0	0	0	599	0	0	0
	%	0				0				0				0			
8	Audience	487	0	0	0	4795	0	0	0	593	0	0	0	4765	0	0	0
	%	0				0				0				1			
9	Audience	0	0	0	0	0	0	0	0	0	0	0	0	146	0	0	0
	%													0			
10	Audience	699	36	0	0	7112	2875	2875	2875	2336	0	0	0	386	0	0	0
	%	0	0			0	7	17	46	0				0			
11	Audience	142	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%	0															
12	Audience	312	92	92	0	372	0	0	0	2064	0	0	0	76	0	0	0
	%	0	0	0		0				0				0			
13	Audience	0	0	0	0	0	0	0	0	197	0	0	0	0	0	0	0
	%									0							
14	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
15	Audience	0	0	0	0	0	0	0	0	81	0	0	0	241	0	0	0
	%									0				0			
16	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
18	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																

Synovate																	
Upto Q3 '10 (11 Markets)																	
TABLE 14 Header-Fashion TV *BY* BL1. Number of international business trips (Cont)																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets																	
		10 markets				Bangkok				Hongkong				Jakarta			
		Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)
	Sample size	18899	1279	695	226	1728	368	245	102	1679	53	33	6	1718	165	79	26
	Projected universe	9864000	604145	343973	108399	1074000	207632	135581	48039	1337000	41726	27863	5313	405000	35154	16410	6058
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
BL1. Number of international business trips																	
20	Audience	13997	194	132	132	1445	0	0	0	6880	0	0	0	834	0	0	0
	%	0	0	0	0	0				1				0			
22	Audience	1526	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%	0															
24	Audience	5099	126	44	44	44	44	44	44	0	0	0	0	0	0	0	0
	%	0	0	0	0	0	0	0	0								
25	Audience	2207	109	0	0	0	0	0	0	1714	0	0	0	0	0	0	0
	%	0	0							0							
28	Audience	825	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%	0															
30	Audience	10284	0	0	0	0	0	0	0	755	0	0	0	802	0	0	0
	%	0								0				0			
36	Audience	1438	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%	0															
40	Audience	4250	0	0	0	0	0	0	0	2273	0	0	0	0	0	0	0
	%	0								0							
46	Audience	52	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%	0															
48	Audience	680	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%	0															
50	Audience	2232	117	117	0	0	0	0	0	0	0	0	0	0	0	0	0
	%	0	0	0													
52	Audience	470	0	0	0	0	0	0	0	470	0	0	0	0	0	0	0
	%	0								0							
80	Audience	192	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%	0															
99	Audience	133	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%	0															
120	Audience	467	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%	0															
None	Audience	5584513	358091	204363	62801	739785	148798	101202	33765	776094	20861	9921	2483	193002	14911	7219	3132
	%	57	59	59	58	69	72	75	70	58	50	36	47	48	42	44	52
Don't know/Refused	Audience	134506	6413	3177	805	3276	2114	83	83	33740	124	0	0	5566	399	0	0
	%	1	1	1	1	0	1	0	0	3	0			1	1		
No Answer	Audience	2812113	168841	90699	25641	248470	32621	16951	8208	269307	12749	12217	355	168867	13870	5979	1979
	%	29	28	26	24	23	16	13	17	20	31	44	7	42	39	36	33
TOTALS	Audience	9864000	604145	343973	108399	1074000	207632	135581	48039	1337000	41726	27863	5313	405000	35154	16410	6058
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MEANS	Audience	1.247	1.026	1.235	1.719	0.684	0.985	1.131	0.783	2.055	1.672	1.533	1.797	0.644	0.581	0.703	0.488
MEDIANS		0	0	0	0	0	0	0.522	0	0	0	0	1.94	0	0	0	0
STD. DEVIATION		3.859	2.572	2.956	3.079	2.119	1.891	2.112	1.659	4.727	3.088	3.128	0.747	2.613	1.091	1.093	0.808

Synovate																	
Upto Q3 '10 (11 Markets)																	
TABLE 14 Header-Fashion TV *BY* BL1. Number of international business trips (Cont)																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets																	
		Kuala Lumpur				Manila				Singapore				Taipei			
		Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)
	Sample size	1729	62	32	7	1630	246	113	29	1691	58	35	10	1687	29	11	3
	Projected universe	435000	11660	7102	858	455000	76071	34071	8921	668000	18954	11398	4688	1206000	18963	6339	2004
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
BL1. Number of international business trips																	
20	Audience	134	0	0	0	0	0	0	0	1625	0	0	0	1730	0	0	0
	%	0								0				0			
22	Audience	0	0	0	0	0	0	0	0	0	0	0	0	564	0	0	0
	%													0			
24	Audience	0	0	0	0	413	0	0	0	2868	82	0	0	115	0	0	0
	%					0				0	0			0			
25	Audience	65	0	0	0	0	0	0	0	165	109	0	0	214	0	0	0
	%	0								0	1			0			
28	Audience	0	0	0	0	0	0	0	0	825	0	0	0	0	0	0	0
	%									0							
30	Audience	88	0	0	0	0	0	0	0	1729	0	0	0	1615	0	0	0
	%	0								0				0			
36	Audience	143	0	0	0	0	0	0	0	1295	0	0	0	0	0	0	0
	%	0								0							
40	Audience	654	0	0	0	0	0	0	0	1263	0	0	0	0	0	0	0
	%	0								0							
46	Audience	0	0	0	0	0	0	0	0	52	0	0	0	0	0	0	0
	%									0							
48	Audience	608	0	0	0	0	0	0	0	0	0	0	0	72	0	0	0
	%	0												0			
50	Audience	0	0	0	0	0	0	0	0	2232	117	117	0	0	0	0	0
	%									0	1	1					
52	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
80	Audience	0	0	0	0	0	0	0	0	192	0	0	0	0	0	0	0
	%									0							
99	Audience	133	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%	0															
120	Audience	0	0	0	0	0	0	0	0	467	0	0	0	0	0	0	0
	%									0							
None	Audience	210391	4363	2042	335	194325	37435	14447	2521	321274	8053	3790	2041	763737	10242	4676	1284
	%	48	37	29	39	43	49	42	28	48	42	33	44	63	54	74	64
Don't know/Refused	Audience	60866	2539	2455	83	252	0	0	0	15737	0	0	0	5328	509	0	0
	%	14	22	35	10	0				2				0	3		
No Answer	Audience	83912	2274	1817	264	229712	31346	16198	3949	133002	3440	2347	950	241970	5771	473	0
	%	19	20	26	31	50	41	48	44	20	18	21	20	20	30	7	
TOTALS	Audience	435000	11660	7102	858	455000	76071	34071	8921	668000	18954	11398	4688	1206000	18963	6339	2004
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MEANS	Audience	2.05	2.026	1.306	1.203	0.319	0.399	0.417	0.925	3.412	3.981	4.027	4.126	1.723	1.199	3.425	4.494
MEDIANS		0	0.646	0	0	0	0	0	0	1.09	2.348	2.398	5.708	0	0	2.754	3.1
STD. DEVIATION		5.483	3.058	3.307	1.472	1.354	1.036	1.112	1.487	8.205	6.456	6.677	3.48	3.544	2.286	3.542	3.351

Synovate																	
Upto Q3 '10 (11 Markets)																	
TABLE 14 Header-Fashion TV *BY* BL1. Number of international business trips (Cont)																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets																	
		India				Seoul				Sydney				Melbourne			
		Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)
	Sample size	3099	175	84	30	1713	48	20	4	1109	43	23	6	1116	32	20	3
	Projected universe	1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
BL1. Number of international business trips																	
20	Audience	129	0	0	0	735	0	0	0	483	194	132	132	0	0	0	0
	%	0				0				0	1	1	6				
22	Audience	0	0	0	0	0	0	0	0	0	0	0	0	962	0	0	0
	%													0			
24	Audience	0	0	0	0	0	0	0	0	1659	0	0	0	0	0	0	0
	%									0							
25	Audience	0	0	0	0	0	0	0	0	0	0	0	0	49	0	0	0
	%													0			
28	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
30	Audience	0	0	0	0	2716	0	0	0	2420	0	0	0	160	0	0	0
	%					0				0				0			
36	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
40	Audience	60	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%	0															
46	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
48	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
50	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
52	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
80	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
99	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
120	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
None	Audience	755852	68858	43299	16053	787329	12845	3676	0	506730	21110	7126	559	335994	10613	6964	629
	%	51	62	69	68	54	33	22		62	70	46	26	63	70	69	90
Don't know/Refused	Audience	6966	639	639	639	0	0	0	0	556	0	0	0	2219	89	0	0
	%	0	1	1	3					0				0	1		
No Answer	Audience	648733	38959	18865	6601	479660	20651	9942	3335	183453	5336	4594	0	125026	1825	1317	0
	%	44	35	30	28	33	54	60	54	23	18	30		23	12	13	
TOTALS	Audience	1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MEANS	Audience	0.235	0.164	0.074	0.033	0.893	1.429	2.243	4.63	1.457	1.791	1.815	5.962	1.097	1.378	0.806	4
MEDIANS		0	0	0	0	0	0	0	0	0	0	0	4.978	0	0.777	0.705	4
STD. DEVIATION		0.999	0.909	0.84	0.23	2.579	3.225	4.172	4.987	3.68	3.257	2.978	4.286	2.518	1.754	0.86	0

Synovate																		
Upto Q3 '10 (11 Markets)																		
TABLE 15 Header-Fashion TV *BY* BL6. Number of international leisure trips																		
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																		
FILTERS: 11 Markets																		
			10 markets					Bangkok				Hongkong				Jakarta		
		Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	
Sample size	18899	1279	695	226	1728	368	245	102	1679	53	33	6	1718	165	79	26		
Projected universe	9864000	604145	343973	108399	1074000	207632	135581	48039	1337000	41726	27863	5313	405000	35154	16410	6058		
%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		
BL6. Number of international leisure trips																		
1+ leisure trip in past 12 mths																		
RESPONDENTS	Sample size	5720	381	220	67	307	86	56	23	943	33	22	5	230	34	16	7	
WTD.INC.RESP.	Audience	3076095	153442	92869	25806	146452	35132	22420	7036	765204	24103	16786	3328	45408	6492	3402	1590	
	%	31	27	27	24	14	17	17	15	57	58	60	63	11	18	21	26	
1	Audience	1669154	71269	39191	13913	88042	17849	12245	4617	314906	6418	4218	2950	28681	2853	1016	704	
	%	17	12	11	13	8	9	9	10	24	15	15	56	7	8	6	12	
2+ leisure trips in past 12 mths																		
RESPONDENTS	Sample size	2725	200	127	35	140	43	32	13	559	22	15	2	87	14	8	2	
WTD.INC.RESP.	Audience	1406941	82173	53678	11893	58410	17283	10176	2419	450298	17685	12568	379	16727	3639	2387	886	
	%	14	14	16	11	5	8	8	5	34	42	45	7	4	10	15	15	
2	Audience	850096	46113	30433	7415	36400	10225	7617	2232	240670	10240	5786	0	9696	1624	1030	387	
	%	9	8	9	7	3	5	6	5	18	25	21	2	5	6	6	6	
3+ leisure trips in past 12 mths																		
RESPONDENTS	Sample size	1031	88	61	19	46	16	12	4	234	11	9	2	36	7	4	1	
WTD.INC.RESP.	Audience	556845	36059	23245	4478	22010	7058	2559	188	209627	7445	6782	379	7031	2015	1356	499	
	%	6	6	7	4	2	3	2	0	16	18	24	7	2	6	8	8	
3	Audience	312358	21612	14634	2838	12019	4062	2319	144	116212	5126	4462	379	2455	770	770	499	
	%	3	4	4	3	1	2	2	0	9	12	16	7	1	2	5	8	
4	Audience	121304	3902	2240	633	2304	215	156	0	57159	467	467	0	3424	469	103	0	
	%	1	1	1	1	0	0	0	0	4	1	2	0	1	1	1	0	
5+ leisure trips in past 12 mths																		
RESPONDENTS	Sample size	235	26	19	6	11	4	2	1	47	2	2	0	7	3	1	0	
WTD.INC.RESP.	Audience	123183	10546	6371	1007	7687	2781	84	44	36257	1853	1853	0	1152	776	483	0	
	%	1	2	2	1	1	1	0	0	3	4	7	0	0	2	3	0	
5	Audience	60464	4351	3467	663	457	84	84	44	16950	424	424	0	658	518	483	0	
	%	1	1	1	1	0	0	0	0	1	1	2	0	0	1	3	0	
6	Audience	19824	815	558	0	1598	0	0	0	4820	0	0	0	494	257	0	0	
	%	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	
7	Audience	4850	2069	199	93	1613	1535	0	0	0	0	0	0	0	0	0	0	
	%	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	
8	Audience	18072	1911	1911	132	0	0	0	0	11524	1428	1428	0	0	0	0	0	
	%	0	0	1	0	0	0	0	0	1	3	5	0	0	0	0	0	
10	Audience	13845	117	117	0	1621	0	0	0	813	0	0	0	0	0	0	0	
	%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
12	Audience	2497	1162	0	0	2397	1162	0	0	0	0	0	0	0	0	0	0	
	%	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	
15	Audience	362	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
18	Audience	434	119	119	119	0	0	0	0	0	0	0	0	0	0	0	0	
	%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
20	Audience	2834	0	0	0	0	0	0	0	2151	0	0	0	0	0	0	0	
	%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
None	Audience	6703395	445554	249089	8184	924344	170967	113161	41003	551053	17499	11077	1985	352152	28297	13008	4468	
	%	68	74	72	75	86	82	83	85	41	42	40	37	87	80	79	74	
Don't know/Refused	Audience	84510	5149	2015	779	3204	1533	0	0	20743	124	0	0	7441	365	0	0	
	%	1	1	1	1	0	1	0	0	2	0	0	0	2	1	0	0	
TOTALS	Audience	9864000	604145	343973	108399	1074000	207632	135581	48039	1337000	41726	27863	5313	405000	35154	16410	6058	
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
MEANS	Audience	1.83	2.07	2.085	1.82	1.873	2.176	1.582	1.383	2.131	2.393	2.656	1.228	1.66	2.222	2.415	1.871	
MEDIANS		1.421	1.618	1.738	1.427	1.332	1.484	1.416	1.262	1.781	2.05	2.221	1.064	1.292	1.742	2.165	1.735	
STD. DEVIATION		1.424	1.683	1.518	1.551	1.885	2.245	0.733	0.594	1.633	1.641	1.868	0.635	1.085	1.467	1.324	0.861	

Synovate																	
Upto Q3 '10 (11 Markets)																	
TABLE 15 Header-Fashion TV *BY* BL6. Number of international leisure trips																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets																	
	Kuala Lumpur				Manila				Singapore				Taipei				
	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	
Sample size	1729	62	32	7	1630	246	113	29	1691	58	35	10	1687	29	11	3	
Projected universe	435000	11660	7102	858	455000	76071	34071	8921	668000	18954	11398	4688	1206000	18963	6339	2004	
%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
BL6. Number of international leisure trips																	
1+ leisure trip in past 12 mths																	
RESPONDENTS	Sample size	631	30	18	3	361	74	36	9	1087	50	32	10	659	18	8	3
WTD.INC.RESP.	Audience	153497	5161	3748	361	111138	24270	11005	3267	412203	16554	11171	4688	450157	10575	4438	2004
%		35	44	53	42	24	32	32	37	62	87	98	100	37	56	70	100
1	Audience	67718	1166	675	259	60534	12771	4325	2124	154050	5920	3818	1604	266160	6788	2981	1284
%		16	10	9	30	13	17	13	24	23	31	34	34	22	36	47	64
2+ leisure trips in past 12 mths																	
RESPONDENTS	Sample size	332	19	13	1	166	36	18	4	679	34	23	7	270	10	5	2
WTD.INC.RESP.	Audience	85779	3995	3074	102	50604	11499	6680	1143	258153	10635	7353	3084	183996	3787	1457	720
%		20	34	43	12	11	15	20	13	39	56	65	66	15	20	23	36
2	Audience	55406	2324	1870	102	31114	4623	2212	0	141267	4744	3857	1666	125618	1141	473	0
%		13	20	26	12	7	6	6		21	25	34	36	10	6	7	
3+ leisure trips in past 12 mths																	
RESPONDENTS	Sample size	125	7	5	0	69	16	10	4	296	19	13	5	86	7	4	2
WTD.INC.RESP.	Audience	30373	1671	1204	0	19490	6876	4469	1143	116886	5891	3496	1418	58379	2647	984	720
%		7	14	17		4	9	13	13	17	31	31	30	5	14	16	36
3	Audience	19228	406	293	0	11099	5009	3000	417	59615	3597	1634	799	40561	1025	600	600
%		4	3	4		2	7	9	5	9	19	14	17	3	5	9	30
4	Audience	5324	353	0	0	3063	691	633	633	26204	154	57	0	13933	845	116	0
%		1	3			1	1	2	7	4	1	0		1	4	2	
5+ leisure trips in past 12 mths																	
RESPONDENTS	Sample size	24	1	1	0	18	4	3	1	82	8	7	2	12	3	2	1
WTD.INC.RESP.	Audience	5820	912	912	0	5328	1175	835	93	31067	2140	1805	619	3885	777	268	119
%		1	8	13		1	2	2	1	5	11	16	13	0	4	4	6
5	Audience	3226	912	912	0	2190	977	636	0	15742	779	779	619	2043	657	148	0
%		1	8	13		0	1	2		2	4	7	13	0	3	2	
6	Audience	397	0	0	0	128	0	0	0	8195	558	558	0	222	0	0	0
%		0				0				1	3	5		0			
7	Audience	515	0	0	0	2386	199	199	93	335	335	0	0	0	0	0	0
%		0				1	0	1	1	0	2						
8	Audience	143	0	0	0	624	0	0	0	1703	351	351	0	1500	0	0	0
%		0				0				0	2	3		0			
10	Audience	1109	0	0	0	0	0	0	0	4061	117	117	0	0	0	0	0
%		0								1	1	1					
12	Audience	0	0	0	0	0	0	0	0	100	0	0	0	0	0	0	0
%										0							
15	Audience	0	0	0	0	0	0	0	0	362	0	0	0	0	0	0	0
%										0							
18	Audience	0	0	0	0	0	0	0	0	314	0	0	0	119	119	119	119
%										0				0	1	2	6
20	Audience	430	0	0	0	0	0	0	0	253	0	0	0	0	0	0	0
%		0								0							
None	Audience	247863	4101	1978	357	343393	51801	23066	5654	253477	2400	227	0	755188	8388	1901	0
%		57	35	28	42	75	68	68	63	38	13	2	0	63	44	30	0
Don't know/Refused	Audience	33640	2398	1376	140	469	0	0	0	2320	0	0	0	655	0	0	0
%		8	21	19	16	0				0				0			
TOTALS	Audience	435000	11660	7102	858	455000	76071	34071	8921	668000	18954	11398	4688	1206000	18963	6339	2004
%		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MEANS	Audience	1.957	2.52	2.628	1.283	1.815	1.899	2.258	2.007	2.237	2.439	2.496	2.224	1.601	1.982	2.047	2.613
MEDIANS		1.663	2.109	2.142	1.197	1.418	1.45	2.032	1.269	1.868	1.997	1.958	1.944	1.346	1.279	1.244	1.28
STD. DEVIATION		1.556	1.378	1.433	0.451	1.287	1.185	1.342	1.504	1.657	1.762	1.869	1.285	0.939	2.124	2.847	3.98

Synovate																	
Upto Q3 '10 (11 Markets)																	
TABLE 15 Header-Fashion TV *BY* BL6. Number of international leisure trips																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets																	
		India				Seoul				Sydney				Melbourne			
	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	
Sample size	3099	175	84	30	1713	48	20	4	1109	43	23	6	1116	32	20	3	
Projected universe	1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702	
%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
BL6. Number of international leisure trips																	
1+ leisure trip in past 12 mths																	
RESPONDENTS	Sample size	227	16	10	3	416	12	4	1	471	20	14	3	388	8	4	0
WTD.INC.RESP.	Audience	80926	5326	3891	240	392007	11499	4771	2875	331573	11200	9302	415	187531	3130	1933	0
	%	5	5	6	1	27	30	29	46	41	37	60	19	35	21	19	0
1	Audience	57810	4164	2938	87	266069	5155	301	0	222496	6421	5499	283	142688	1765	1176	0
	%	4	4	5	0	18	13	2		27	21	36	13	27	12	12	0
2+ leisure trips in past 12 mths																	
RESPONDENTS	Sample size	79	6	4	2	129	6	3	1	174	7	5	1	110	3	1	0
WTD.INC.RESP.	Audience	23116	1163	952	152	125938	6344	4470	2875	109077	4778	3803	132	44843	1365	758	0
	%	2	1	2	1	9	17	27	46	13	16	25	6	8	9	7	0
2	Audience	16272	454	244	152	82199	6344	4470	2875	77204	3849	2874	0	34251	545	0	0
	%	1	0	0	1	6	17	27	46	10	13	19		6	4		0
3+ leisure trips in past 12 mths																	
RESPONDENTS	Sample size	19	1	1	0	40	0	0	0	53	2	2	1	27	2	1	0
WTD.INC.RESP.	Audience	6844	708	708	0	43740	0	0	0	31873	929	929	132	10592	820	758	0
	%	0	1	1		3				4	3	6	6	2	5	7	0
3	Audience	1788	0	0	0	25386	0	0	0	16861	797	797	0	7134	820	758	0
	%	0				2				2	3	5		1	5	7	0
4	Audience	2687	708	708	0	1633	0	0	0	3550	0	0	0	2025	0	0	0
	%	0	1	1		0				0				0			0
5+ leisure trips in past 12 mths																	
RESPONDENTS	Sample size	3	0	0	0	12	0	0	0	16	1	1	1	3	0	0	0
WTD.INC.RESP.	Audience	2369	0	0	0	16720	0	0	0	11463	132	132	132	1433	0	0	0
	%	0				1				1	0	1	6	0	0	0	0
5	Audience	2369	0	0	0	12086	0	0	0	4742	0	0	0	0	0	0	0
	%	0				1				1							0
6	Audience	0	0	0	0	3919	0	0	0	0	0	0	0	51	0	0	0
	%					0								0			0
7	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																0
8	Audience	0	0	0	0	0	0	0	0	1196	132	132	132	1382	0	0	0
	%									0	0	1	6	0	0	0	0
10	Audience	0	0	0	0	716	0	0	0	5525	0	0	0	0	0	0	0
	%					0				1							0
12	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																0
15	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																0
18	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																0
20	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																0
None	Audience	1388277	104338	58613	22571	1061993	26885	11723	3335	479109	19030	6140	1740	346548	11848	8195	702
	%	94	95	93	96	73	70	71	54	59	63	40	81	65	79	81	100
Don't know/Refused	Audience	11797	639	639	639	0	0	0	0	1319	0	0	0	2922	89	0	0
	%	1	1	1	3					0				1	1		0
TOTALS	Audience	1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MEANS	Audience	1.462	1.484	1.609	1.635	1.541	1.552	1.937	2	1.599	1.568	1.58	3.223	1.344	1.698	1.784	0
MEDIANS		1.2	1.14	1.162	1.713	1.237	1.594	1.966	2	1.245	1.372	1.346	1.233	1.157	1.387	1.322	0
STD. DEVIATION		0.918	1.024	1.154	0.482	1.051	0.497	0.243	0	1.389	0.939	1.005	3.263	0.826	0.857	0.977	0

Synovate																		
Upto Q3 '10 (11 Markets)																		
TABLE 16 Header-Fashion TV *BY* BL2. Number of nights spent on hotels on international business trips																		
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																		
FILTERS: 11 Markets																		
		10 markets				Bangkok				Hongkong				Jakarta				
		Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	
	Sample size	18899	1279	695	226	1728	368	245	102	1679	53	33	6	1718	165	79	26	
	Projected universe	9864000	604145	343973	108399	1074000	207632	135581	48039	1337000	41726	27863	5313	405000	35154	16410	6058	
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
BL2. Number of nights spent on hotels on international business trips																		
1+ business hotel nights																		
	RESPONDENTS	Sample size	3454	226	129	52	222	71	48	25	483	15	10	3	211	31	15	5
	WTD.INC.RESP.	Audience	1238780	65693	43155	17168	82469	24099	17345	5985	234771	5498	3740	490	35291	5974	3213	948
	%	13	11	13	16	8	12	13	12	18	13	13	9	9	17	20	16	
1	Audience	25988	2060	1331	1182	2340	1331	1331	1182	4782	0	0	0	1058	0	0	0	
	%	0	0	0	1	0	1	1	2	0			0					
2	Audience	92519	8975	4882	2225	14348	5353	2814	1638	17820	0	0	0	7898	1190	1058	341	
	%	1	1	1	2	1	3	2	3	1			2	3	6	6		
3+ business hotel nights																		
	RESPONDENTS	Sample size	3100	183	106	44	170	52	38	21	436	15	10	3	146	20	8	3
	WTD.INC.RESP.	Audience	1120273	54658	36942	13762	65781	17415	13200	3165	212169	5498	3740	490	26334	4784	2155	607
	%	11	9	11	13	6	8	10	7	16	13	13	9	7	14	13	10	
3	Audience	142242	8897	6461	1633	21173	5315	4855	911	35279	0	0	0	10570	2405	1173	565	
	%	1	1	2	2	2	3	4	2	3			3	7	7	9		
4	Audience	80004	4267	3764	1340	5349	2359	2311	711	13564	376	376	310	1192	328	0	0	
	%	1	1	1	1	0	1	2	1	1	1	1	6	0	1			
5+ business hotel nights																		
	RESPONDENTS	Sample size	2444	131	71	28	93	28	19	11	342	13	8	2	80	11	4	1
	WTD.INC.RESP.	Audience	898027	41495	26717	10788	39258	9741	6034	1542	163326	5122	3364	180	14572	2050	982	42
	%	9	7	8	10	4	5	4	3	12	12	12	3	4	6	6	1	
5	Audience	96558	3382	1143	252	9766	1320	252	252	37320	987	0	0	449	48	0	0	
	%	1	1	0	0	1	1	0	1	3	2		0	0	0	0	0	
6	Audience	76128	4160	1954	73	3013	90	26	0	11942	1855	1855	0	1538	505	0	0	
	%	1	1	1	0	0	0	0		1	4	7		0	1			
7	Audience	95256	3853	2719	87	6244	1455	1061	19	14976	0	0	0	8208	442	0	0	
	%	1	1	1	0	1	1	1	0	1			2	1				
8	Audience	53820	4016	3114	2996	729	646	0	0	6790	0	0	0	235	0	0	0	
	%	1	1	1	3	0	0			1			0					
9	Audience	18640	1591	1092	0	2046	0	0	0	4051	0	0	0	0	0	0	0	
	%	0	0	0		0				0								
10+ business hotel nights																		
	RESPONDENTS	Sample size	1641	79	45	19	35	12	11	6	218	10	6	2	37	6	4	1
	WTD.INC.RESP.	Audience	557624	24494	16696	7381	17460	6230	4695	1271	88247	2280	1509	180	4142	1055	982	42
	%	6	4	5	7	2	3	3	3	7	5	5	3	1	3	6	1	
10	Audience	111802	6423	4306	1259	4358	2868	1333	1099	19601	1673	1175	112	1522	940	940	0	
	%	1	1	1	1	0	1	1	2	1	4	4	2	0	3	6		
11	Audience	1277	0	0	0	0	0	0	0	0	0	0	0	61	0	0	0	
	%	0												0				
12	Audience	29035	556	183	0	1617	0	0	0	7854	0	0	0	0	0	0	0	
	%	0	0	0		0				1								
13	Audience	3545	0	0	0	0	0	0	0	1828	0	0	0	0	0	0	0	
	%	0								0								
14	Audience	23837	1067	803	42	1409	761	761	0	494	79	0	0	788	42	42	42	
	%	0	0	0	0	0	0	1		0	0			0	0	0	1	
15+ business hotel nights																		
	RESPONDENTS	Sample size	1112	53	29	13	19	6	6	3	133	6	4	1	17	2	0	0
	WTD.INC.RESP.	Audience	388128	16448	11404	6079	10076	2601	2601	172	58470	528	335	68	1772	73	0	0
	%	4	3	3	6	1	1	2	0	4	1	1	1	0	0			
15	Audience	67596	5134	4149	600	5745	1802	1802	0	1001	0	0	0	0	0	0	0	
	%	1	1	1	1	1	1	1		0								

Synovate																		
Upto Q3 '10 (11 Markets)																		
TABLE 16 Header-Fashion TV *BY* BL2. Number of nights spent on hotels on interation																		
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																		
FILTERS: 11 Markets																		
		Kuala Lumpur				Manila				Singapore				Taipei				
		Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	
	Sample size	1729	62	32	7	1630	246	113	29	1691	58	35	10	1687	29	11	3	
	Projected universe	435000	11660	7102	858	455000	76071	34071	8921	668000	18954	11398	4688	1206000	18963	6339	2004	
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
BL2. Number of nights spent on hotels on international business trips																		
1+ business hotel nights																		
	RESPONDENTS	Sample size	370	14	6	1	160	30	14	5	611	27	15	3	420	10	6	2
	WTD.INC.RESP.	Audience	69658	1369	664	177	29226	6325	3426	2451	188962	6994	4792	1697	167986	2440	1190	720
	%	16	12	9	21	6	8	10	27	28	37	42	36	14	13	19	36	
1	Audience	163	0	0	0	445	0	0	0	4413	0	0	0	9052	729	0	0	
	%	0				0				1				1	4			
2	Audience	7460	390	214	177	1469	132	0	0	22065	1806	728	0	13525	0	0	0	
	%	2	3	3	21	0	0			3	10	6		1				
3+ business hotel nights																		
	RESPONDENTS	Sample size	327	10	4	0	147	29	14	5	549	22	12	3	389	9	6	2
	WTD.INC.RESP.	Audience	62035	979	450	0	27312	6194	3426	2451	162485	5188	4065	1697	145410	1712	1190	720
	%	14	8	6		6	8	10	27	24	27	36	36	12	9	19	36	
3	Audience	8420	32	0	0	4008	710	255	69	20950	0	0	0	13087	256	0	0	
	%	2	0			1	1	1	1	3				1	1			
4	Audience	12084	126	0	0	4886	482	482	319	11450	595	595	0	14220	0	0	0	
	%	3	1			1	1	1	4	2	3	5		1				
5+ business hotel nights																		
	RESPONDENTS	Sample size	260	8	4	0	89	19	8	3	437	20	10	3	323	8	6	2
	WTD.INC.RESP.	Audience	41531	821	450	0	18417	5001	2689	2063	130085	4593	3470	1697	118102	1455	1190	720
	%	10	7	6		4	7	8	23	19	24	30	36	10	8	19	36	
5	Audience	2346	0	0	0	2448	93	93	0	9272	0	0	0	3564	136	0	0	
	%	1				1	0	0		1				0	1			
6	Audience	4651	142	0	0	2613	1078	0	0	19456	417	0	0	7534	0	0	0	
	%	1	1			1	1			3	2			1				
7	Audience	5046	0	0	0	945	103	0	0	13150	721	721	0	9202	111	111	0	
	%	1				0	0			2	4	6		1	1	2		
8	Audience	1116	117	117	0	804	0	0	0	2070	0	0	0	4672	0	0	0	
	%	0	1	2		0				0				0				
9	Audience	98	0	0	0	1560	691	192	0	2620	367	367	0	2160	0	0	0	
	%	0				0	1	1		0	2	3		0				
10+ business hotel nights																		
	RESPONDENTS	Sample size	164	5	2	0	42	11	5	3	318	15	7	3	237	6	5	2
	WTD.INC.RESP.	Audience	28273	561	332	0	10047	3037	2404	2063	83517	3088	2382	1697	90969	1208	1079	720
	%	6	5	5		2	4	7	23	13	16	21	36	8	6	17	36	
10	Audience	5242	0	0	0	942	252	252	0	14664	606	606	48	25825	0	0	0	
	%	1				0	0	1		2	3	5	1	2				
11	Audience	0	0	0	0	0	0	0	0	1019	0	0	0	0	0	0	0	
	%									0								
12	Audience	287	0	0	0	511	372	89	0	2300	89	0	0	3104	95	95	0	
	%	0				0	0	0		0	0			0	0	1		
13	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																	
14	Audience	4827	46	0	0	298	0	0	0	3293	0	0	0	726	0	0	0	
	%	1	0			0				0				0				
15+ business hotel nights																		
	RESPONDENTS	Sample size	116	4	2	0	25	6	3	3	225	12	5	2	149	5	4	2
	WTD.INC.RESP.	Audience	17917	515	332	0	8296	2413	2063	2063	62240	2392	1775	1648	61313	1114	984	720
	%	4	4	5		2	3	6	23	9	13	16	35	5	6	16	36	
15	Audience	4590	234	234	0	459	0	0	0	6180	35	35	0	15805	878	749	600	
	%	1	2	3		0				1	0	0		1	5	12	30	

Synovate																	
Upto Q3 '10 (11 Markets)																	
TABLE 16 Header-Fashion TV *BY* BL2. Number of nights spent on hotels on international																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets																	
		India				Seoul				Sydney				Melbourne			
		Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)
	Sample size	3099	175	84	30	1713	48	20	4	1109	43	23	6	1116	32	20	3
	Projected universe	1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
BL2. Number of nights spent on hotels on international business trips																	
1+ business hotel nights																	
RESPONDENTS																	
	Sample size	257	11	4	2	219	4	1	1	259	7	6	4	242	6	4	1
WTD.INC.RESP.																	
	Audience	63765	1781	340	157	178510	4889	2875	2875	115412	3784	3722	1596	72731	2540	1847	73
	%	4	2	1	1	12	13	17	46	14	13	24	74	14	17	18	10
1	Audience	2571	0	0	0	195	0	0	0	0	0	0	0	969	0	0	0
	%	0				0								0			
2	Audience	4553	105	69	69	997	0	0	0	777	0	0	0	1608	0	0	0
	%	0	0	0	0	0				0				0			
3+ business hotel nights																	
RESPONDENTS																	
	Sample size	235	9	3	1	211	4	1	1	254	7	6	4	236	6	4	1
WTD.INC.RESP.																	
	Audience	56640	1676	271	87	177318	4889	2875	2875	114635	3784	3722	1596	70155	2540	1847	73
	%	4	2	0	0	12	13	17	46	14	13	24	74	13	17	18	10
3	Audience	7498	179	179	87	18122	0	0	0	2994	0	0	0	140	0	0	0
	%	1	0	0	0	1				0				0			
4	Audience	3867	0	0	0	8811	0	0	0	2765	0	0	0	1814	0	0	0
	%	0				1				0				0			
5+ business hotel nights																	
RESPONDENTS																	
	Sample size	187	7	1	0	164	4	1	1	239	7	6	4	230	6	4	1
WTD.INC.RESP.																	
	Audience	45276	1497	92	0	150385	4889	2875	2875	108875	3784	3722	1596	68200	2540	1847	73
	%	3	1	0		10	13	17	46	13	13	24	74	13	17	18	10
5	Audience	1842	0	0	0	5984	0	0	0	17604	797	797	0	5964	0	0	0
	%	0				0				2	3	5		1			
6	Audience	3023	0	0	0	15688	0	0	0	3218	0	0	0	3452	73	73	73
	%	0				1				0				1	0	1	10
7	Audience	953	0	0	0	28201	196	0	0	1838	67	67	67	6493	758	758	0
	%	0				2	1			0	0	0	3	1	5	7	
8	Audience	10297	256	0	0	23095	2875	2875	2875	1251	121	121	121	2760	0	0	0
	%	1	0			2	7	17	46	0	0	1	6	1			
9	Audience	0	0	0	0	0	0	0	0	2317	0	0	0	3788	533	533	0
	%									0				1	4	5	
10+ business hotel nights																	
RESPONDENTS																	
	Sample size	134	6	1	0	98	1	0	0	186	4	3	2	172	3	1	0
WTD.INC.RESP.																	
	Audience	29161	1241	92	0	77416	1817	0	0	82647	2799	2737	1408	45743	1177	484	0
	%	2	1	0		5	5			10	9	18	65	9	8	5	
10	Audience	894	83	0	0	15040	0	0	0	16150	0	0	0	7564	0	0	0
	%	0	0			1				2				1			
11	Audience	0	0	0	0	0	0	0	0	0	0	0	0	197	0	0	0
	%													0			
12	Audience	5220	0	0	0	4275	0	0	0	2390	0	0	0	1477	0	0	0
	%	0				0				0				0			
13	Audience	274	0	0	0	0	0	0	0	0	0	0	0	1444	0	0	0
	%	0												0			
14	Audience	2050	139	0	0	2859	0	0	0	6212	0	0	0	880	0	0	0
	%	0	0			0				1				0			
15+ business hotel nights																	
RESPONDENTS																	
	Sample size	97	4	1	0	60	1	0	0	142	4	3	2	129	3	1	0
WTD.INC.RESP.																	
	Audience	20724	1018	92	0	55242	1817	0	0	57896	2799	2737	1408	34182	1177	484	0
	%	1	1	0		4	5			7	9	18	65	6	8	5	
15	Audience	5988	856	0	0	19713	0	0	0	7722	1329	1329	0	393	0	0	0
	%	0	1			1				1	4	9		0			

Synovate																			
Upto Q3 '10 (11 Markets)																			
TABLE 16 Header-Fashion TV *BY* BL2. Number of nights spent on hotels on international business trips (Cont)																			
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																			
FILTERS: 11 Markets																			
		10 markets				Bangkok				Hongkong				Jakarta					
		Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)		
	Sample size	18899	1279	695	226	1728	368	245	102	1679	53	33	6	1718	165	79	26		
	Projected universe	9864000	604145	343973	108399	1074000	207632	135581	48039	1337000	41726	27863	5313	405000	35154	16410	6058		
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		
BL2. Number of nights spent on hotels on international business trips																			
16	Audience	12695	71	0	0	2043	0	0	0	2744	0	0	0	0	0	0	0		
	%	0	0			0				0									
17	Audience	3403	68	68	68	0	0	0	0	143	68	68	68	0	0	0	0		
	%	0	0	0	0					0	0	0	1						
18	Audience	5744	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
	%	0																	
19	Audience	137	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
	%	0																	
20+ business hotel nights																			
RESPONDENTS	Sample size	895	42	22	11	14	5	5	3	114	5	3	0	17	2	0	0		
WTD.INC.RESP.	Audience	298554	11174	7186	5411	2288	799	799	172	54582	460	266	0	1772	73	0	0		
	%	3	2	2	5	0	0	1	0	4	1	1		0	0				
20	Audience	62663	436	80	0	320	45	45	0	8376	127	0	0	296	0	0	0		
	%	1	0	0		0	0	0		1	0			0					
21	Audience	15101	244	93	93	0	0	0	0	414	0	0	0	288	38	0	0		
	%	0	0	0	0					0				0	0				
22	Audience	553	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
	%	0																	
23	Audience	416	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
	%	0																	
24	Audience	6991	17	17	17	137	17	17	17	0	0	0	0	0	0	0	0		
	%	0	0	0	0	0	0	0	0										
25	Audience	13905	347	0	0	0	0	0	0	2834	0	0	0	83	35	0	0		
	%	0	0							0				0	0				
27	Audience	142	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
	%	0																	
28	Audience	10008	1095	1095	1095	0	0	0	0	3369	0	0	0	0	0	0	0		
	%	0	0	0	1					0									
29	Audience	1824	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
	%	0																	
30	Audience	85251	3248	1153	0	583	583	583	0	17273	152	86	0	61	0	0	0		
	%	1	1	0		0	0	0		1	0	0		0					
32	Audience	1298	50	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
	%	0	0																
33	Audience	1130	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
	%	0																	
34	Audience	270	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
	%	0																	
35	Audience	15990	1884	1884	1694	177	133	133	133	4692	0	0	0	0	0	0	0		
	%	0	0	1	2	0	0	0	0	0									
36	Audience	2456	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
	%	0																	
39	Audience	274	0	0	0	0	0	0	0	0	0	0	0	77	0	0	0		
	%	0												0					
40	Audience	7966	0	0	0	1027	0	0	0	1640	0	0	0	834	0	0	0		
	%	0				0				0				0					
42	Audience	748	119	119	119	0	0	0	0	0	0	0	0	0	0	0	0		
	%	0	0	0	0														
44	Audience	133	0	0	0	0	0	0	0	0	0	0	0	133	0	0	0		
	%	0												0					

Synovate																			
Upto Q3 '10 (11 Markets)																			
TABLE 16 Header-Fashion TV *BY* BL2. Number of nights spent on hotels on internatio																			
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																			
FILTERS: 11 Markets																			
				Kuala Lumpur				Manila				Singapore				Taipei			
		Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)		
	Sample size	1729	62	32	7	1630	246	113	29	1691	58	35	10	1687	29	11	3		
	Projected universe	435000	11660	7102	858	455000	76071	34071	8921	668000	18954	11398	4688	1206000	18963	6339	2004		
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		
BL2. Number of nights spent on hotels on international business trips																			
16	Audience	0	0	0	0	0	0	0	0	642	0	0	0	283	0	0	0		
	%									0				0					
17	Audience	418	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
	%																		
18	Audience	244	0	0	0	0	0	0	0	1510	0	0	0	648	0	0	0		
	%									0				0					
19	Audience	0	0	0	0	0	0	0	0	137	0	0	0	0	0	0	0		
	%									0									
20+ business hotel nights																			
RESPONDENTS	Sample size	88	3	1	0	23	6	3	3	192	11	4	2	115	2	2	1		
WTD.INC.RESP.	Audience	12665	281	98	0	7838	2413	2063	2063	53770	2357	1740	1648	44578	235	235	119		
	%																		
20	Audience	3515	69	0	0	1238	0	0	0	10658	196	35	0	13175	0	0	0		
	%																		
21	Audience	581	114	0	0	2303	93	93	93	2419	0	0	0	0	0	0	0		
	%																		
22	Audience	0	1	0	0	1	0	0	1	0	0	0	0	0	0	0	0		
	%																		
23	Audience	0	0	0	0	0	0	0	0	0	0	0	0	416	0	0	0		
	%													0					
24	Audience	175	0	0	0	0	0	0	0	1276	0	0	0	2979	0	0	0		
	%									0				0					
25	Audience	80	0	0	0	1108	231	0	0	793	0	0	0	4140	0	0	0		
	%									0				0					
27	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
	%																		
28	Audience	139	0	0	0	1714	1095	1095	1095	1546	0	0	0	1898	0	0	0		
	%									0				0					
29	Audience	0	0	0	0	0	0	0	0	1824	0	0	0	0	0	0	0		
	%									0									
30	Audience	1979	0	0	0	142	0	0	0	10548	212	0	0	11116	0	0	0		
	%									2				1					
32	Audience	1214	0	0	0	84	50	0	0	0	0	0	0	0	0	0	0		
	%									0									
33	Audience	0	0	0	0	0	0	0	0	1130	0	0	0	0	0	0	0		
	%									0									
34	Audience	158	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
	%									0									
35	Audience	678	98	98	0	0	0	0	0	2854	1561	1561	1561	1998	0	0	0		
	%									0				0					
36	Audience	0	0	0	0	162	0	0	0	1344	0	0	0	790	0	0	0		
	%									0				0					
39	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
	%																		
40	Audience	362	0	0	0	0	0	0	0	1319	0	0	0	2093	0	0	0		
	%									0				0					
42	Audience	0	0	0	0	0	0	0	0	0	0	0	0	675	119	119	119		
	%													0					
44	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
	%																		

Synovate																
Upto Q3 '10 (11 Markets)																
TABLE 16 Header-Fashion TV *BY* BL2. Number of nights spent on hotels on international																
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																
FILTERS: 11 Markets																
		India				Seoul				Sydney				Melbourne		
	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)
Sample size	3099	175	84	30	1713	48	20	4	1109	43	23	6	1116	32	20	3
Projected universe	1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702
%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
BL2. Number of nights spent on hotels on international business trips																
16	Audience	541	71	0	0	0	0	0	4661	0	0	0	1780	0	0	0
	%	0	0						1				0			
17	Audience	0	0	0	0	0	0	0	2841	0	0	0	0	0	0	0
	%								0							
18	Audience	0	0	0	0	0	0	0	1852	0	0	0	1491	0	0	0
	%								0				0			
19	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%															
20+ business hotel nights																
RESPONDENTS	Sample size	54	1	1	0	41	1	0	122	3	2	2	115	3	1	0
WTD.INC.RESP.	Audience	14195	92	92	0	35529	1817	0	40820	1470	1408	1408	30517	1177	484	0
	%	1	0	0		2	5		5	5	9	65	6	8	5	
20	Audience	1593	0	0	0	7343	0	0	9260	0	0	0	6889	0	0	0
	%	0				1			1				1			
21	Audience	0	0	0	0	1086	0	0	3946	0	0	0	4064	0	0	0
	%					0			0				1			
22	Audience	117	0	0	0	0	0	0	437	0	0	0	0	0	0	0
	%	0							0							
23	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%															
24	Audience	220	0	0	0	0	0	0	793	0	0	0	1411	0	0	0
	%	0							0				0			
25	Audience	131	0	0	0	0	0	0	1329	0	0	0	3408	81	0	0
	%	0							0				1	1		
27	Audience	142	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%	0														
28	Audience	0	0	0	0	0	0	0	1342	0	0	0	0	0	0	0
	%								0							
29	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%															
30	Audience	6565	0	0	0	18083	1817	0	12822	0	0	0	6079	484	484	0
	%	0				1	5		2				1	3	5	
32	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%															
33	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%															
34	Audience	0	0	0	0	0	0	0	0	0	0	0	112	0	0	0
	%												0			
35	Audience	181	92	92	0	3479	0	0	235	0	0	0	1695	0	0	0
	%	0	0	0		0			0				0			
36	Audience	0	0	0	0	0	0	0	0	0	0	0	159	0	0	0
	%												0			
39	Audience	0	0	0	0	0	0	0	197	0	0	0	0	0	0	0
	%								0							
40	Audience	93	0	0	0	0	0	0	294	0	0	0	303	0	0	0
	%	0							0				0			
42	Audience	73	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%	0														
44	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%															

Synovate																	
Upto Q3 '10 (11 Markets)																	
TABLE 16 Header-Fashion TV *BY* BL2. Number of nights spent on hotels on international business trips (Cont)																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets																	
		10 markets				Bangkok				Hongkong				Jakarta			
		Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)
	Sample size	18899	1279	695	226	1728	368	245	102	1679	53	33	6	1718	165	79	26
	Projected universe	9864000	604145	343973	108399	1074000	207632	135581	48039	1337000	41726	27863	5313	405000	35154	16410	6058
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
BL2. Number of nights spent on hotels on international business trips																	
45	Audience	7638	1276	1276	1276	0	0	0	0	401	0	0	0	0	0	0	0
	%	0	0	0	1					0							
48	Audience	1507	0	0	0	0	0	0	0	144	0	0	0	0	0	0	0
	%	0								0							
50	Audience	6367	260	151	0	0	0	0	0	208	95	95	0	0	0	0	0
	%	0	0	0						0	0	0					
56	Audience	185	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%	0															
60	Audience	18289	1782	1116	1116	44	21	21	21	5380	0	0	0	0	0	0	0
	%	0	0	0	1	0	0	0	0	0							
62	Audience	185	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%	0															
65	Audience	103	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%	0															
70	Audience	5394	0	0	0	0	0	0	0	3972	0	0	0	0	0	0	0
	%	0								0							
72	Audience	1426	150	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%	0	0														
80	Audience	3617	62	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%	0	0														
84	Audience	1100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%	0															
85	Audience	90	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%	0															
90	Audience	5388	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%	0															
100	Audience	7623	116	116	0	0	0	0	0	5224	0	0	0	0	0	0	0
	%	0	0	0						0							
110	Audience	1295	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%	0															
120	Audience	2446	0	0	0	0	0	0	0	470	0	0	0	0	0	0	0
	%	0								0							
130	Audience	483	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%	0															
133	Audience	169	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%	0															
150	Audience	2369	86	86	0	0	0	0	0	187	86	86	0	0	0	0	0
	%	0	0	0						0	0	0					
168	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%	0															
180	Audience	1746	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%	0															
200	Audience	3105	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%	0															
250	Audience	908	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%	0															
None	Audience	54677	1499	468	0	0	0	0	0	11876	0	0	0	782	0	0	0
	%	1	0	0						1				0			

Synovate																	
Upto Q3 '10 (11 Markets)																	
TABLE 16 Header-Fashion TV *BY* BL2. Number of nights spent on hotels on international																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets																	
		Kuala Lumpur			Manila			Singapore			Taipei						
		Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)
	Sample size	1729	62	32	7	1630	246	113	29	1691	58	35	10	1687	29	11	3
	Projected universe	435000	11660	7102	858	455000	76071	34071	8921	668000	18954	11398	4688	1206000	18963	6339	2004
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
BL2. Number of nights spent on hotels on international business trips																	
45	Audience	0	0	0	0	0	0	0	0	0	0	0	0	564	0	0	0
	%													0			
48	Audience	0	0	0	0	0	0	0	0	1363	0	0	0	0	0	0	0
	%									0							
50	Audience	0	0	0	0	0	0	0	0	2124	165	57	0	739	0	0	0
	%									0	1	0	0	0			
56	Audience	185	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%	0															
60	Audience	1551	0	0	0	904	875	875	875	4007	142	88	88	793	0	0	0
	%	0				0	1	3	10	1	1	1	2	0			
62	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
65	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
70	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
72	Audience	0	0	0	0	182	68	0	0	345	82	0	0	271	0	0	0
	%					0	0			0	0		0				
80	Audience	0	0	0	0	0	0	0	0	839	0	0	0	0	0	0	0
	%									0							
84	Audience	0	0	0	0	0	0	0	0	825	0	0	0	274	0	0	0
	%									0			0				
85	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
90	Audience	666	0	0	0	0	0	0	0	138	0	0	0	1868	0	0	0
	%	0								0			0				
100	Audience	691	0	0	0	0	0	0	0	1355	0	0	0	353	116	116	0
	%	0								0			0	1	2		
110	Audience	0	0	0	0	0	0	0	0	1295	0	0	0	0	0	0	0
	%									0							
120	Audience	0	0	0	0	0	0	0	0	198	0	0	0	0	0	0	0
	%									0							
130	Audience	483	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%	0															
133	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
150	Audience	0	0	0	0	0	0	0	0	1677	0	0	0	433	0	0	0
	%									0			0				
168	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
180	Audience	88	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%	0															
200	Audience	122	0	0	0	0	0	0	0	2983	0	0	0	0	0	0	0
	%	0								0							
250	Audience	0	0	0	0	0	0	0	0	908	0	0	0	0	0	0	0
	%									0							
None	Audience	1362	0	0	0	1484	965	0	0	6516	468	468	0	13010	0	0	0
	%	0				0	1			1	2	4		1			

Synovate																
Upto Q3 '10 (11 Markets)																
TABLE 16 Header-Fashion TV *BY* BL2. Number of nights spent on hotels on internatio																
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																
FILTERS: 11 Markets																
	India				Seoul				Sydney				Melbourne			
	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)
	Sample size															
Projected universe	1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702
%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
BL2. Number of nights spent on hotels on international business trips																
45	Audience	2150	0	0	0	0	0	0	4291	1276	1276	1276	232	0	0	0
	%	0							1	4	8	59	0			
48	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%															
50	Audience	2621	0	0	0	0	0	0	107	0	0	0	570	0	0	0
	%	0							0				0			
56	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%															
60	Audience	179	0	0	0	2821	0	0	1929	132	132	132	680	612	0	0
	%	0				0			0	0	1	6	0	4		
62	Audience	0	0	0	0	0	0	0	185	0	0	0	0	0	0	0
	%								0							
65	Audience	0	0	0	0	0	0	0	103	0	0	0	0	0	0	0
	%								0							
70	Audience	0	0	0	0	0	0	0	1422	0	0	0	0	0	0	0
	%								0							
72	Audience	0	0	0	0	0	0	0	0	0	0	0	627	0	0	0
	%												0			
80	Audience	129	0	0	0	0	0	0	150	62	0	0	2498	0	0	0
	%	0							0	0			0			
84	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%															
85	Audience	0	0	0	0	0	0	0	0	0	0	0	90	0	0	0
	%												0			
90	Audience	0	0	0	0	2716	0	0	0	0	0	0	0	0	0	0
	%					0										
100	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%															
110	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%															
120	Audience	0	0	0	0	0	0	0	78	0	0	0	1701	0	0	0
	%								0				0			
130	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%															
133	Audience	0	0	0	0	0	0	0	169	0	0	0	0	0	0	0
	%								0							
150	Audience	0	0	0	0	0	0	0	73	0	0	0	0	0	0	0
	%								0							
168	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%															
180	Audience	0	0	0	0	0	0	0	1659	0	0	0	0	0	0	0
	%								0							
200	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%															
250	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%															
None	Audience	5285	66	0	0	8501	0	0	5634	0	0	0	226	0	0	0
	%	0	0			1			1				0			

Synovate																			
Upto Q3 '10 (11 Markets)																			
TABLE 16 Header-Fashion TV *BY* BL2. Number of nights spent on hotels on international business trips (Cont)																			
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																			
FILTERS: 11 Markets																			
			10 markets				Bangkok				Hongkong				Jakarta				
		Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)		
Sample size		18899	1279	695	226	1728	368	245	102	1679	53	33	6	1718	165	79	26		
Projected universe		9864000	604145	343973	108399	1074000	207632	135581	48039	1337000	41726	27863	5313	405000	35154	16410	6058		
%		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		
BL2. Number of nights spent on hotels on international business trips																			
Don't know/Refused	Audience	39411	3608	2110	1985	0	0	0	0	11213	2493	1985	1985	1492	0	0	0		
	%	0	1	1	2					1	6	7	37	0					
No Answer	Audience	8531132	533345	298239	89246	991531	183534	118236	42055	1079141	33735	22139	2838	367435	29180	13197	5111		
	%	86	88	87	82	92	88	87	88	81	81	79	53	91	83	80	84		
TOTALS	Audience	9864000	604145	343973	108399	1074000	207632	135581	48039	1337000	41726	27863	5313	405000	35154	16410	6058		
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		
MEANS	Audience	1.896	1.311	1.562	2.699	0.493	0.727	0.851	0.599	2.564	1.562	1.767	1.058	0.519	0.823	0.952	0.489		
MEDIANS		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
STD. DEVIATION		9.255	6.178	6.838	9.479	2.452	2.929	3.365	2.803	10.131	8.077	9.578	3.109	2.682	2.323	2.495	1.477		

Synovate																	
Upto Q3 '10 (11 Markets)																	
TABLE 16 Header-Fashion TV *BY* BL2. Number of nights spent on hotels on international																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets																	
Kuala Lumpur				Manila				Singapore				Taipei					
	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	
Sample size	1729	62	32	7	1630	246	113	29	1691	58	35	10	1687	29	11	3	
Projected universe	435000	11660	7102	858	455000	76071	34071	8921	668000	18954	11398	4688	1206000	18963	6339	2004	
%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
BL2. Number of nights spent on hotels on international business trips																	
Don't know/Refused	Audience	8811	1114	125	0	0	0	0	2509	0	0	0	13968	0	0	0	
	%	2	10	2					0				1				
No Answer	Audience	355169	9177	6313	681	424290	68781	30645	6470	470013	11493	6137	2991	1011035	16523	5149	1284
	%	82	79	89	79	93	90	90	73	70	61	54	64	84	87	81	64
TOTALS	Audience	435000	11660	7102	858	455000	76071	34071	8921	668000	18954	11398	4688	1206000	18963	6339	2004
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MEANS	Audience	2.229	1.378	1.192	0.412	0.762	1.632	2.747	9.708	5.683	6.063	7.521	12.878	1.986	1.787	4.695	6.999
MEDIANS		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
STD. DEVIATION		9.988	4.928	4.955	0.809	4.389	7.822	10.642	18.985	21.194	12.801	13.223	17.618	7.757	8.992	14.959	11.121

Synovate																		
Upto Q3 '10 (11 Markets)																		
TABLE 17 Header-Fashion TV *BY* BL7. Number of nights spend on hotels on international leisure trips																		
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																		
FILTERS: 11 Markets																		
10 markets				Bangkok				Hongkong				Jakarta						
	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)		
	Sample size	18899	1279	695	226	1728	368	245	102	1679	53	33	6	1718	165	79	26	
	Projected universe	9864000	604145	343973	108399	1074000	207632	135581	48039	1337000	41726	27863	5313	405000	35154	16410	6058	
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
BL7. Number of nights spend on hotels on international leisure trips																		
1+ leisure hotel nights																		
	RESPONDENTS	Sample size	5160	343	202	63	294	85	55	22	872	32	22	5	216	30	16	7
	WTD.INC.RESP.	Audience	2733298	140409	86893	23834	134944	33945	21234	5849	691447	23517	16786	3328	41606	5338	3402	1590
	%	28	23	25	22	13	16	16	12	52	56	60	63	10	15	21	26	
1	Audience	30739	1856	1856	631	2275	149	149	0	2437	0	0	0	5489	301	301	30	
	%	0	0	1	1	0	0	0	0	0	0	0	0	1	1	2	0	
2	Audience	123427	12815	6468	2550	30492	8465	5312	1914	20157	0	0	0	3127	1094	945	566	
	%	1	2	2	2	3	4	4	4	2				1	3	6	9	
3+ leisure hotel nights																		
	RESPONDENTS	Sample size	4787	305	177	54	229	69	45	18	847	32	22	5	162	20	8	4
	WTD.INC.RESP.	Audience	2579132	125738	78568	20653	102177	25331	15772	3935	668853	23517	16786	3328	32990	3943	2156	994
	%	26	21	23	19	10	12	12	8	50	56	60	63	8	11	13	16	
3	Audience	321080	16791	7581	3382	30358	4387	2346	701	63858	112	112	112	9130	1649	978	495	
	%	3	3	2	3	3	2	2	1	5	0	0	2	2	5	6	8	
4	Audience	437379	18204	12140	5379	26878	5058	3902	1265	125503	4999	4459	2483	3375	0	0	0	
	%	4	3	4	5	3	2	3	3	9	12	16	47	1				
5+ leisure hotel nights																		
	RESPONDENTS	Sample size	3433	203	127	31	112	34	26	8	612	26	17	3	98	12	4	1
	WTD.INC.RESP.	Audience	1820673	90743	58848	11892	44941	15886	9525	1969	479492	18407	12216	734	20485	2294	1178	499
	%	18	15	17	11	4	8	7	4	36	44	44	14	5	7	7	8	
5	Audience	287581	16520	6848	1454	7099	1816	978	87	86283	2089	1015	355	3631	1315	1106	499	
	%	3	3	2	1	1	1	1	0	6	5	4	7	1	4	7	8	
6	Audience	136149	5348	3053	999	7550	2817	2171	783	33296	95	95	0	585	0	0	0	
	%	1	1	1	1	1	1	2	2	2	0	0	0	0				
7	Audience	241816	8723	5938	0	5909	3088	3088	0	57008	67	0	0	5921	120	71	0	
	%	2	1	2		1	1	2	2	4	0	0	0	1	0	0	0	
8	Audience	117476	7861	5635	3100	441	383	0	0	22986	1646	1646	0	1826	379	0	0	
	%	1	1	2	3	0	0			2	4	6		0	1			
9	Audience	57534	3619	1561	1561	6879	0	0	0	10917	1761	0	0	611	0	0	0	
	%	1	1	0	1	1				1	4			0				
10+ leisure hotel nights																		
	RESPONDENTS	Sample size	1829	103	71	18	40	13	9	3	321	18	13	2	37	4	0	0
	WTD.INC.RESP.	Audience	980117	48671	35812	4777	17063	7781	3287	1099	269002	12749	9459	379	7911	480	0	0
	%	10	8	10	4	2	4	2	2	20	31	34	7	2	1			
10	Audience	237636	10536	6341	699	1363	421	367	52	91192	5275	1985	0	151	38	0	0	
	%	2	2	2	1	0	0	0	0	7	13	7		0	0			
11	Audience	16301	0	0	0	108	0	0	0	6019	0	0	0	0	0	0	0	
	%	0				0				0								
12	Audience	79100	6270	4382	1064	2977	1743	0	0	10205	2396	2396	68	697	0	0	0	
	%	1	1	1	1	0	1			1	6	9	1	0				
13	Audience	16737	26	26	0	955	26	26	0	6179	0	0	0	0	0	0	0	
	%	0	0	0		0	0	0		0								
14	Audience	137417	6995	5599	98	78	0	0	0	31689	0	0	0	1577	0	0	0	
	%	1	1	2	0	0				2				0				
15+ leisure hotel nights																		
	RESPONDENTS	Sample size	859	47	35	9	18	5	3	1	125	6	6	1	25	3	0	0
	WTD.INC.RESP.	Audience	492927	24844	19464	2916	11582	5592	2894	1047	123718	5079	5079	310	5486	442	0	0
	%	5	4	6	3	1	3	2	2	9	12	18	6	1	1			
15	Audience	98456	4020	3906	83	4698	1847	1847	0	29059	132	132	0	843	0	0	0	
	%	1	1	1	0	0	1	1		2	0	0		0				

Synovate																	
Upto Q3 '10 (11 Markets)																	
TABLE 17 Header-Fashion TV *BY* BL7. Number of nights spend on hotels on international																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets																	
		India				Seoul				Sydney				Melbourne			
		Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)
	Sample size	3099	175	84	30	1713	48	20	4	1109	43	23	6	1116	32	20	3
	Projected universe	1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
BL7. Number of nights spend on hotels on international leisure trips																	
1+ leisure hotel nights																	
RESPONDENTS																	
	Sample size	180	13	7	3	382	12	4	1	404	17	13	3	339	7	4	0
	WTD.INC.RESP.	56684	3309	1874	240	361477	11499	4771	2875	280551	9647	8546	415	160555	3049	1933	0
	%	4	3	3	1	25	30	29	46	35	32	55	19	30	20	19	0
1	Audience	2738	657	657	0	506	0	0	0	2645	79	79	0	6084	69	69	0
	%	0	1	1	0	0	0	0	0	0	0	1	0	1	0	1	0
2	Audience	2502	105	69	69	19626	1404	0	0	5091	0	0	0	2394	0	0	0
	%	0	0	0	0	1	4	0	0	1	0	0	0	0	0	0	0
3+ leisure hotel nights																	
RESPONDENTS																	
	Sample size	161	10	5	2	348	11	4	1	387	16	12	3	322	6	3	0
	WTD.INC.RESP.	51444	2547	1148	170	341345	10094	4771	2875	272815	9568	8467	415	152076	2980	1865	0
	%	3	2	2	1	23	26	29	46	34	32	55	19	28	20	18	0
3	Audience	5210	87	87	87	71192	568	520	0	13703	0	0	0	120	0	0	0
	%	0	0	0	0	5	1	3	0	2	0	0	0	0	0	0	0
4	Audience	3533	154	0	0	86859	565	0	0	4467	0	0	0	6639	0	0	0
	%	0	0	0	0	6	1	0	0	1	0	0	0	1	0	0	0
5+ leisure hotel nights																	
RESPONDENTS																	
	Sample size	126	7	4	1	176	6	2	1	362	16	12	3	307	6	3	0
	WTD.INC.RESP.	42701	2306	1060	83	183293	8961	4251	2875	254645	9568	8467	415	145317	2980	1865	0
	%	3	2	2	0	13	23	26	46	31	32	55	19	27	20	18	0
5	Audience	9853	1906	800	0	43638	2837	0	0	23380	0	0	0	6074	0	0	0
	%	1	2	1	0	3	7	0	0	3	0	0	0	1	0	0	0
6	Audience	5209	0	0	0	16706	0	0	0	11869	216	216	216	510	0	0	0
	%	0	0	0	0	1	0	0	0	1	1	1	10	0	0	0	0
7	Audience	1667	0	0	0	38000	1874	0	0	16375	0	0	0	13696	508	0	0
	%	0	0	0	0	3	5	0	0	2	0	0	0	3	3	0	0
8	Audience	2214	0	0	0	22668	2875	2875	2875	13148	0	0	0	5157	0	0	0
	%	0	0	0	0	2	7	17	46	2	0	0	0	1	0	0	0
9	Audience	3433	0	0	0	119	0	0	0	4340	0	0	0	3244	0	0	0
	%	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0
10+ leisure hotel nights																	
RESPONDENTS																	
	Sample size	62	3	2	1	61	1	1	0	273	15	11	2	247	5	3	0
	WTD.INC.RESP.	20325	400	260	83	62162	1375	1375	0	185533	9352	8251	199	116636	2472	1865	0
	%	1	0	0	0	4	4	8	0	23	31	53	9	22	16	18	0
10	Audience	1429	0	0	0	25376	0	0	0	28365	1737	1651	67	17499	1107	1107	0
	%	0	0	0	0	2	0	0	0	3	6	11	3	3	7	11	0
11	Audience	0	0	0	0	614	0	0	0	0	0	0	0	899	0	0	0
	%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12	Audience	2807	0	0	0	6322	0	0	0	5975	41	0	0	3794	0	0	0
	%	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0
13	Audience	991	0	0	0	0	0	0	0	139	0	0	0	5091	0	0	0
	%	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
14	Audience	387	0	0	0	2261	0	0	0	26798	1864	1802	0	26359	0	0	0
	%	0	0	0	0	0	0	0	0	3	6	12	0	5	0	0	0
15+ leisure hotel nights																	
RESPONDENTS																	
	Sample size	40	3	2	1	29	1	1	0	151	7	6	1	143	3	1	0
	WTD.INC.RESP.	14711	400	260	83	27590	1375	1375	0	124256	5710	4797	132	62995	1365	758	0
	%	1	0	0	0	2	4	8	0	15	19	31	6	12	9	7	0
15	Audience	9055	83	83	83	18946	0	0	0	10025	1052	1052	0	5225	0	0	0
	%	1	0	0	0	1	0	0	0	1	3	7	0	1	0	0	0

Synovate																	
Upto Q3 '10 (11 Markets)																	
TABLE 17 Header-Fashion TV *BY* BL7. Number of nights spend on hotels on international leisure trips (Cont)																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets																	
10 markets				Bangkok				Hongkong				Jakarta					
	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	
Sample size	18899	1279	695	226	1728	368	245	102	1679	53	33	6	1718	165	79	26	
Projected universe	9864000	604145	343973	108399	1074000	207632	135581	48039	1337000	41726	27863	5313	405000	35154	16410	6058	
%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
BL7. Number of nights spend on hotels on international leisure trips																	
16	Audience	2361	0	0	0	0	0	0	151	0	0	0	0	0	0	0	
	%	0							0								
17	Audience	5796	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%	0															
18	Audience	14514	310	310	310	0	0	0	6946	310	310	310	0	0	0	0	
	%	0	0	0	0				1	1	1	6					
19	Audience	6469	646	646	0	0	0	0	0	0	0	0	0	0	0	0	
	%	0	0	0													
20+ leisure hotel nights																	
RESPONDENTS																	
	Sample size	644	36	25	7	10	3	1	1	85	4	4	0	22	3	0	0
WTD.INC.RESP.																	
	Audience	365331	19869	14602	2523	6884	3744	1047	1047	87562	4636	4636	0	4642	442	0	0
	%	4	3	4	2	1	2	1	2	7	11	17		1	1		
20	Audience	99190	7282	4702	1943	4257	2582	1047	1047	31284	2655	2655	0	0	0	0	0
	%	1	1	1	2	0	1	1	2	2	6	10					
21	Audience	39003	0	0	0	0	0	0	0	17646	0	0	0	0	0	0	0
	%	0								1							
22	Audience	3235	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%	0															
23	Audience	782	0	0	0	0	0	0	0	0	0	0	0	98	0	0	0
	%	0												0			
24	Audience	5463	148	148	0	0	0	0	225	0	0	0	449	0	0	0	0
	%	0	0	0					0				0				
25	Audience	24093	1515	1481	0	0	0	0	4302	0	0	0	83	35	0	0	0
	%	0	0	0					0				0	0			
26	Audience	1097	139	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%	0	0														
27	Audience	817	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%	0															
28	Audience	14290	545	0	0	0	0	0	5862	0	0	0	0	0	0	0	0
	%	0	0						0								
30	Audience	79131	6365	5601	93	53	0	0	27315	1981	1981	0	1790	366	0	0	0
	%	1	1	2	0	0			2	5	7		0	1			
31	Audience	3307	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%	0															
32	Audience	2134	0	0	0	0	0	0	0	0	0	0	620	0	0	0	0
	%	0											0				
33	Audience	949	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%	0															
35	Audience	16308	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%	0															
36	Audience	86	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%	0															
37	Audience	2958	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%	0															
38	Audience	93	0	0	0	0	0	0	0	0	0	0	93	0	0	0	0
	%	0											0				
40	Audience	12950	799	758	0	0	0	0	929	0	0	0	140	42	0	0	0
	%	0	0	0					0				0	0			
42	Audience	15143	355	355	355	0	0	0	0	0	0	0	0	0	0	0	0
	%	0	0	0	0												

Synovate																	
Upto Q3 '10 (11 Markets)																	
TABLE 17 Header-Fashion TV *BY* BL7. Number of nights spend on hotels on international																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets																	
		Kuala Lumpur				Manila				Singapore				Taipei			
		Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)
	Sample size	1729	62	32	7	1630	246	113	29	1691	58	35	10	1687	29	11	3
	Projected universe	435000	11660	7102	858	455000	76071	34071	8921	668000	18954	11398	4688	1206000	18963	6339	2004
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
BL7. Number of nights spend on hotels on international leisure trips																	
16	Audience	156	0	0	0	0	0	0	0	120	0	0	0	1134	0	0	0
	%	0								0				0			
17	Audience	0	0	0	0	0	0	0	0	3275	0	0	0	0	0	0	0
	%									0							
18	Audience	2586	0	0	0	0	0	0	0	1072	0	0	0	0	0	0	0
	%	1								0							
19	Audience	0	0	0	0	0	0	0	0	3346	468	468	0	0	0	0	0
	%									1	2	4					
20+ leisure hotel nights																	
RESPONDENTS	Sample size	64	3	2	0	15	4	4	2	133	7	6	3	26	1	1	0
WTD.INC.RESP.	Audience	13847	276	145	0	4274	1101	1101	412	54526	1981	1646	932	17650	148	148	0
	%	3	2	2		1	1	3	5	8	10	14	20	1	1	2	
20	Audience	2878	178	47	0	1311	319	319	319	20793	634	634	577	6224	0	0	0
	%	1	2	1		0	0	1	4	3	3	6	12	1			
21	Audience	1705	0	0	0	97	0	0	0	6895	0	0	0	0	0	0	0
	%	0				0				1							
22	Audience	196	0	0	0	0	0	0	0	1061	0	0	0	0	0	0	0
	%	0								0							
23	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
24	Audience	0	0	0	0	0	0	0	0	0	0	0	0	258	148	148	0
	%													0	1	2	
25	Audience	489	98	98	0	286	53	53	0	3994	0	0	0	4414	0	0	0
	%	0	1	1		0	0	0		1				0			
26	Audience	0	0	0	0	0	0	0	0	480	0	0	0	0	0	0	0
	%									0							
27	Audience	0	0	0	0	0	0	0	0	817	0	0	0	0	0	0	0
	%									0							
28	Audience	0	0	0	0	0	0	0	0	3494	0	0	0	0	0	0	0
	%									1							
30	Audience	2752	0	0	0	168	93	93	93	10767	992	657	0	911	0	0	0
	%	1				0	0	0	1	2	5	6		0			
31	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
32	Audience	0	0	0	0	0	0	0	0	171	0	0	0	1342	0	0	0
	%									0				0			
33	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
35	Audience	0	0	0	0	0	0	0	0	92	0	0	0	0	0	0	0
	%									0							
36	Audience	0	0	0	0	86	0	0	0	0	0	0	0	0	0	0	0
	%					0											
37	Audience	0	0	0	0	0	0	0	0	0	0	0	0	1538	0	0	0
	%													0			
38	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
40	Audience	246	0	0	0	962	0	0	0	1314	0	0	0	0	0	0	0
	%	0				0				0							
42	Audience	0	0	0	0	0	0	0	0	1110	355	355	355	0	0	0	0
	%									0	2	3	8				

Synovate																	
Upto Q3 '10 (11 Markets)_																	
TABLE 17 Header-Fashion TV *BY* BL7. Number of nights spend on hotels on internatio																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets																	
		India				Seoul				Sydney				Melbourne			
	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	
Sample size	3099	175	84	30	1713	48	20	4	1109	43	23	6	1116	32	20	3	
Projected universe	1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702	
%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
BL7. Number of nights spend on hotels on international leisure trips																	
16	Audience	0	0	0	0	0	0	0	0	0	0	0	801	0	0	0	
	%												0				
17	Audience	0	0	0	0	0	0	0	2520	0	0	0	0	0	0	0	
	%								0								
18	Audience	0	0	0	0	0	0	0	267	0	0	0	3642	0	0	0	
	%								0				1				
19	Audience	177	177	177	0	0	0	0	2945	0	0	0	0	0	0	0	
	%	0	0	0					0								
20+ leisure hotel nights																	
RESPONDENTS																	
WTD.INC.RESP.	Audience	5478	139	0	0	8643	1375	1375	0	108498	4658	3745	132	53326	1365	758	
	%	0	0			1	4	8		13	15	24	6	10	9	7	
20	Audience	705	0	0	0	208	0	0	20472	913	0	0	11057	0	0	0	
	%	0				0			3	3			2				
21	Audience	193	0	0	0	487	0	0	9490	0	0	0	2491	0	0	0	
	%	0				0			1				0				
22	Audience	0	0	0	0	1979	0	0	0	0	0	0	0	0	0	0	
	%					0											
23	Audience	0	0	0	0	0	0	0	0	0	0	0	684	0	0	0	
	%												0				
24	Audience	0	0	0	0	0	0	0	3313	0	0	0	1218	0	0	0	
	%								0				0				
25	Audience	0	0	0	0	0	0	0	8735	1329	1329	0	1791	0	0	0	
	%								1	4	9		0				
26	Audience	617	139	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%	0	0														
27	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
28	Audience	0	0	0	0	0	0	0	648	0	0	0	4286	545	0	0	
	%								0				1	4			
30	Audience	797	0	0	0	5969	1375	1375	0	21539	1496	1496	0	7070	62	0	
	%	0				0	4	8		3	5	10		1	0	0	
31	Audience	0	0	0	0	0	0	0	3307	0	0	0	0	0	0	0	
	%								0								
32	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
33	Audience	0	0	0	0	0	0	0	0	0	0	0	949	0	0	0	
	%												0				
35	Audience	0	0	0	0	0	0	0	11375	0	0	0	4841	0	0	0	
	%								1				1				
36	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
37	Audience	0	0	0	0	0	0	0	0	0	0	0	1420	0	0	0	
	%												0				
38	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																
40	Audience	0	0	0	0	0	0	0	2219	0	0	0	7141	758	758	0	
	%								0				1	5	7		
42	Audience	0	0	0	0	0	0	0	11653	0	0	0	2381	0	0	0	
	%								1				0				

Synovate																	
Upto Q3 '10 (11 Markets)																	
TABLE 17	Header-Fashion TV *BY* BL7. Number of nights spend on hotels on international leisure trips (Cont)																
INCREMENTS:	Weight Factor (Q4 2009 - Q3 2010)																
FILTERS:	11 Markets																
		10 markets				Bangkok				Hongkong				Jakarta			
		Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)
	Sample size	18899	1279	695	226	1728	368	245	102	1679	53	33	6	1718	165	79	26
	Projected universe	9864000	604145	343973	108399	1074000	207632	135581	48039	1337000	41726	27863	5313	405000	35154	16410	6058
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
BL7. Number of nights spend on hotels on international leisure trips																	
44	Audience	795	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%	0															
45	Audience	5961	789	789	0	0	0	0	0	0	0	0	0	0	0	0	0
	%	0	0	0													
46	Audience	1950	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%	0															
49	Audience	2441	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%	0															
50	Audience	3403	132	132	132	0	0	0	0	0	0	0	0	0	0	0	0
	%	0	0	0	0												
53	Audience	260	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%	0															
60	Audience	11265	1799	636	0	2574	1162	0	0	0	0	0	0	1369	0	0	0
	%	0	0	0		0	1							0			
64	Audience	1736	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%	0															
70	Audience	4304	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%	0															
80	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
90	Audience	6215	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%	0															
100	Audience	2270	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%	0															
120	Audience	1486	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%	0															
240	Audience	2214	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%	0															
None	Audience	263400	9448	4162	1889	6067	1187	1187	1187	53168	587	0	0	951	291	0	0
	%	3	2	1	2	1	1	1	2	4	1			0	1		
Don't know/Refused	Audience	79397	3585	1814	83	5441	0	0	0	20589	0	0	0	2850	862	0	0
	%	1	1	1	0	1				2				1	2		
No Answer	Audience	6787905	450703	251104	82593	927548	172500	113161	41003	571796	17623	11077	1985	359592	28662	13008	4468
	%	69	75	73	76	86	83	83	85	43	42	40	37	89	82	79	74
TOTALS	Audience	9864000	604145	343973	108399	1074000	207632	135581	48039	1337000	41726	27863	5313	405000	35154	16410	6058
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MEANS	Audience	2.82	2.272	2.729	1.666	0.768	1.328	0.926	0.782	4.762	6.289	7.382	3.472	0.89	0.904	0.68	0.849
MEDIANS		0	0	0	0	0	0	0	0	3.582	4.126	4.115	3.726	0	0	0	0
STD. DEVIATION		7.985	6.339	6.896	4.707	3.655	5.394	2.871	3.091	6.812	7.871	8.9	4.25	4.691	3.677	1.491	1.566

Synovate																	
Upto Q3 '10 (11 Markets)_																	
TABLE 17 Header-Fashion TV *BY* BL7. Number of nights spend on hotels on internatio																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets																	
		Kuala Lumpur			Manila			Singapore			Taipei						
		Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)
	Sample size	1729	62	32	7	1630	246	113	29	1691	58	35	10	1687	29	11	3
	Projected universe	435000	11660	7102	858	455000	76071	34071	8921	668000	18954	11398	4688	1206000	18963	6339	2004
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
BL7. Number of nights spend on hotels on international leisure trips																	
44	Audience	795	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%	0															
45	Audience	430	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%	0															
46	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
49	Audience	2052	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%	0															
50	Audience	0	0	0	0	0	0	0	0	1324	0	0	0	0	0	0	0
	%									0							
53	Audience	0	0	0	0	0	0	0	0	0	0	0	0	260	0	0	0
	%													0			
60	Audience	2304	0	0	0	1365	636	636	0	949	0	0	0	2704	0	0	0
	%	1				0	1	2		0				0			
64	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
70	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
80	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
90	Audience	0	0	0	0	0	0	0	0	1265	0	0	0	0	0	0	0
	%									0							
100	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
120	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
240	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
None	Audience	338	0	0	0	35130	4384	1398	702	40747	988	444	0	13243	0	0	0
	%	0				8	6	4	8	6	5	4		1			
Don't know/Refused	Audience	7221	482	83	83	254	92	92	0	3672	0	0	0	20355	509	0	0
	%	2	4	1	10	0	0	0		1				2	3		
No Answer	Audience	281503	6499	3354	496	343862	51801	23066	5654	255797	2400	227	0	755843	8388	1901	0
	%	65	56	47	58	76	68	68	63	38	13	2		63	44	30	
TOTALS	Audience	435000	11660	7102	858	455000	76071	34071	8921	668000	18954	11398	4688	1206000	18963	6339	2004
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MEANS	Audience	3.158	3.421	4.331	1.3	1.186	2.132	3.274	1.879	5.775	8.509	10.903	11.744	2.476	3.16	5.301	6.635
MEDIANS		0	0	3.207	0	0	0	0	0	4.171	7.822	9.12	9.22	0	2.245	4.401	4.28
STD. DEVIATION		7.499	5.333	5.563	1.875	4.59	6.491	9.13	4.939	8.648	8.662	8.967	10.037	5.123	4.136	5.413	3.632

Synovate																	
Upto Q3 '10 (11 Markets)																	
TABLE 17 Header-Fashion TV *BY* BL7. Number of nights spend on hotels on internatio																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets																	
		India				Seoul				Sydney				Melbourne			
		Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)
	Sample size	3099	175	84	30	1713	48	20	4	1109	43	23	6	1116	32	20	3
	Projected universe	1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
BL7. Number of nights spend on hotels on international leisure trips																	
44	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
45	Audience	0	0	0	0	0	0	0	0	5531	789	789	0	0	0	0	0
	%									1	3	5					
46	Audience	0	0	0	0	0	0	0	0	0	0	0	0	1950	0	0	0
	%													0			
49	Audience	0	0	0	0	0	0	0	0	0	0	0	0	389	0	0	0
	%													0			
50	Audience	0	0	0	0	0	0	0	0	428	132	132	132	1652	0	0	0
	%									0	0	1	6	0			
53	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
60	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
64	Audience	0	0	0	0	0	0	0	0	0	0	0	0	1736	0	0	0
	%													0			
70	Audience	0	0	0	0	0	0	0	0	4304	0	0	0	0	0	0	0
	%									1							
80	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
90	Audience	1680	0	0	0	0	0	0	0	3270	0	0	0	0	0	0	0
	%	0								0							
100	Audience	0	0	0	0	0	0	0	0	0	0	0	0	2270	0	0	0
	%													0			
120	Audience	1486	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%	0															
240	Audience	0	0	0	0	0	0	0	0	2214	0	0	0	0	0	0	0
	%									0							
None	Audience	8073	377	377	0	29824	0	0	0	48882	1552	756	0	26976	81	0	0
	%	1	0	1		2				6	5	5		5	1		
Don't know/Refused	Audience	16168	1640	1640	0	707	0	0	0	2140	0	0	0	0	0	0	0
	%	1	1	3		0				0							
No Answer	Audience	1400074	104977	59253	23210	1061993	26885	11723	3335	480427	19030	6140	1740	349469	11937	8195	702
	%	95	95	94	99	73	70	71	54	59	63	40	81	65	79	81	100
TOTALS	Audience	1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MEANS	Audience	0.521	0.177	0.153	0.07	1.552	2.562	3.991	3.704	6.838	6.601	11.597	3.974	5.444	4.124	4.092	0
MEDIANS		0	0	0	0	0	0	0	0	0	0	10.279	0	0	0	0	0
STD. DEVIATION		5.2	1.43	1.277	0.914	3.565	5.936	8.401	3.989	17.426	11.418	13.441	12.001	12.021	10.225	10.671	0

Synovate																	
Upto Q3 '10 (11 Markets)																	
TABLE 18 Header-Fashion TV *BY* PA1. Rating on Psychographic Attributes																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets *AND* PA1.(a. You are often one of the first to buy a new product/gadget)																	
10 markets					Bangkok				Hongkong				Jakarta				
	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	
	Sample size	18899	1279	695	226	1728	368	245	102	1679	53	33	6	1718	165	79	26
	Projected universe	9864000	604145	343973	108399	1074000	207632	135581	48039	1337000	41726	27863	5313	405000	35154	16410	6058
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
PA1. Rating on Psychographic Attributes																	
Top 2 box																	
RESPONDENTS																	
	Sample size	3070	271	148	63	497	126	83	40	121	6	2	0	161	14	4	2
WTD.INC.RESP.																	
	Audience	1539270	143754	85516	31171	313416	68320	42050	16635	105427	3130	619	0	41276	4587	2156	1503
	%	16	24	25	29	29	33	31	35	8	8	2	0	10	13	13	25
5 - Agree very much	Audience	550432	56630	35518	6712	137725	26526	17505	5709	19064	2529	170	0	16840	551	344	0
	%	6	9	10	6	13	13	13	12	1	6	1	0	4	2	2	
4	Audience	988837	87124	49998	24458	175691	41795	24545	10926	86363	601	449	0	24436	4036	1812	1503
	%	10	14	15	23	16	20	18	23	6	1	2	0	6	11	11	25
3	Audience	2679581	171711	104859	33016	351940	67125	47153	14258	311947	7566	5805	2861	91589	8659	4054	2288
	%	27	28	30	30	33	32	35	30	23	18	21	54	23	25	25	38
2	Audience	2393181	137231	74766	23145	209042	36313	22863	8553	329036	10422	7307	467	94637	7444	4573	902
	%	24	23	22	21	19	17	17	18	25	25	26	9	23	21	28	15
1 - Not agree at all	Audience	3230858	150511	78175	20512	197710	35874	23514	8594	583916	20608	14133	1985	175603	14361	5525	1366
	%	33	25	23	19	18	17	17	18	44	49	51	37	43	41	34	23
DK/NA																	
	Audience	21111	938	658	555	1891	0	0	0	6675	0	0	0	1895	103	103	0
	%	0	0	0	1	0				0				0	0	1	
TOTALS																	
	Audience	9864000	604145	343973	108399	1074000	207632	135581	48039	1337000	41726	27863	5313	405000	35154	16410	6058
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Synovate																	
Upto Q3 '10 (11 Markets)																	
TABLE 19 Header-Fashion TV *BY* PA1. Rating on Psychographic Attributes																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets *AND* PA1.(b. Paying extra for quality is worthwhile)																	
10 markets					Bangkok				Hongkong				Jakarta				
	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	
	Sample size	18899	1279	695	226	1728	368	245	102	1679	53	33	6	1718	165	79	26
	Projected universe	9864000	604145	343973	108399	1074000	207632	135581	48039	1337000	41726	27863	5313	405000	35154	16410	6058
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
PA1. Rating on Psychographic Attributes																	
Top 2 box																	
RESPONDENTS																	
	Sample size	12002	853	462	154	1177	267	177	75	850	25	15	4	700	75	37	15
WTD.INC.RESP.																	
	Audience	6237984	397053	217413	68846	723072	148799	95221	36461	632764	18604	11453	2973	154403	15702	7773	3888
	%	63	66	63	64	67	72	70	76	47	45	41	56	38	45	47	64
5 - Agree very much	Audience	2962664	209336	117392	42984	388539	76175	50208	20637	199476	7716	1587	0	84501	7462	4568	2037
	%	30	35	34	40	36	37	37	43	15	18	6	0	21	21	28	34
4	Audience	3275320	187717	100021	25862	334532	72624	45013	15823	433287	10887	9866	2973	69903	8240	3204	1850
	%	33	31	29	24	31	35	33	33	32	26	35	56	17	23	20	31
3	Audience	2402825	143765	90004	28206	238392	43185	31647	7623	465460	19864	14734	1985	110923	11864	5473	1214
	%	24	24	26	26	22	21	23	16	35	48	53	37	27	34	33	20
2	Audience	643444	40231	21731	4206	80958	10918	6673	2252	129175	1573	614	355	61085	3252	663	39
	%	7	7	6	4	8	5	5	5	10	4	2	7	15	9	4	1
1 - Not agree at all	Audience	553253	21265	12994	5310	31578	4730	2040	1704	105437	1685	1063	0	76488	4336	2502	917
	%	6	4	4	5	3	2	2	4	8	4	4	0	19	12	15	15
DK/NA																	
	Audience	26495	1831	1831	1831	0	0	0	0	4164	0	0	0	2101	0	0	0
	%	0	0	1	2					0				1			
TOTALS																	
	Audience	9864000	604145	343973	108399	1074000	207632	135581	48039	1337000	41726	27863	5313	405000	35154	16410	6058
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Synovate _Upto Q3 '10 (11 Markets)_																	
TABLE 20 Header-Fashion TV *BY* PA1. Rating on Psychographic Attributes																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets *AND* PA1.(c. You have greater trust in products you have seen advertised)																	
10 markets						Bangkok			Hongkong			Jakarta					
	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	
Sample size	18899	1279	695	226	1728	368	245	102	1679	53	33	6	1718	165	79	26	
Projected universe	9864000	604145	343973	108399	1074000	207632	135581	48039	1337000	41726	27863	5313	405000	35154	16410	6058	
%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
PA1. Rating on Psychographic Attributes																	
Top 2 box																	
RESPONDENTS	Sample size	5419	373	204	77	551	130	83	39	292	9	7	2	367	35	15	6
WTD.INC.RESP.	Audience	2792080	168936	88803	27895	310605	58816	36627	15009	221322	6696	4337	379	82823	7619	2341	855
	%	28	28	26	26	29	28	27	31	17	16	16	7	20	22	14	14
5 - Agree very much	Audience	933491	66827	40274	12908	118417	24634	15357	7505	41914	3281	922	0	40301	3351	1572	753
	%	9	11	12	12	11	12	11	16	3	8	3		10	10	10	12
4	Audience	1858589	102109	48529	14987	192187	34182	21270	7503	179408	3415	3415	379	42521	4268	769	102
	%	19	17	14	14	18	16	16	16	13	8	12	7	10	12	5	2
3	Audience	4018196	250203	151014	46681	466007	91914	67230	20190	626104	18997	11896	2483	147272	13243	7137	3729
	%	41	41	44	43	43	44	50	42	47	46	43	47	36	38	43	62
2	Audience	1865888	123489	74142	23170	186615	38548	23381	8577	312934	10828	8735	467	95016	8007	4124	421
	%	19	20	22	21	17	19	17	18	23	26	31	9	23	23	25	7
1 - Not agree at all	Audience	1167029	60962	29458	10098	108882	18354	8343	4264	173304	5205	2895	1985	79467	6285	2808	1053
	%	12	10	9	9	10	9	6	9	13	12	10	37	20	18	17	17
DK/NA	Audience	20807	555	555	555	1891	0	0	0	3337	0	0	0	422	0	0	0
	%	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
TOTALS	Audience	9864000	604145	343973	108399	1074000	207632	135581	48039	1337000	41726	27863	5313	405000	35154	16410	6058
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Synovate _Upto Q3 '10 (11 Markets)_																	
TABLE 21 Header-Fashion TV *BY* PA1. Rating on Psychographic Attributes																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets *AND* PA1.(e. You prefer to buy well known brands)																	
10 markets						Bangkok			Hongkong			Jakarta					
	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	
Sample size	18899	1279	695	226	1728	368	245	102	1679	53	33	6	1718	165	79	26	
Projected universe	9864000	604145	343973	108399	1074000	207632	135581	48039	1337000	41726	27863	5313	405000	35154	16410	6058	
%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
PA1. Rating on Psychographic Attributes																	
Top 2 box																	
RESPONDENTS	Sample size	8593	657	379	132	983	224	150	64	191	5	4	2	729	82	40	15
WTD.INC.RESP.	Audience	4326090	319623	187039	67120	601400	121563	80842	30706	167443	5336	3327	2793	165460	16997	8025	3648
	%	44	53	54	62	56	59	60	64	13	13	12	53	41	48	49	60
5 - Agree very much	Audience	1723423	147882	88508	32355	305003	64084	45521	18334	22808	0	0	0	87092	7637	4158	2175
	%	17	24	26	30	28	31	34	38	2	0	0	0	22	22	25	36
4	Audience	2602667	171741	98531	34765	296397	57478	35320	12372	144634	5336	3327	2793	78368	9360	3868	1473
	%	26	28	29	32	28	28	26	26	11	13	12	53	19	27	24	24
3	Audience	3019660	165884	92656	26455	329052	54532	41827	15340	418494	11233	6507	68	134975	11334	4789	1293
	%	31	27	27	24	31	26	31	32	31	27	23	1	33	32	29	21
2	Audience	1272958	59388	32578	7846	62351	13721	6203	29	333612	8244	5070	467	52062	3631	1723	240
	%	13	10	9	7	6	7	5	0	25	20	18	9	13	10	10	4
1 - Not agree at all	Audience	1223969	58049	30499	6423	77332	17273	6166	1964	414533	16912	12959	1985	50041	3090	1770	877
	%	12	10	9	6	7	8	5	4	31	41	47	37	12	9	11	14
DK/NA	Audience	21324	1201	1201	555	3865	544	544	0	2918	0	0	0	2462	103	103	0
	%	0	0	0	1	0	0	0	0	0	0	0	0	1	0	1	0
TOTALS	Audience	9864000	604145	343973	108399	1074000	207632	135581	48039	1337000	41726	27863	5313	405000	35154	16410	6058
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Synovate																	
Upto Q3 '10 (11 Markets)																	
TABLE 20 Header-Fashion TV *BY* PA1. Rating on Psychographic Attributes																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets *AND* PA1.(c. You have greater trust in products you have seen advertis																	
Kuala Lumpur					Manila					Singapore					Taipei		
	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	
Sample size	1729	62	32	7	1630	246	113	29	1691	58	35	10	1687	29	11	3	
Projected universe	435000	11660	7102	858	455000	76071	34071	8921	668000	18954	11398	4688	1206000	18963	6339	2004	
%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
PA1. Rating on Psychographic Attributes																	
Top 2 box																	
RESPONDENTS	Sample size	533	17	8	1	419	57	32	8	553	22	12	5	560	12	3	1
WTD.INC.RESP.	Audience	137887	3295	1671	124	114171	17923	10708	2580	187900	9109	5497	3332	375166	9223	3093	1284
	%	32	28	24	14	25	24	31	29	28	48	48	71	31	49	49	64
5 - Agree very much	Audience	35219	384	298	124	39186	4625	3118	203	45115	4656	3710	2801	118666	4731	2621	1284
	%	8	3	4	14	9	6	9	2	7	25	33	60	10	25	41	64
4	Audience	102668	2911	1373	0	74985	13298	7590	2377	142786	4452	1787	531	256500	4492	473	0
	%	24	25	19		16	17	22	27	21	23	16	11	21	24	7	
3	Audience	182806	5256	3826	602	217435	41076	17462	5658	299184	6644	3496	843	492397	4247	1450	720
	%	42	45	54	70	48	54	51	63	45	35	31	18	41	22	23	36
2	Audience	82701	2497	1255	132	72257	9712	3238	356	130739	2327	1937	513	199604	5041	1796	0
	%	19	21	18	15	16	13	10	4	20	12	17	11	17	27	28	
1 - Not agree at all	Audience	30416	613	350	0	51138	7360	2664	326	47413	874	468	0	138834	452	0	0
	%	7	5	5		11	10	8	4	7	5	4		12	2		
DK/NA	Audience	1190	0	0	0	0	0	0	0	2764	0	0	0	0	0	0	0
	%	0								0							
TOTALS	Audience	435000	11660	7102	858	455000	76071	34071	8921	668000	18954	11398	4688	1206000	18963	6339	2004
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Synovate																	
Upto Q3 '10 (11 Markets)																	
TABLE 21 Header-Fashion TV *BY* PA1. Rating on Psychographic Attributes																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets *AND* PA1.(e. You prefer to buy well known brands)																	
Kuala Lumpur					Manila					Singapore					Taipei		
	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	
Sample size	1729	62	32	7	1630	246	113	29	1691	58	35	10	1687	29	11	3	
Projected universe	435000	11660	7102	858	455000	76071	34071	8921	668000	18954	11398	4688	1206000	18963	6339	2004	
%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
PA1. Rating on Psychographic Attributes																	
Top 2 box																	
RESPONDENTS	Sample size	658	29	18	4	510	78	41	11	826	38	23	8	645	15	5	2
WTD.INC.RESP.	Audience	168687	4280	2633	500	139191	25889	12553	3558	311244	14717	8874	4552	427387	10346	3805	1885
	%	39	37	37	58	31	34	37	40	47	78	78	97	35	55	60	94
5 - Agree very much	Audience	62847	925	575	140	55712	9276	2341	607	105848	5995	4361	2487	131066	2442	1448	0
	%	14	8	8	16	12	12	7	7	16	32	38	53	11	13	23	
4	Audience	105840	3355	2057	360	83479	16614	10212	2951	205396	8722	4513	2064	296321	7904	2358	1885
	%	24	29	29	42	18	22	30	33	31	46	40	44	25	42	37	94
3	Audience	150190	4824	3830	226	178932	35011	16464	4211	215072	2465	1223	136	364260	3729	948	119
	%	35	41	54	26	39	46	48	47	32	13	11	3	30	20	15	6
2	Audience	78499	1885	249	132	72984	7168	2313	829	78762	1168	832	0	232944	2199	0	0
	%	18	16	4	15	16	9	7	9	12	6	7		19	12		
1 - Not agree at all	Audience	37129	671	391	0	63893	8002	2741	322	59830	605	468	0	177701	2689	1585	0
	%	9	6	5		14	11	8	4	9	3	4		15	14	25	
DK/NA	Audience	495	0	0	0	0	0	0	0	3092	0	0	0	3707	0	0	0
	%	0								0				0			
TOTALS	Audience	435000	11660	7102	858	455000	76071	34071	8921	668000	18954	11398	4688	1206000	18963	6339	2004
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Synovate																		
Upto Q3 '10 (11 Markets)																		
TABLE 22 Header-Fashion TV *BY* PA1. Rating on Psychographic Attributes																		
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																		
FILTERS: 11 Markets *AND* PA1.(f. It is important to have an international perspective)																		
		10 markets				Bangkok				Hongkong				Jakarta				
		Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	
Sample size		18899	1279	695	226	1728	368	245	102	1679	53	33	6	1718	165	79	26	
Projected universe		9864000	604145	343973	108399	1074000	207632	135581	48039	1337000	41726	27863	5313	405000	35154	16410	6058	
%		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
PA1. Rating on Psychographic Attributes																		
Top 2 box																		
RESPONDENTS		Sample size	11613	778	405	138	837	189	120	55	1014	40	24	6	1198	118	59	22
WTD.INC.RESP.		Audience	6158154	360918	193270	67395	523748	105890	66776	25086	782494	31971	20243	5313	278596	26606	12998	5533
%		62	60	56	62	49	51	49	52	59	77	73	100	69	76	79	91	
5 - Agree very much		Audience	3150293	186486	99318	37170	230441	45035	25189	9250	284350	15320	8519	2838	191443	18938	11006	4641
%		32	31	29	34	21	22	19	19	21	37	31	53	47	54	67	77	
4		Audience	3007861	174432	93952	30224	293307	60854	41587	15836	498144	16651	11724	2475	87153	7668	1991	893
%		30	29	27	28	27	29	31	33	37	40	42	47	22	22	12	15	
3		Audience	2460235	156918	105133	32788	380590	66069	48689	16622	383964	9142	7008	0	87719	6631	3018	525
%		25	26	31	30	35	32	36	35	29	22	25	22	22	19	18	9	
2		Audience	695354	54938	28829	2915	98232	22008	12622	2224	105671	613	613	0	24218	1570	346	0
%		7	9	8	3	9	11	9	5	8	1	2	6	4	4	2		
1 - Not agree at all		Audience	506118	30585	16091	4651	71218	13571	7400	4013	60485	0	0	0	13580	347	49	0
%		5	5	5	4	7	7	5	8	5				3	1	0		
DK/NA		Audience	44140	786	649	649	212	94	94	94	4385	0	0	0	887	0	0	0
%		0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	
TOTALS		Audience	9864000	604145	343973	108399	1074000	207632	135581	48039	1337000	41726	27863	5313	405000	35154	16410	6058
%		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
Synovate																		
Upto Q3 '10 (11 Markets)																		
TABLE 23 Header-Fashion TV *BY* PA1. Rating on Psychographic Attributes																		
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																		
FILTERS: 11 Markets *AND* PA1.(g. You pride yourself on being well informed and up-to-date)																		
		10 markets				Bangkok				Hongkong				Jakarta				
		Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	
Sample size		18899	1279	695	226	1728	368	245	102	1679	53	33	6	1718	165	79	26	
Projected universe		9864000	604145	343973	108399	1074000	207632	135581	48039	1337000	41726	27863	5313	405000	35154	16410	6058	
%		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
PA1. Rating on Psychographic Attributes																		
Top 2 box																		
RESPONDENTS		Sample size	10358	792	452	160	1173	276	184	79	398	16	10	4	997	99	54	21
WTD.INC.RESP.		Audience	5051320	364693	217356	71207	704252	149677	97826	36043	272020	9577	6327	3216	229886	21918	11486	5188
%		51	60	63	66	66	72	72	75	20	23	23	61	57	62	70	86	
5 - Agree very much		Audience	2080962	166259	92871	30563	363831	72999	43573	17272	72074	5157	2252	0	123635	11897	7896	4064
%		21	28	27	28	34	35	32	36	5	12	8	31	34	48	67		
4		Audience	2970359	198433	124485	40643	340421	76678	54253	18771	199946	4419	4075	3216	106250	10021	3590	1124
%		30	33	36	37	32	37	40	39	15	11	15	61	26	29	22	19	
3		Audience	3436871	184071	94798	30734	300797	43109	30057	7756	658961	20158	12931	1985	124064	9910	3785	798
%		35	30	28	28	28	21	22	16	49	48	46	37	31	28	23	13	
2		Audience	905442	40741	24653	5466	57882	14132	6984	4070	268121	9674	7373	112	29595	1850	542	73
%		9	7	7	5	5	7	5	8	20	23	26	2	7	5	3	1	
1 - Not agree at all		Audience	437015	13991	6610	438	9177	714	714	170	131740	2318	1233	0	19863	1476	598	0
%		4	2	2	0	1	0	1	0	10	6	4	5	4	4	4		
DK/NA		Audience	33351	649	555	555	1891	0	0	6157	0	0	0	1593	0	0	0	
%		0	0	0	1	0	0	0	0	0	0	0	0	0	0	0		
TOTALS		Audience	9864000	604145	343973	108399	1074000	207632	135581	48039	1337000	41726	27863	5313	405000	35154	16410	6058
%		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	

Synovate																		
Upto Q3 '10 (11 Markets)																		
TABLE 22 Header-Fashion TV *BY* PA1. Rating on Psychographic Attributes																		
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																		
FILTERS: 11 Markets *AND* PA1.(f. It is important to have an international perspective)																		
		Kuala Lumpur				Manila				Singapore				Taipei				
		Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	
	Sample size	1729	62	32	7	1630	246	113	29	1691	58	35	10	1687	29	11	3	
	Projected universe	435000	11660	7102	858	455000	76071	34071	8921	668000	18954	11398	4688	1206000	18963	6339	2004	
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
PA1. Rating on Psychographic Attributes																		
Top 2 box																		
	RESPONDENTS	Sample size	1006	44	21	5	831	138	60	13	998	38	20	7	1267	18	8	3
	WTD.INC.RESP.	Audience	252944	7092	3199	632	247356	43403	18953	5911	378645	12484	5700	2566	849196	11740	4135	2004
	%	58	61	45	74	54	57	56	66	57	66	50	55	70	62	65	100	
	5 - Agree very much	Audience	99142	1948	995	140	115613	18127	8593	2615	153489	4358	2913	1877	480784	6758	2715	1284
	%	23	17	14	16	25	24	25	29	23	23	26	40	40	36	43	64	
	4	Audience	153802	5144	2204	492	131743	25276	10359	3296	225156	8126	2787	689	368412	4982	1420	720
	%	35	44	31	57	29	33	30	37	34	43	24	15	31	26	22	36	
	3	Audience	117612	3692	3398	226	133137	24698	12892	2535	196587	5143	4507	2122	242176	4511	2204	0
	%	27	32	48	26	29	32	38	28	29	27	40	45	20	24	35		
	2	Audience	41510	467	155	0	32231	3752	942	475	42946	777	723	0	58415	1690	0	0
	%	10	4	2	7	5	3	5	6	4	6	6	5	9				
	1 - Not agree at all	Audience	16676	350	350	0	40016	4141	1285	0	44609	550	468	0	56213	1021	0	0
	%	4	3	5	9	5	4	7	3	4	7	3	4	5	5			
	DK/NA	Audience	6258	59	0	0	2260	77	0	0	5212	0	0	0	0	0	0	0
	%	1	1		0	0	0	0	1									
	TOTALS	Audience	435000	11660	7102	858	455000	76071	34071	8921	668000	18954	11398	4688	1206000	18963	6339	2004
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
Synovate																		
Upto Q3 '10 (11 Markets)																		
TABLE 23 Header-Fashion TV *BY* PA1. Rating on Psychographic Attributes																		
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																		
FILTERS: 11 Markets *AND* PA1.(g. You pride yourself on being well informed and up-to-date)																		
		Kuala Lumpur				Manila				Singapore				Taipei				
		Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	
	Sample size	1729	62	32	7	1630	246	113	29	1691	58	35	10	1687	29	11	3	
	Projected universe	435000	11660	7102	858	455000	76071	34071	8921	668000	18954	11398	4688	1206000	18963	6339	2004	
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
PA1. Rating on Psychographic Attributes																		
Top 2 box																		
	RESPONDENTS	Sample size	1078	43	21	6	698	111	53	10	903	39	25	7	824	12	5	2
	WTD.INC.RESP.	Audience	267311	7054	3257	681	178837	33850	16518	4624	347941	11627	6494	2013	552135	7634	3810	1885
	%	61	60	46	79	39	44	48	52	52	61	57	43	46	40	60	94	
	5 - Agree very much	Audience	100048	1933	928	124	68433	9127	3672	1663	99124	2269	704	395	203714	4439	2621	1284
	%	23	17	13	14	15	12	11	19	15	12	6	8	17	23	41	64	
	4	Audience	167262	5121	2329	557	110404	24724	12846	2961	248817	9358	5790	1617	348421	3194	1189	600
	%	38	44	33	65	24	33	38	33	37	49	51	34	29	17	19	30	
	3	Audience	119048	4284	3578	177	191987	34157	13935	3853	245823	5334	3843	2675	455730	6541	474	119
	%	27	37	50	21	42	45	41	43	37	28	34	57	38	34	7	6	
	2	Audience	29168	155	155	0	49226	4091	2294	176	51878	1443	593	0	117050	3745	2055	0
	%	7	1	2	11	5	7	2	8	8	8	5	10	20	32			
	1 - Not agree at all	Audience	16567	167	113	0	34950	3972	1325	267	16794	550	468	0	80896	1043	0	0
	%	4	1	2	8	5	4	3	3	3	4	4	7	5				
	DK/NA	Audience	2907	0	0	0	0	0	0	5565	0	0	0	190	0	0	0	
	%	1							1				0					
	TOTALS	Audience	435000	11660	7102	858	455000	76071	34071	8921	668000	18954	11398	4688	1206000	18963	6339	2004
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	

Synovate																	
Upto Q3 '10 (11 Markets)																	
TABLE 24 Header-Fashion TV *BY* PA1. Rating on Psychographic Attributes																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets *AND* PA1.(h. You prefer to be a leader of a group rather than a follower)																	
10 markets				Bangkok				Hongkong				Jakarta					
		Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)
	Sample size	18899	1279	695	226	1728	368	245	102	1679	53	33	6	1718	165	79	26
	Projected universe	9864000	604145	343973	108399	1074000	207632	135581	48039	1337000	41726	27863	5313	405000	35154	16410	6058
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
PA1. Rating on Psychographic Attributes																	
Top 2 box																	
RESPONDENTS																	
	Sample size	10299	796	437	150	1126	258	171	74	533	22	14	4	1157	116	60	23
WTD.INC.RESP.																	
	Audience	4751829	350529	201138	61412	668615	141793	89194	34498	376637	19795	12562	4846	257300	22888	12070	5351
	%	48	58	58	57	62	68	66	72	28	47	45	91	64	65	74	88
5 - Agree very much																	
	Audience	2226689	171392	97004	29955	321921	70170	43512	18315	162326	10589	5750	2793	158627	16344	9083	3628
	%	23	28	28	28	30	34	32	38	12	25	21	53	39	46	55	60
4																	
	Audience	2525139	179137	104134	31457	346694	71623	45682	16182	214311	9206	6812	2053	98672	6544	2987	1722
	%	26	30	30	29	32	34	34	34	16	22	24	39	24	19	18	28
3																	
	Audience	3383475	183904	103123	36090	324359	56887	41430	12186	559047	11976	7006	467	101472	9393	3196	30
	%	34	30	30	33	30	27	31	25	42	29	25	9	25	27	19	0
2																	
	Audience	961393	35861	23046	6809	39181	4160	2768	593	228311	6239	5167	0	19798	1091	200	0
	%	10	6	7	6	4	2	2	1	17	15	19	5	3	1	1	0
1 - Not agree at all																	
	Audience	726088	32531	15819	3240	37609	4792	2189	762	160989	3716	3130	0	22831	1492	653	387
	%	7	5	5	3	4	2	2	2	12	9	11	6	4	4	4	6
DK/NA																	
	Audience	41216	1320	846	846	4236	0	0	0	12017	0	0	0	3599	291	291	291
	%	0	0	0	1	0	0	0	0	1	0	0	0	1	1	2	5
TOTALS																	
	Audience	9864000	604145	343973	108399	1074000	207632	135581	48039	1337000	41726	27863	5313	405000	35154	16410	6058
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Synovate																	
Upto Q3 '10 (11 Markets)																	
TABLE 25 Header-Fashion TV *BY* PA1. Rating on Psychographic Attributes																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets *AND* PA1.(i. Keeping up with modern technology is a key to your success)																	
10 markets				Bangkok				Hongkong				Jakarta					
		Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)
	Sample size	18899	1279	695	226	1728	368	245	102	1679	53	33	6	1718	165	79	26
	Projected universe	9864000	604145	343973	108399	1074000	207632	135581	48039	1337000	41726	27863	5313	405000	35154	16410	6058
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
PA1. Rating on Psychographic Attributes																	
Top 2 box																	
RESPONDENTS																	
	Sample size	9773	751	417	136	1059	234	157	61	474	18	13	4	1076	105	52	21
WTD.INC.RESP.																	
	Audience	4539457	318332	184933	53914	638281	123718	77634	26017	326386	16769	13324	5133	247183	20671	10746	5071
	%	46	53	54	50	59	60	57	54	24	40	48	97	61	59	65	84
5 - Agree very much																	
	Audience	1971548	128671	77053	25097	289097	53604	35028	13908	76495	3672	891	310	148254	10915	6184	3456
	%	20	21	22	23	27	26	26	29	6	9	3	6	37	31	38	57
4																	
	Audience	2567909	189662	107880	28817	349184	70115	42606	12110	249891	13096	12434	4822	98929	9756	4562	1615
	%	26	31	31	27	33	34	31	25	19	31	45	91	24	28	28	27
3																	
	Audience	3270235	188263	100236	35092	319277	67759	48106	14389	518719	12410	5933	68	104746	10866	4816	911
	%	33	31	29	32	30	33	35	30	39	30	21	1	26	31	29	15
2																	
	Audience	1292091	61750	39791	15851	90470	12069	8141	6238	286296	7873	4604	112	37732	2537	202	76
	%	13	10	12	15	8	6	6	13	21	19	17	2	9	7	1	1
1 - Not agree at all																	
	Audience	716948	32666	17266	2988	25972	4086	1699	1395	191534	4674	4001	0	13746	1081	646	0
	%	7	5	5	3	2	2	1	3	14	11	14	0	3	3	4	0
DK/NA																	
	Audience	45269	3134	1748	555	0	0	0	0	14064	0	0	0	1593	0	0	0
	%	0	1	1	1	0	0	0	0	1	0	0	0	0	0	0	0
TOTALS																	
	Audience	9864000	604145	343973	108399	1074000	207632	135581	48039	1337000	41726	27863	5313	405000	35154	16410	6058
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

TABLE 26 Header-Fashion TV *BY* PA1. Rating on Psychographic Attributes																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets *AND* PA1.(j. A home with the most modern appliances is important for																	
	India				Seoul				Sydney				Melbourne				
	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	
Sample size	3099	175	84	30	1713	48	20	4	1109	43	23	6	1116	32	20	3	
Projected universe	1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702	
%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
PA1. Rating on Psychographic Attributes																	
Top 2 box																	
RESPONDENTS	Sample size	1872	117	59	18	329	8	2	0	211	6	4	1	231	10	8	2
WTD.INC.RESP.	Audience	879887	65649	39506	12874	287821	5713	1458	0	143241	3108	2825	343	88257	3032	2381	147
%		59	60	63	55	20	15	9		18	10	18	16	16	20	24	21
5 - Agree very much	Audience	469844	40687	22053	3544	158023	2326	265	0	54812	79	0	0	21625	665	626	73
%		32	37	35	15	11	6	2		7	0		4	4	6	10	
4	Audience	410043	24962	17453	9330	129797	3387	1193	0	88429	3029	2825	343	66632	2367	1755	74
%		28	23	28	40	9	9	7		11	10	18	16	12	16	17	11
3	Audience	368527	27812	13843	2998	587901	23635	9597	4287	261976	13429	5526	320	178315	6378	3324	0
%		25	25	22	13	40	62	58	69	32	44	36	15	33	42	33	
2	Audience	143242	9757	7937	6225	243432	6330	4127	1666	236483	1952	744	216	166800	3532	2299	0
%		10	9	13	27	17	16	25	27	29	6	5	10	31	23	23	
1 - Not agree at all	Audience	85871	7086	1857	1352	333392	2706	1312	257	169770	11741	6347	1276	102377	1570	1570	0
%		6	6	3	6	23	7	8	4	21	39	41	59	19	10	16	
DK/NA	Audience	3472	0	0	0	1454	0	0	0	531	0	0	0	1251	555	555	555
%		0				0				0			0	4	5	79	
TOTALS	Audience	1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702
%		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	

TABLE 27 Header-Fashion TV *BY* PA1. Rating on Psychographic Attributes																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets *AND* PA1.(l. You enjoy the fun of shopping)																	
	India				Seoul				Sydney				Melbourne				
	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	
Sample size	3099	175	84	30	1713	48	20	4	1109	43	23	6	1116	32	20	3	
Projected universe	1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702	
%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
PA1. Rating on Psychographic Attributes																	
Top 2 box																	
RESPONDENTS	Sample size	1896	126	59	18	439	12	5	0	325	14	6	1	336	10	7	0
WTD.INC.RESP.	Audience	913557	79165	46444	11133	407588	5982	2594	0	251751	13338	4743	343	176700	3793	3184	0
%		62	72	74	47	28	16	16		31	44	31	16	33	25	31	
5 - Agree very much	Audience	521263	53868	36863	7582	197128	3334	1715	0	119459	5846	2655	0	85453	2182	2081	0
%		35	49	58	32	14	9	10		15	19	17		16	14	21	
4	Audience	392294	25297	9581	3551	210460	2648	879	0	132292	7492	2088	343	91246	1611	1104	0
%		26	23	15	15	14	7	5		16	25	14	16	17	11	11	
3	Audience	332976	16268	12572	11609	470754	17223	8116	3078	211070	5900	2770	415	99412	1392	758	0
%		22	15	20	50	32	45	49	50	26	20	18	19	19	9	7	
2	Audience	131654	4246	1168	391	241204	8786	3379	2875	194254	6739	4612	1397	118253	3199	2803	147
%		9	4	2	2	17	23	20	46	24	22	30	65	22	21	28	21
1 - Not agree at all	Audience	100398	10625	2959	317	329402	6393	2404	257	154394	4252	3317	0	141385	6128	2829	0
%		7	10	5	1	23	17	15	4	19	14	21		26	41	28	
DK/NA	Audience	2414	0	0	0	5053	0	0	0	531	0	0	0	1251	555	555	555
%		0				0				0			0	4	5	79	
TOTALS	Audience	1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702
%		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	

Synovate																	
Upto Q3 '10 (11 Markets)																	
TABLE 28 Header-Fashion TV *BY* PA1. Rating on Psychographic Attributes																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets *AND* PA1.(n. Adverts are a good source to learn about new products ar																	
		India				Seoul				Sydney				Melbourne			
		Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)
	Sample size	3099	175	84	30	1713	48	20	4	1109	43	23	6	1116	32	20	3
	Projected universe	1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
PA1. Rating on Psychographic Attributes																	
Top 2 box																	
RESPONDENTS	Sample size	1903	119	58	20	931	29	13	2	442	19	9	3	438	14	7	1
WTD.INC.RESP.	Audience	932553	73844	45216	21358	762103	27962	11552	4287	344736	13823	5072	415	208560	5372	2253	73
	%	63	67	72	91	52	73	70	69	42	46	33	19	39	36	22	10
5 - Agree very much	Audience	453792	40252	24187	8595	398376	13822	3874	0	101686	5817	2991	0	59618	2579	1492	0
	%	31	36	38	37	27	36	23		13	19	19		11	17	15	
4	Audience	478760	33592	21029	12763	363727	14140	7679	4287	243050	8006	2081	415	148942	2793	761	73
	%	32	30	33	54	25	37	47	69	30	26	13	19	28	19	8	10
3	Audience	332439	16605	5397	1774	488677	7007	4336	1924	292205	10217	6156	121	186437	5309	4801	74
	%	22	15	9	8	34	18	26	31	36	34	40	6	35	35	47	11
2	Audience	132076	14777	8462	0	127737	2810	0	0	115263	3527	2408	1619	76361	3185	1954	0
	%	9	13	13		9	7			14	12	16	75	14	21	19	
1 - Not agree at all	Audience	80142	5077	4068	317	67033	605	605	0	59265	2663	1806	0	63150	647	565	0
	%	5	5	6	1	5	2	4		7	9	12		12	4	6	
DK/NA	Audience	3791	0	0	0	8450	0	0	0	531	0	0	0	2493	555	555	555
	%	0				1				0				0	4	5	79
TOTALS	Audience	1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Synovate																	
Upto Q3 '10 (11 Markets)																	
TABLE 30 Header-Fashion TV *BY* PA1. Rating on Psychographic Attributes																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets *AND* PA1.(p. Sometimes you like to treat yourself to something special																	
		India				Seoul				Sydney				Melbourne			
		Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)
	Sample size	3099	175	84	30	1713	48	20	4	1109	43	23	6	1116	32	20	3
	Projected universe	1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
PA1. Rating on Psychographic Attributes																	
Top 2 box																	
RESPONDENTS	Sample size	1774	100	47	15	842	22	8	1	682	33	18	4	633	23	13	2
WTD.INC.RESP.	Audience	813291	59043	34072	5642	812009	15887	4696	1412	472386	20074	10681	663	303738	10212	6442	147
	%	55	54	54	24	56	41	28	23	58	66	69	31	57	68	64	21
5 - Agree very much	Audience	397396	41416	27579	3695	447389	9308	2186	0	201171	6989	3237	343	133176	4358	2714	0
	%	27	38	44	16	31	24	13		25	23	21	16	25	29	27	
4	Audience	415895	17627	6493	1947	364620	6580	2510	1412	271216	13084	7444	320	170563	5854	3729	147
	%	28	16	10	8	25	17	15	23	33	43	48	15	32	39	37	21
3	Audience	340206	28907	21772	16016	341739	18353	8428	4799	203679	5194	2697	216	125890	2004	835	0
	%	23	26	34	68	24	48	51	77	25	17	17	10	23	13	8	
2	Audience	176496	8836	1369	1369	119160	2242	1890	0	78970	3926	2064	1276	68366	1125	1125	0
	%	12	8	2	6	8	6	11		10	13	13	59	13	7	11	
1 - Not agree at all	Audience	148225	13518	5931	423	180299	1902	1479	0	54824	1037	0	0	37754	1171	1171	0
	%	10	12	9	2	12	5	9	7	3				7	8	12	
DK/NA	Audience	2782	0	0	0	793	0	0	0	2140	0	0	0	1251	555	555	555
	%	0				0				0				0	4	5	79
TOTALS	Audience	1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Synovate																	
Upto Q3 '10 (11 Markets)																	
TABLE 31 Header-Fashion TV *BY* PA1. Rating on Psychographic Attributes																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets *AND* PA1.(q. You'll buy a new product or service if it makes your life more enjoyable)																	
10 markets				Bangkok				Hongkong				Jakarta					
	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	
	Sample size	18899	1279	695	226	1728	368	245	102	1679	53	33	6	1718	165	79	26
	Projected universe	9864000	604145	343973	108399	1074000	207632	135581	48039	1337000	41726	27863	5313	405000	35154	16410	6058
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
PA1. Rating on Psychographic Attributes																	
Top 2 box																	
RESPONDENTS																	
	Sample size	9849	743	404	139	925	213	144	62	680	28	19	4	758	78	37	12
WTD.INC.RESP.																	
	Audience	4984467	338902	183417	57132	548206	111247	73279	27141	535228	20787	15188	3216	180711	18262	8243	2350
	%	51	56	53	53	51	54	54	56	40	50	55	61	45	52	50	39
5 - Agree very much																	
	Audience	2170377	168023	91245	25602	278714	60642	40068	12604	147294	8574	5637	310	94655	10334	4591	794
	%	22	28	27	24	26	29	30	26	11	21	20	6	23	29	28	13
4																	
	Audience	2814090	170878	92173	31530	269492	50604	33211	14537	387934	12213	9551	2906	86055	7928	3652	1557
	%	29	28	27	29	25	24	24	30	29	29	34	55	21	23	22	26
3																	
	Audience	3118076	171163	108947	31177	302881	56341	37090	11296	526865	14826	8188	2096	122487	10653	5528	2194
	%	32	28	32	29	28	27	27	24	39	36	29	39	30	30	34	36
2																	
	Audience	996887	51875	28914	12332	139756	19555	10819	3671	181934	4464	3425	0	63776	3736	1146	637
	%	10	9	8	11	13	9	8	8	14	11	12		16	11	7	11
1 - Not agree at all																	
	Audience	732108	41087	21576	7203	78684	19926	13829	5931	81549	1650	1063	0	36498	2502	1493	877
	%	7	7	6	7	7	10	10	12	6	4	4		9	7	9	14
DK/NA																	
	Audience	32462	1119	1119	555	4473	564	564	0	11424	0	0	0	1528	0	0	0
	%	0	0	0	1	0	0	0		1				0			
TOTALS																	
	Audience	9864000	604145	343973	108399	1074000	207632	135581	48039	1337000	41726	27863	5313	405000	35154	16410	6058
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Synovate																	
Upto Q3 '10 (11 Markets)																	
TABLE 33 Header-Fashion TV *BY* PA1. Rating on Psychographic Attributes																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets *AND* PA1.(s. You are more responsive to advertising in your mother tongue)																	
10 markets				Bangkok				Hongkong				Jakarta					
	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	
	Sample size	18899	1279	695	226	1728	368	245	102	1679	53	33	6	1718	165	79	26
	Projected universe	9864000	604145	343973	108399	1074000	207632	135581	48039	1337000	41726	27863	5313	405000	35154	16410	6058
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
PA1. Rating on Psychographic Attributes																	
Top 2 box																	
RESPONDENTS																	
	Sample size	10303	695	391	123	1116	242	162	66	1086	39	28	5	772	63	31	10
WTD.INC.RESP.																	
	Audience	5817294	365996	214167	65918	674355	129977	85913	27915	899129	35565	25223	5201	176663	12658	5792	1909
	%	59	61	62	61	63	63	63	58	67	85	91	98	44	36	35	32
5 - Agree very much																	
	Audience	3460381	214518	127955	37876	341755	70712	48781	15230	384044	10841	7637	2483	97688	6503	3305	675
	%	35	36	37	35	32	34	36	32	29	26	27	47	24	18	20	11
4																	
	Audience	2356913	151478	86212	28042	332600	59265	37132	12685	515085	24724	17587	2718	78975	6155	2487	1234
	%	24	25	25	26	31	29	27	26	39	59	63	51	20	18	15	20
3																	
	Audience	2478075	172486	92920	27884	315038	62441	40026	14344	305193	4498	2174	0	142158	14657	6306	2733
	%	25	29	27	26	29	30	30	30	23	11	8		35	42	38	45
2																	
	Audience	897774	43887	23715	9263	67809	13023	9152	5486	76933	1099	112	112	50967	4960	2101	476
	%	9	7	7	9	6	6	7	11	6	3	0	2	13	14	13	8
1 - Not agree at all																	
	Audience	637306	21136	12616	4780	16798	2190	490	294	51762	564	354	0	33504	2879	2211	941
	%	6	3	4	4	2	1	0	1	4	1	1		8	8	13	16
DK/NA																	
	Audience	33551	639	555	555	0	0	0	0	3983	0	0	0	1707	0	0	0
	%	0	0	0	1					0				0			
TOTALS																	
	Audience	9864000	604145	343973	108399	1074000	207632	135581	48039	1337000	41726	27863	5313	405000	35154	16410	6058
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Synovate																	
Upto Q3 '10 (11 Markets)																	
TABLE 31 Header-Fashion TV *BY* PA1. Rating on Psychographic Attributes																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets *AND* PA1.(q. You'll buy a new product or service if it makes your life m																	

		Kuala Lumpur				Manila				Singapore				Taipei			
		Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)
	Sample size	1729	62	32	7	1630	246	113	29	1691	58	35	10	1687	29	11	3
	Projected universe	435000	11660	7102	858	455000	76071	34071	8921	668000	18954	11398	4688	1206000	18963	6339	2004
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
PA1. Rating on Psychographic Attributes																	
Top 2 box																	
RESPONDENTS																	
	Sample size	987	40	21	7	791	134	61	18	957	40	26	9	771	15	5	2
WTD.INC.RESP.																	
	Audience	245205	7034	4254	858	216281	42123	17377	6026	365508	14355	8953	4639	523252	8588	2645	720
	%	56	60	60	100	48	55	51	68	55	76	79	99	43	45	42	36
5 - Agree very much																	
	Audience	83533	1231	600	264	94201	13146	4269	2228	126830	7606	4815	3438	206968	5204	1937	600
	%	19	11	8	31	21	17	13	25	19	40	42	73	17	27	31	30
4																	
	Audience	161672	5803	3654	594	122080	28977	13108	3798	238678	6749	4139	1202	316283	3384	708	119
	%	37	50	51	69	27	38	38	43	36	36	36	26	26	18	11	6
3																	
	Audience	138627	3418	2811	0	155566	24453	13616	1766	204289	3289	1443	48	421752	5044	1638	1284
	%	32	29	40	34	32	40	20	31	17	13	1	35	27	26	64	
2																	
	Audience	37817	1154	37	0	51285	5915	1763	1050	58793	226	0	0	158817	5330	2055	0
	%	9	10	1	11	8	5	12	9	1			13	28	32		
1 - Not agree at all																	
	Audience	12902	54	0	0	31237	3580	1315	78	38601	1084	1002	0	99648	0	0	0
	%	3	0		7	5	4	1	6	6	9		8				
DK/NA																	
	Audience	449	0	0	0	632	0	0	0	809	0	0	0	2531	0	0	0
	%	0			0				0	0			0				
TOTALS																	
	Audience	435000	11660	7102	858	455000	76071	34071	8921	668000	18954	11398	4688	1206000	18963	6339	2004
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Synovate																	
Upto Q3 '10 (11 Markets)																	
TABLE 33 Header-Fashion TV *BY* PA1. Rating on Psychographic Attributes																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets *AND* PA1.(s. You are more responsive to advertising in your mother tor																	

		Kuala Lumpur				Manila				Singapore				Taipei			
		Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)
	Sample size	1729	62	32	7	1630	246	113	29	1691	58	35	10	1687	29	11	3
	Projected universe	435000	11660	7102	858	455000	76071	34071	8921	668000	18954	11398	4688	1206000	18963	6339	2004
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
PA1. Rating on Psychographic Attributes																	
Top 2 box																	
RESPONDENTS																	
	Sample size	748	28	12	2	577	94	42	6	527	23	16	6	835	20	7	3
WTD.INC.RESP.																	
	Audience	195864	5677	3226	256	160126	27568	12688	1800	192167	6895	4122	1964	537051	13680	3699	2004
	%	45	49	45	30	35	36	37	20	29	36	36	42	45	72	58	100
5 - Agree very much																	
	Audience	64390	2594	1515	124	68358	9581	3749	1513	58643	2561	1358	1240	226595	6536	3464	1885
	%	15	22	21	14	15	13	11	17	9	14	12	26	19	34	55	94
4																	
	Audience	131474	3084	1711	132	91769	17987	8939	287	133524	4334	2764	724	310456	7144	235	119
	%	30	26	24	15	20	24	26	3	20	23	24	15	26	38	4	6
3																	
	Audience	126106	2997	2156	184	195013	35238	15248	5054	257003	7126	4427	1114	443469	4810	2167	0
	%	29	26	30	21	43	46	45	57	38	38	39	24	37	25	34	
2																	
	Audience	79425	2614	1448	419	63506	9370	4091	1829	119353	2084	869	0	126016	0	0	0
	%	18	22	20	49	14	12	12	21	18	11	8		10			
1 - Not agree at all																	
	Audience	29436	372	272	0	35870	3895	2044	237	98509	2849	1981	1609	96453	473	473	0
	%	7	3	4	8	5	6	3	15	15	17	34	8	2	7		
DK/NA																	
	Audience	4169	0	0	0	485	0	0	0	967	0	0	0	3012	0	0	0
	%	1			0				0	0			0				
TOTALS																	
	Audience	435000	11660	7102	858	455000	76071	34071	8921	668000	18954	11398	4688	1206000	18963	6339	2004
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Synovate																		
Upto Q3 '10 (11 Markets)																		
TABLE 31 Header-Fashion TV *BY* PA1. Rating on Psychographic Attributes																		
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																		
FILTERS: 11 Markets *AND* PA1.(q. You'll buy a new product or service if it makes your life m																		
		India				Seoul				Sydney				Melbourne				
		Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	
	Sample size	3099	175	84	30	1713	48	20	4	1109	43	23	6	1116	32	20	3	
	Projected universe	1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702	
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
PA1. Rating on Psychographic Attributes																		
Top 2 box																		
	RESPONDENTS	Sample size	1813	120	59	19	859	27	6	1	660	26	13	4	648	22	13	1
	WTD.INC.RESP.	Audience	861296	67138	35870	9883	752462	23736	4739	1412	463777	16286	6898	812	292542	9346	5972	74
	%	58	61	57	42	52	62	29	23	57	54	45	38	54	62	59	11	
	5 - Agree very much	Audience	407612	35133	21265	5232	414504	14309	3053	0	194714	8449	3260	132	121353	3395	1750	0
	%	28	32	34	22	29	37	19	24	28	21	6	23	23	17	17	0	
	4	Audience	453683	32005	14604	4650	337958	9427	1686	1412	269064	7836	3638	680	171189	5952	4222	74
	%	31	29	23	20	23	25	10	23	33	26	24	32	32	40	42	11	
	3	Audience	400581	27516	20378	7810	434906	12879	10696	4542	241596	9403	5782	67	168526	3342	1777	73
	%	27	25	32	33	30	34	65	73	30	31	37	3	31	22	18	10	
	2	Audience	111771	8004	6178	5440	64815	772	772	257	74324	2064	2064	1276	53798	653	653	0
	%	8	7	10	23	4	2	5	4	9	7	13	59	10	4	6	0	
	1 - Not agree at all	Audience	103060	7645	718	317	200917	998	286	0	30162	2477	698	0	18850	1171	1171	0
	%	7	7	1	1	14	3	2	4	8	5	4	8	4	8	12	0	
	DK/NA	Audience	4293	0	0	0	899	0	0	0	2140	0	0	0	3284	555	555	555
	%	0	0	0	0	0	0	0	0	0	0	0	0	1	4	5	79	
	TOTALS	Audience	1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	

Synovate																		
Upto Q3 '10 (11 Markets)																		
TABLE 33 Header-Fashion TV *BY* PA1. Rating on Psychographic Attributes																		
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																		
FILTERS: 11 Markets *AND* PA1.(s. You are more responsive to advertising in your mother to																		
		India				Seoul				Sydney				Melbourne				
		Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	
	Sample size	3099	175	84	30	1713	48	20	4	1109	43	23	6	1116	32	20	3	
	Projected universe	1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702	
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
PA1. Rating on Psychographic Attributes																		
Top 2 box																		
	RESPONDENTS	Sample size	1573	91	46	15	1489	44	18	4	769	30	17	5	811	21	12	1
	WTD.INC.RESP.	Audience	798193	69364	43368	16496	1225896	32986	12564	6211	569512	22896	11748	2088	388338	8729	5823	74
	%	54	63	69	70	84	86	76	100	70	76	76	97	72	58	57	11	
	5 - Agree very much	Audience	516942	53736	35615	12585	1011006	25257	7719	1666	414634	18863	10136	475	276325	7334	4676	0
	%	35	49	56	54	70	66	47	27	51	62	66	22	51	49	46	0	
	4	Audience	281250	15628	7753	3911	214890	7730	4845	4544	154877	4033	1613	1613	112013	1395	1146	74
	%	19	14	12	17	15	20	29	73	19	13	10	75	21	9	11	11	
	3	Audience	329703	25953	12185	4382	188676	5398	3929	0	104093	5152	1723	0	71622	4216	2580	73
	%	22	24	19	19	13	14	24	0	13	17	11	13	13	28	25	10	
	2	Audience	186392	8731	4416	874	21484	0	0	62243	1005	919	67	43646	1002	606	0	
	%	13	8	7	4	1	0	0	8	3	6	3	8	7	6	0		
	1 - Not agree at all	Audience	160097	6255	3174	1698	17237	0	0	69363	1093	1052	0	28277	565	565	0	
	%	11	6	5	7	1	0	0	9	4	7	0	5	4	6	0		
	DK/NA	Audience	6615	0	0	0	707	0	0	6789	84	0	0	5116	555	555	555	
	%	0	0	0	0	0	0	0	1	0	0	0	1	4	5	79		
	TOTALS	Audience	1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	

Synovate																		
Upto Q3 '10 (11 Markets)																		
TABLE 34 Header-Fashion TV *BY* PA1. Rating on Psychographic Attributes																		
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																		
FILTERS: 11 Markets *AND* PA1.(t. As a citizen, you think it is important to contribute to the society)																		
		10 markets				Bangkok				Hongkong				Jakarta				
		Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	
	Sample size	18899	1279	695	226	1728	368	245	102	1679	53	33	6	1718	165	79	26	
	Projected universe	9864000	604145	343973	108399	1074000	207632	135581	48039	1337000	41726	27863	5313	405000	35154	16410	6058	
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
PA1. Rating on Psychographic Attributes																		
Top 2 box																		
	RESPONDENTS	Sample size	15323	1060	583	189	1448	321	215	87	1231	40	26	6	1354	127	66	24
	WTD.INC.RESP.	Audience	7933812	492331	275793	87605	893906	178715	116064	39658	959817	32071	21743	5313	317594	26826	13893	5605
	%	80	81	80	81	83	86	86	83	72	77	78	100	78	76	85	93	
5 - Agree very much	Audience	4710370	322261	173272	52118	544154	116118	76044	28283	384895	17011	10517	2295	221214	20533	10771	4600	
	%	48	53	50	48	51	56	56	59	29	41	38	43	55	58	66	76	
4	Audience	3223442	170070	102521	35486	349752	62597	40020	11375	574921	15060	11226	3018	96379	6294	3122	1005	
	%	33	28	30	33	33	30	30	24	43	36	40	57	24	18	19	17	
3	Audience	1526805	84242	50053	15847	163406	24478	17578	6987	309777	8337	5012	0	59299	5623	2045	454	
	%	15	14	15	15	15	12	13	15	23	20	18	0	15	16	12	7	
2	Audience	235923	15789	10803	197	12084	2619	119	119	44854	1109	1109	0	16381	2062	423	0	
	%	2	3	3	0	1	1	0	0	3	3	4	0	4	6	3	0	
1 - Not agree at all	Audience	147308	9332	4948	2920	2630	1276	1276	1276	20797	210	0	0	11479	643	49	0	
	%	1	2	1	3	0	1	1	3	2	1	0	0	3	2	0	0	
DK/NA	Audience	20152	2451	2374	1831	1974	544	544	0	1756	0	0	0	248	0	0	0	
	%	0	0	1	2	0	0	0	0	0	0	0	0	0	0	0	0	
TOTALS	Audience	9864000	604145	343973	108399	1074000	207632	135581	48039	1337000	41726	27863	5313	405000	35154	16410	6058	
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
Synovate																		
Upto Q3 '10 (11 Markets)																		
TABLE 35 Header-Fashion TV *BY* PA1. Rating on Psychographic Attributes																		
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																		
FILTERS: 11 Markets *AND* PA1.(u. You are interested to explore more about the culture of other countries)																		
		10 markets				Bangkok				Hongkong				Jakarta				
		Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	
	Sample size	18899	1279	695	226	1728	368	245	102	1679	53	33	6	1718	165	79	26	
	Projected universe	9864000	604145	343973	108399	1074000	207632	135581	48039	1337000	41726	27863	5313	405000	35154	16410	6058	
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
PA1. Rating on Psychographic Attributes																		
Top 2 box																		
	RESPONDENTS	Sample size	11022	794	431	32	990	239	159	61	777	32	21	5	759	80	38	16
	WTD.INC.RESP.	Audience	5850375	382155	221785	66927	614550	132449	84536	26771	600889	25853	17722	5245	184082	18231	8368	3978
	%	59	63	64	62	57	64	62	56	45	62	64	99	45	52	51	66	
5 - Agree very much	Audience	3115879	201815	118572	41798	286354	64619	43834	12966	248762	15099	11597	4778	106963	10953	5973	2601	
	%	32	33	34	39	27	31	32	27	19	36	42	90	26	31	36	43	
4	Audience	2734496	180340	103213	25129	328196	67830	40702	13806	352127	10754	6125	467	77119	7278	2394	1377	
	%	28	30	30	23	31	33	30	29	26	26	22	9	19	21	15	23	
3	Audience	2570251	152785	89256	35787	351464	58955	38523	19008	473881	11808	6840	0	128351	10601	6210	1669	
	%	26	25	26	33	33	28	28	40	35	28	25	0	32	30	38	28	
2	Audience	808477	30707	16279	2309	75779	11282	9935	1314	162515	1304	1218	68	56044	2602	1369	333	
	%	8	5	5	2	7	5	7	3	12	3	4	1	14	7	8	5	
1 - Not agree at all	Audience	610164	37889	16098	2821	30315	4947	2587	946	96591	2761	2082	0	34635	3721	464	79	
	%	6	6	5	3	3	2	2	2	7	7	7	0	9	11	3	1	
DK/NA	Audience	24733	609	555	555	1891	0	0	0	3124	0	0	0	1887	0	0	0	
	%	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	
TOTALS	Audience	9864000	604145	343973	108399	1074000	207632	135581	48039	1337000	41726	27863	5313	405000	35154	16410	6058	
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	

Synovate																	
Upto Q3 '10 (11 Markets)																	
TABLE 34 Header-Fashion TV *BY* PA1. Rating on Psychographic Attributes																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets *AND* PA1.(t. As a citizen, you think it is important to contribute to the s																	
Kuala Lumpur				Manila				Singapore				Taipei					
	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	
Sample size	1729	62	32	7	1630	246	113	29	1691	58	35	10	1687	29	11	3	
Projected universe	435000	11660	7102	858	455000	76071	34071	8921	668000	18954	11398	4688	1206000	18963	6339	2004	
%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
PA1. Rating on Psychographic Attributes																	
Top 2 box																	
RESPONDENTS	Sample size	1394	47	21	5	1303	213	104	26	1255	45	26	9	1322	22	7	2
WTD.INC.RESP.	Audience	360704	7564	3440	674	364682	67506	31634	8678	472099	15113	8507	4175	913020	15233	4016	1885
%	83	65	48	79	80	89	93	97	71	80	75	89	76	80	63	94	
5 - Agree very much	Audience	160448	3599	1699	366	239702	39997	19982	7491	211082	9829	5682	3486	440522	10360	1336	0
%	37	31	24	43	53	53	59	84	32	52	50	74	37	55	21		
4	Audience	200257	3966	1741	308	124979	27509	11652	1187	261017	5284	2825	689	472498	4873	2680	1885
%	46	34	25	36	27	36	34	13	39	28	25	15	39	26	42	94	
3	Audience	62512	3959	3580	184	60542	6831	1977	165	160040	2289	1865	513	218417	3730	2323	119
%	14	34	50	21	13	9	6	2	24	12	16	11	18	20	37	6	
2	Audience	6745	82	82	0	16258	460	460	78	18625	1084	558	0	48073	0	0	0
%	2	1	1	4	1	1	1	1	3	6	5		4				
1 - Not agree at all	Audience	3890	54	0	0	9671	1197	0	0	16648	468	468	0	26304	0	0	0
%	1	0		2	2				2	2	4		2				
DK/NA	Audience	1148	0	0	0	3846	77	0	0	588	0	0	0	186	0	0	0
%	0			1	0				0				0				
TOTALS	Audience	435000	11660	7102	858	455000	76071	34071	8921	668000	18954	11398	4688	1206000	18963	6339	2004
%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
Synovate																	
Upto Q3 '10 (11 Markets)																	
TABLE 35 Header-Fashion TV *BY* PA1. Rating on Psychographic Attributes																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets *AND* PA1.(u. You are interested to explore more about the culture of o																	
Kuala Lumpur				Manila				Singapore				Taipei					
	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	
Sample size	1729	62	32	7	1630	246	113	29	1691	58	35	10	1687	29	11	3	
Projected universe	435000	11660	7102	858	455000	76071	34071	8921	668000	18954	11398	4688	1206000	18963	6339	2004	
%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
PA1. Rating on Psychographic Attributes																	
Top 2 box																	
RESPONDENTS	Sample size	1063	38	17	5	1046	170	78	21	1116	40	25	7	906	16	7	2
WTD.INC.RESP.	Audience	277282	6090	2647	616	300050	52168	25354	7838	430942	12971	7005	2083	639162	10204	5026	1404
%	64	52	37	72	66	69	74	88	65	68	61	44	53	54	79	70	
5 - Agree very much	Audience	121741	1970	682	0	158723	28101	15006	5082	173758	6723	2998	1102	314354	6252	1809	0
%	28	17	10	35	37	44	57	26	35	26	24	24	26	33	29		
4	Audience	155541	4120	1965	616	141327	24066	10348	2757	257184	6248	4007	981	324807	3952	3217	1404
%	36	35	28	72	31	32	30	31	39	33	35	21	27	21	51	70	
3	Audience	106568	5095	4034	242	104522	16809	6427	927	176674	5288	3925	2605	365094	5405	1313	600
%	24	44	57	28	23	22	19	10	26	28	34	56	30	29	21	30	
2	Audience	33593	184	184	0	21636	3225	2052	156	38685	227	0	0	136251	1190	0	0
%	8	2	3	5	4	6	2	6	1				11	6			
1 - Not agree at all	Audience	16308	237	237	0	28792	3869	238	0	20890	468	468	0	62962	2164	0	0
%	4	2	3	6	5	1	3	2	4				5	11			
DK/NA	Audience	1249	54	0	0	0	0	0	0	809	0	0	0	2531	0	0	0
%	0	0							0				0				
TOTALS	Audience	435000	11660	7102	858	455000	76071	34071	8921	668000	18954	11398	4688	1206000	18963	6339	2004
%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	

Synovate																		
Upto Q3 '10 (11 Markets)																		
TABLE 34 Header-Fashion TV *BY* PA1. Rating on Psychographic Attributes																		
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																		
FILTERS: 11 Markets *AND* PA1.(t. As a citizen, you think it is important to contribute to the s																		

		India				Seoul				Sydney				Melbourne			
		Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)
	Sample size	3099	175	84	30	1713	48	20	4	1109	43	23	6	1116	32	20	3
	Projected universe	1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
PA1. Rating on Psychographic Attributes																	
Top 2 box																	
RESPONDENTS	Sample size	2454	135	64	19	1511	45	18	4	1040	40	21	5	1011	25	15	2
WTD.INC.RESP.	Audience	1130586	77873	43152	14380	1288580	34635	13422	6211	754092	26459	13353	879	478734	10337	6570	147
	%	76	71	68	61	89	90	81	100	93	88	86	41	89	69	65	21
5 - Agree very much	Audience	675974	51407	24180	1787	998513	27260	7708	3335	499059	17821	9620	475	334806	8326	5735	0
	%	46	47	38	8	69	71	47	54	61	59	62	22	62	55	57	
4	Audience	454612	26466	18972	12593	290067	7374	5715	2875	255033	8637	3733	404	143928	2011	836	147
	%	31	24	30	54	20	19	35	46	31	29	24	19	27	13	8	21
3	Audience	266120	19818	9350	7426	130804	3071	3071	0	46407	2495	814	0	49482	3610	2438	0
	%	18	18	15	32	9	8	19	0	6	8	5	0	9	24	24	
2	Audience	43713	8373	8053	0	21725	0	0	0	4269	0	0	0	3195	0	0	0
	%	3	8	13		1				1				1			
1 - Not agree at all	Audience	38659	4239	2589	1643	12891	679	0	0	0	0	0	0	4338	565	565	0
	%	3	4	4	7	1	2							1	4	6	
DK/NA	Audience	1922	0	0	0	0	0	0	0	7233	1276	1276	1276	0	555	555	555
	%	0								1	4	8	59	0	4	5	79
TOTALS	Audience	1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	535749	15067	10128	702
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Synovate																		
Upto Q3 '10 (11 Markets)																		
TABLE 35 Header-Fashion TV *BY* PA1. Rating on Psychographic Attributes																		
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																		
FILTERS: 11 Markets *AND* PA1.(u. You are interested to explore more about the culture of o																		

		India				Seoul				Sydney				Melbourne			
		Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)
	Sample size	3099	175	84	30	1713	48	20	4	1109	43	23	6	1116	32	20	3
	Projected universe	1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
PA1. Rating on Psychographic Attributes																	
Top 2 box																	
RESPONDENTS	Sample size	1478	83	42	13	1248	39	15	4	837	33	17	4	802	24	12	2
WTD.INC.RESP.	Audience	664776	54646	38620	10816	1131484	34958	13769	6211	624163	23027	12117	1818	382994	11560	6621	147
	%	45	50	61	46	78	91	83	100	77	76	78	84	71	77	65	21
5 - Agree very much	Audience	318698	25786	17188	8902	110592	23486	8422	4544	318443	12509	7965	1751	210249	6317	3098	73
	%	22	23	27	38	8	61	51	73	39	41	52	81	39	42	31	10
4	Audience	346078	28860	21432	1914	273650	11472	5347	1666	305721	10518	4153	67	172745	5243	3523	74
	%	23	26	34	8	19	30	32	27	38	35	27	3	32	35	35	11
3	Audience	388374	28733	14722	10399	239278	2835	2724	0	125677	4371	1653	337	110369	2884	2884	0
	%	26	26	23	44	16	7	17		15	14	11	16	21	19	28	
2	Audience	186205	8650	638	438	31854	0	0	0	36738	1974	814	0	29176	69	69	0
	%	13	8	1	2	2				5	7	5		5	0	1	
1 - Not agree at all	Audience	232594	18274	9164	1796	50585	591	0	0	23282	858	858	0	13210	0	0	0
	%	16	17	15	8	3	2			3	3	6		2			
DK/NA	Audience	9051	0	0	0	800	0	0	0	2140	0	0	0	1251	555	555	555
	%	1				0				0				0	4	5	79
TOTALS	Audience	1481000	110303	63143	23449	706758	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702
	%	100	100	100	100	49	100	100	100	100	100	100	100	100	100	100	100

Synovate
 Upto Q3 '10 (11 Markets)
 TABLE 36 Header-Fashion TV *BY* PA1. Rating on Psychographic Attributes
 INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)
 FILTERS: 11 Markets *AND* PA1.(v. You are ready to pay extra effort in order to meet your ca

	Kuala Lumpur				Manila				Singapore				Taipei				
	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	
Sample size	1729	62	32	7	1630	246	113	29	1691	58	35	10	1687	29	11	3	
Projected universe	435000	11660	7102	858	455000	76071	34071	8921	668000	18954	11398	4688	1206000	18963	6339	2004	
%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
PA1. Rating on Psychographic Attributes																	
Top 2 box																	
RESPONDENTS	Sample size	1413	42	19	5	1313	202	95	24	1115	43	26	8	1242	20	8	2
WTD.INC.RESP.	Audience	366813	7361	3767	674	364545	61318	28889	8295	428443	12866	7437	3039	826915	14274	5120	1404
	%	84	63	53	79	80	81	85	93	64	68	65	65	69	75	81	70
5 - Agree very much	Audience	179195	2679	1288	264	252329	46851	23294	7135	169487	7661	3935	1633	412535	7572	2715	1284
	%	41	23	18	31	55	62	68	80	25	40	35	35	34	40	43	64
4	Audience	187618	4682	2479	411	112216	14467	5595	1160	258956	5204	3501	1406	414380	6703	2405	119
	%	43	40	35	48	25	19	16	13	39	27	31	30	34	35	38	6
3	Audience	42172	2674	2222	184	51368	9588	3812	626	164449	4698	3493	1648	275853	4037	1219	600
	%	10	23	31	21	11	13	11	7	25	31	35	23	21	19	30	
2	Audience	11350	1244	912	0	12542	1399	382	0	29470	598	0	0	54719	0	0	0
	%	3	11	13		3	2	1		4	3		5				
1 - Not agree at all	Audience	10944	381	202	0	24676	3766	989	0	26498	792	468	0	43080	651	0	0
	%	3	3	3		5	5	3		4	4	4		4	3		
DK/NA	Audience	3722	0	0	0	1869	0	0	0	19141	0	0	0	5434	0	0	0
	%	1				0				3				0			
TOTALS	Audience	435000	11660	7102	858	455000	76071	34071	8921	668000	18954	11398	4688	1206000	18963	6339	2004
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Synovate
 Upto Q3 '10 (11 Markets)
 TABLE 37 Header-Fashion TV *BY* PA1. Rating on Psychographic Attributes
 INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)
 FILTERS: 11 Markets *AND* PA1.(w. Spending time with family/ friends is important to you)

	Kuala Lumpur				Manila				Singapore				Taipei				
	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	
Sample size	1729	62	32	7	1630	246	113	29	1691	58	35	10	1687	29	11	3	
Projected universe	435000	11660	7102	858	455000	76071	34071	8921	668000	18954	11398	4688	1206000	18963	6339	2004	
%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
PA1. Rating on Psychographic Attributes																	
Top 2 box																	
RESPONDENTS	Sample size	1600	59	31	7	1491	233	108	28	1555	54	32	9	1483	23	9	3
WTD.INC.RESP.	Audience	409619	10444	5992	858	412265	72095	32756	8834	612215	17875	10925	4600	1066431	16656	5753	2004
	%	94	90	84	100	91	95	96	99	92	94	96	98	88	88	91	100
5 - Agree very much	Audience	252564	4079	2326	550	346729	58273	27766	8304	416481	13241	8050	3934	718158	14650	4955	1885
	%	58	35	33	64	76	77	81	93	62	70	71	84	60	77	78	94
4	Audience	157055	6365	3665	308	65536	13821	4990	530	195734	4634	2875	667	348274	2007	798	119
	%	36	55	52	36	14	18	15	6	29	24	25	14	29	11	13	6
3	Audience	18511	1216	1111	0	36221	3745	1315	87	49356	1080	473	88	110520	2306	586	0
	%	4	10	16		8	5	4	1	7	6	4	2	9	12	9	
2	Audience	3857	0	0	0	4340	231	0	0	3429	0	0	0	21932	0	0	0
	%	1				1	0			1				2			
1 - Not agree at all	Audience	2560	0	0	0	2173	0	0	0	3000	0	0	0	7117	0	0	0
	%	1				0				0				1			
DK/NA	Audience	453	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%	0															
TOTALS	Audience	435000	11660	7102	858	455000	76071	34071	8921	668000	18954	11398	4688	1206000	18963	6339	2004
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Synovate _Upto Q3 '10 (11 Markets)_																		
TABLE 38 Header-Fashion TV *BY* PA1. Rating on Psychographic Attributes																		
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																		
FILTERS: 11 Markets *AND* PA1.(x. International publications are more insightful)																		
		India				Seoul				Sydney				Melbourne				
		Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	
	Sample size	3099	175	84	30	1713	48	20	4	1109	43	23	6	1116	32	20	3	
	Projected universe	1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702	
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
PA1. Rating on Psychographic Attributes																		
Top 2 box																		
	RESPONDENTS	Sample size	1358	85	46	15	429	11	3	1	207	6	1	0	172	7	4	0
	WTD.INC.RESP.	Audience	663826	52819	33557	14922	382659	9910	3360	2875	140007	3331	1329	0	78752	3295	2180	0
	%	45	48	53	64	26	26	20	46	17	11	9	0	15	22	22	0	0
	5 - Agree very much	Audience	277410	21895	16310	7658	160314	1367	265	0	37898	712	0	0	24643	62	0	0
	%	19	20	26	33	11	4	2		5	2			5	0			
	4	Audience	386416	30924	17248	7265	222345	8543	3095	2875	102110	2619	1329	0	54109	3232	2180	0
	%	26	28	27	31	15	22	19	46	13	9	9		10	21	22		
	3	Audience	470901	31823	19807	6990	611417	17750	8128	3335	361130	16523	6919	758	228375	6311	3695	147
	%	32	29	31	30	42	46	49	54	44	55	45	35	43	42	36	21	
	2	Audience	165432	13086	3869	155	200383	3847	1662	0	204541	8397	6336	1397	142670	863	785	0
	%	11	12	6	1	14	10	10		25	28	41	65	27	6	8		
	1 - Not agree at all	Audience	133987	11763	5910	1382	157283	2063	224	0	87282	1894	858	0	70056	4044	2914	0
	%	9	11	9	6	11	5	1		11	6	6		13	27	29		
	DK/NA	Audience	46853	813	0	0	102258	4814	3121	0	19040	84	0	0	17147	555	555	555
	%	3	1			7	13	19		2	0			3	4	5	79	
	TOTALS	Audience	1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Synovate _Upto Q3 '10 (11 Markets)_																		
TABLE 39 Header-Fashion TV *BY* PA1. Rating on Psychographic Attributes																		
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																		
FILTERS: 11 Markets *AND* PA1.(y. International channels are more insightful)																		
		India				Seoul				Sydney				Melbourne				
		Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	
	Sample size	3099	175	84	30	1713	48	20	4	1109	43	23	6	1116	32	20	3	
	Projected universe	1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702	
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
PA1. Rating on Psychographic Attributes																		
Top 2 box																		
	RESPONDENTS	Sample size	1302	84	42	16	325	11	1	0	232	15	7	3	200	7	3	0
	WTD.INC.RESP.	Audience	632823	59379	36766	15475	297180	12622	265	0	161913	8513	4279	627	102977	2803	1502	0
	%	43	54	58	66	20	33	2		20	28	28	29	19	19	15		
	5 - Agree very much	Audience	214613	18070	12276	7979	95297	1257	265	0	28616	2837	0	0	21341	1337	791	0
	%	14	16	19	34	7	3	2		4	9			4	9	8		
	4	Audience	418210	41308	24490	7495	201883	11365	0	0	133297	5676	4279	627	81635	1466	711	0
	%	28	37	39	32	14	30			16	19	28	29	15	10	7		
	3	Audience	450538	18801	11000	3373	662577	17487	12067	5954	298643	12106	5514	132	216898	6316	3936	73
	%	30	17	17	14	46	46	73	96	37	40	36	6	40	42	39	10	
	2	Audience	201614	19351	9477	3221	218368	3702	1907	257	219169	7633	4791	1397	113478	783	616	74
	%	14	18	15	14	15	10	12	4	27	25	31	65	21	5	6	11	
	1 - Not agree at all	Audience	150668	11878	5901	1382	193310	2609	770	0	105329	1894	858	0	82416	4610	3519	0
	%	10	11	9	6	13	7	5		13	6	6		15	31	35		
	DK/NA	Audience	45357	894	0	0	82566	1964	1484	0	26946	84	0	0	21231	555	555	555
	%	3	1			6	5	9		3	0			4	4	5	79	
	TOTALS	Audience	1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Synovate																	
Upto Q3 '10 (11 Markets)																	
TABLE 40 Header-Fashion TV *BY* PA1. Rating on Psychographic Attributes																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets *AND* PA1.(z. You care about environment protection)																	
	10 markets				Bangkok				Hongkong				Jakarta				
	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	
Sample size	18899	1279	695	226	1728	368	245	102	1679	53	33	6	1718	165	79	26	
Projected universe	9864000	604145	343973	108399	1074000	207632	135581	48039	1337000	41726	27863	5313	405000	35154	16410	6058	
%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
PA1. Rating on Psychographic Attributes																	
Top 2 box																	
RESPONDENTS	Sample size	14543	1029	558	175	1294	284	188	79	1106	35	23	4	1478	146	72	23
WTD.INC.RESP.	Audience	7351056	460692	254056	75276	790780	153553	100873	34320	871440	28778	20633	5133	347727	30827	15095	5137
	%	75	76	74	69	74	74	74	71	65	69	74	97	86	88	92	85
5 - Agree very much	Audience	4203906	290602	161106	50143	524472	99991	60567	20297	408878	14890	9178	2793	255036	22535	11574	4272
	%	43	48	47	46	49	48	45	42	31	36	33	53	63	64	71	71
4	Audience	3147150	170090	92950	25133	266308	53561	40306	14024	462562	13888	11456	2340	92691	8292	3521	865
	%	32	28	27	23	25	26	30	29	35	33	41	44	23	24	21	14
3	Audience	2039674	125128	77900	27765	253462	47784	29824	11042	399385	12594	6876	180	44310	3444	825	431
	%	21	21	23	26	24	23	22	23	30	30	25	3	11	10	5	7
2	Audience	308018	9907	6581	4314	23025	4149	2738	2677	43822	354	354	0	7705	392	0	0
	%	3	2	2	4	2	2	2	6	3	1	1		2	1		
1 - Not agree at all	Audience	146266	7235	4337	490	4759	1603	1603	0	20141	0	0	0	5257	490	490	490
	%	1	1	1	0	0	1	1		2				1	1	3	8
DK/NA	Audience	18986	1183	1098	555	1974	544	544	0	2211	0	0	0	0	0	0	0
	%	0	0	0	1	0	0	0		0							
TOTALS	Audience	9864000	604145	343973	108399	1074000	207632	135581	48039	1337000	41726	27863	5313	405000	35154	16410	6058
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Synovate																	
Upto Q3 '10 (11 Markets)																	
TABLE 42 Header-Fashion TV *BY* PA1. Rating on Psychographic Attributes																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets *AND* PA1.(ab. Companies and business should demonstrate corporate social responsibility)																	
	10 markets				Bangkok				Hongkong				Jakarta				
	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	
Sample size	18899	1279	695	226	1728	368	245	102	1679	53	33	6	1718	165	79	26	
Projected universe	9864000	604145	343973	108399	1074000	207632	135581	48039	1337000	41726	27863	5313	405000	35154	16410	6058	
%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
PA1. Rating on Psychographic Attributes																	
Top 2 box																	
RESPONDENTS	Sample size	14802	996	536	178	1331	280	185	80	1360	43	27	5	1328	127	63	21
WTD.INC.RESP.	Audience	7809633	466067	259578	83176	799250	152498	96484	34749	1102223	34641	22900	5201	307812	27525	13099	5390
	%	79	77	75	77	74	73	71	72	82	83	82	98	76	78	80	89
5 - Agree very much	Audience	4857718	310876	173049	50798	529284	106236	67844	23513	547236	19580	11565	2053	218049	17821	9131	4130
	%	49	51	50	47	49	51	50	49	41	47	42	39	54	51	56	68
4	Audience	2951915	155192	86529	32378	269966	46262	28641	11236	554986	15061	11335	3148	89764	9704	3969	1260
	%	30	26	25	30	25	22	21	23	42	36	41	59	22	28	24	21
3	Audience	1543132	102025	64162	15628	207910	39759	28413	6740	200235	7085	4963	112	65925	5440	2761	282
	%	16	17	19	14	19	19	21	14	15	17	18	2	16	15	17	5
2	Audience	274299	18456	9800	3998	42133	7512	5371	3643	12342	0	0	0	17378	1160	163	0
	%	3	3	3	4	4	4	4	8	1				4	3	1	
1 - Not agree at all	Audience	179030	16378	9877	5041	22363	7863	5313	2907	18621	0	0	0	13140	1029	387	387
	%	2	3	3	5	2	4	4	6	1				3	3	2	6
DK/NA	Audience	57906	1218	555	555	2345	0	0	0	3580	0	0	0	745	0	0	0
	%	1	0	0	1	0				0				0			
TOTALS	Audience	9864000	604145	343973	108399	1074000	207632	135581	48039	1337000	41726	27863	5313	405000	35154	16410	6058
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Synovate																	
Upto Q3 '10 (11 Markets)																	
TABLE 40 Header-Fashion TV *BY* PA1. Rating on Psychographic Attributes																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets *AND* PA1.(z. You care about environment protection)																	
Kuala Lumpur					Manila					Singapore					Taipei		
	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	
Sample size	1729	62	32	7	1630	246	113	29	1691	58	35	10	1687	29	11	3	
Projected universe	435000	11660	7102	858	455000	76071	34071	8921	668000	18954	11398	4688	1206000	18963	6339	2004	
%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
PA1. Rating on Psychographic Attributes																	
Top 2 box																	
RESPONDENTS	Sample size	1411	48	22	5	1454	223	104	26	1120	44	27	8	1332	24	10	2
WTD.INC.RESP.	Audience	348076	7523	3476	674	412280	70346	32335	8108	458009	14440	8139	3039	923367	14519	5055	720
%	%	80	65	49	79	91	92	95	91	69	76	71	65	77	77	80	36
5 - Agree very much	Audience	177641	2677	1340	264	292611	45598	22335	6155	211691	8146	3684	1947	482787	8471	4111	600
%	%	41	23	19	31	64	60	66	69	32	43	32	42	40	45	65	30
4	Audience	170435	4847	2136	411	119669	24748	10000	1953	246318	6295	4455	1092	440580	6048	944	119
%	%	39	42	30	48	26	33	29	22	37	33	39	23	37	32	15	6
3	Audience	73984	3902	3445	184	33296	5521	1737	813	177459	3964	2791	1648	227519	4444	1284	1284
%	%	17	33	49	21	7	7	5	9	27	21	24	35	19	23	20	64
2	Audience	5287	181	181	0	4540	140	0	0	17293	0	0	0	43402	0	0	0
%	%	1	2	3	1	0	0	0	0	3	0	0	0	4	0	0	0
1 - Not agree at all	Audience	6323	54	0	0	4884	64	0	0	13560	550	468	0	11712	0	0	0
%	%	1	0	0	0	1	0	0	0	2	3	4	0	1	0	0	0
DK/NA	Audience	1329	0	0	0	0	0	0	0	1680	0	0	0	0	0	0	0
%	%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTALS	Audience	435000	11660	7102	858	455000	76071	34071	8921	668000	18954	11398	4688	1206000	18963	6339	2004
%	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Synovate																	
Upto Q3 '10 (11 Markets)																	
TABLE 42 Header-Fashion TV *BY* PA1. Rating on Psychographic Attributes																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets *AND* PA1.(ab. Companies and business should demonstrate corporate																	
Kuala Lumpur					Manila					Singapore					Taipei		
	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	
Sample size	1729	62	32	7	1630	246	113	29	1691	58	35	10	1687	29	11	3	
Projected universe	435000	11660	7102	858	455000	76071	34071	8921	668000	18954	11398	4688	1206000	18963	6339	2004	
%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
PA1. Rating on Psychographic Attributes																	
Top 2 box																	
RESPONDENTS	Sample size	1317	44	18	4	1289	200	90	23	1194	45	26	8	1375	25	10	3
WTD.INC.RESP.	Audience	321243	6259	2212	572	371958	63737	28056	7448	473976	14923	8852	3780	961731	14536	5869	2004
%	%	74	54	31	67	82	84	82	83	71	79	78	81	80	77	93	100
5 - Agree very much	Audience	153313	2077	968	264	278394	48270	22073	4650	233363	6796	4403	3112	611095	12389	5279	1885
%	%	35	18	14	31	61	63	65	52	35	36	39	66	51	65	83	94
4	Audience	167930	4182	1244	308	93563	15467	5983	2797	240613	8127	4448	667	350636	2147	590	119
%	%	39	36	18	36	21	20	18	31	36	43	39	14	29	11	9	6
3	Audience	84513	3966	3651	286	59309	8144	4700	1118	136351	1737	1683	513	189402	4427	470	0
%	%	19	34	51	33	13	11	14	13	20	9	15	11	16	23	7	0
2	Audience	16534	1150	1150	0	11603	2721	1140	355	37370	511	0	0	35005	0	0	0
%	%	4	10	16	3	4	3	4	6	3	0	0	0	3	0	0	0
1 - Not agree at all	Audience	6205	143	89	0	8284	1391	176	0	14848	1783	864	395	18663	0	0	0
%	%	1	1	1	0	2	2	1	0	2	9	8	8	2	0	0	0
DK/NA	Audience	6506	142	0	0	3846	77	0	0	5455	0	0	0	1198	0	0	0
%	%	1	1	0	0	1	0	0	0	1	0	0	0	0	0	0	0
TOTALS	Audience	435000	11660	7102	858	455000	76071	34071	8921	668000	18954	11398	4688	1206000	18963	6339	2004
%	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Synovate																	
Upto Q3 '10 (11 Markets)																	
TABLE 40 Header-Fashion TV *BY* PA1. Rating on Psychographic Attributes																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets *AND* PA1.(z. You care about environment protection)																	
			India			Seoul			Sydney			Melbourne					
		Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)
	Sample size	3099	175	84	30	1713	48	20	4	1109	43	23	6	1116	32	20	3
	Projected universe	1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
PA1. Rating on Psychographic Attributes																	
Top 2 box																	
RESPONDENTS	Sample size	2496	136	66	21	1112	35	14	1	873	34	18	4	867	20	14	2
WTD.INC.RESP.	Audience	1179625	78785	40907	14767	930519	28264	8647	1412	676841	25204	12982	1818	412392	8453	5913	147
	%	80	71	65	63	64	74	52	23	83	83	84	84	77	56	58	21
5 - Agree very much	Audience	718978	56953	34328	13340	573841	13397	4731	0	355800	13051	5897	475	202171	4892	3361	0
	%	49	52	54	57	39	35	29		44	43	38	22	38	32	33	
4	Audience	460648	21832	6580	1427	356678	14867	3916	1412	321041	12152	7085	1343	210221	3560	2552	147
	%	31	20	10	6	25	39	24	23	40	40	46	62	39	24	25	21
3	Audience	227428	27110	19995	7303	416736	9184	7589	4542	96475	4084	1602	337	89619	3097	1933	0
	%	15	25	32	31	29	24	46	73	12	14	10	16	17	21	19	
2	Audience	47036	3190	1889	1379	69988	257	257	257	25774	0	0	0	20145	1244	1162	0
	%	3	3	3	6	5	1	2	4	3			4	8	11		
1 - Not agree at all	Audience	21067	1219	352	0	32228	679	0	0	12741	858	858	0	13593	1719	565	0
	%	1	1	1		2	2			2	3	6		3	11	6	
DK/NA	Audience	5844	0	0	0	4529	0	0	0	169	84	0	0	1251	555	555	555
	%	0				0				0	0			0	4	5	79
TOTALS	Audience	1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Synovate																	
Upto Q3 '10 (11 Markets)																	
TABLE 42 Header-Fashion TV *BY* PA1. Rating on Psychographic Attributes																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets *AND* PA1.(ab. Companies and business should demonstrate corporate																	
			India			Seoul			Sydney			Melbourne					
		Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)
	Sample size	3099	175	84	30	1713	48	20	4	1109	43	23	6	1116	32	20	3
	Projected universe	1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
PA1. Rating on Psychographic Attributes																	
Top 2 box																	
RESPONDENTS	Sample size	2243	128	65	22	1422	42	17	4	978	38	20	6	965	24	15	2
WTD.INC.RESP.	Audience	1074281	81673	49043	15519	1210026	33282	13365	6211	726401	26849	13243	2155	460733	10144	6455	147
	%	73	74	78	66	83	87	81	100	89	89	86	100	86	67	64	21
5 - Agree very much	Audience	631238	53188	34319	9231	916556	24389	6586	1412	441256	12987	5892	475	297934	7142	4990	73
	%	43	48	54	39	63	64	40	23	54	43	38	22	55	47	49	10
4	Audience	443043	28484	14725	6288	293470	8894	6779	4799	285144	13862	7351	1680	162799	3002	1465	74
	%	30	26	23	27	20	23	41	77	35	46	48	78	30	20	14	11
3	Audience	281078	22079	12474	6578	205418	5102	3128	0	53608	1647	528	0	59383	2641	1391	0
	%	19	20	20	28	14	13	19		7	5	3		11	18	14	
2	Audience	63391	3363	0	0	8706	0	0	0	19859	876	814	0	9979	1162	1162	0
	%	4	3			1				2	3	5		2	8	11	
1 - Not agree at all	Audience	49276	2746	1626	1352	15235	0	0	0	8171	858	858	0	4224	565	565	0
	%	3	2	3	6	1				1	3	6		1	4	6	
DK/NA	Audience	12974	444	0	0	14614	0	0	0	3961	0	0	0	2681	555	555	555
	%	1	0			1				0				0	4	5	79
TOTALS	Audience	1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Synovate																	
Upto Q3 '10 (11 Markets)																	
TABLE 44 Header-Fashion TV *BY* PA1. Rating on Psychographic Attributes																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets *AND* PA1.(ad. You enjoy it when people see how successful you are)																	
		10 markets				Bangkok				Hongkong				Jakarta			
		Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)
	Sample size	18899	1279	695	226	1728	368	245	102	1679	53	33	6	1718	165	79	26
	Projected universe	9864000	604145	343973	108399	1074000	207632	135581	48039	1337000	41726	27863	5313	405000	35154	16410	6058
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
PA1. Rating on Psychographic Attributes																	
Top 2 box																	
RESPONDENTS	Sample size	10608	832	457	150	1377	301	203	83	808	23	14	2	816	75	36	10
WTD.INC.RESP.	Audience	5278276	403866	230200	72481	834141	160861	107122	37599	645857	23199	13435	2793	195178	16029	7025	2053
	%	54	67	67	67	78	77	79	78	48	56	48	53	48	46	43	34
5 - Agree very much	Audience	2791572	247944	141241	50947	549171	112436	73524	28128	228582	9758	7272	2793	104764	8273	3867	1219
	%	28	41	41	47	51	54	54	59	17	23	26	53	26	24	24	20
4	Audience	2486705	155922	88960	21534	284970	48425	33598	9471	417275	13441	6163	0	90414	7756	3158	834
	%	25	26	26	20	27	23	25	20	31	32	22		22	22	19	14
3	Audience	3125786	148866	81560	26252	200725	37445	23310	8472	515738	13442	10491	423	131880	12882	6770	3516
	%	32	25	24	24	19	18	17	18	39	32	38	8	33	37	41	58
2	Audience	871686	29956	20659	5606	24668	4631	2769	133	90567	4537	3513	2096	49145	2750	732	0
	%	9	5	6	5	2	2	2	0	7	11	13	39	12	8	4	
1 - Not agree at all	Audience	520029	17801	8139	2998	8835	3644	1328	1328	74109	124	0	0	26437	3390	1780	490
	%	5	3	2	3	1	2	1	3	6	0			7	10	11	8
DK/NA	Audience	68223	3656	3414	1062	5631	1051	1051	507	10730	424	424	0	2360	103	103	0
	%	1	1	1	1	1	1	1	1	1	1	2		1	0	1	
TOTALS	Audience	9864000	604145	343973	108399	1074000	207632	135581	48039	1337000	41726	27863	5313	405000	35154	16410	6058
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Synovate																		
Upto Q3 '10 (11 Markets)																		
TABLE 44 Header-Fashion TV *BY* PA1. Rating on Psychographic Attributes																		
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																		
FILTERS: 11 Markets *AND* PA1.(ad. You enjoy it when people see how successful you are)																		
Kuala Lumpur				Manila				Singapore				Taipei						
	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)		
	Sample size	1729	62	32	7	1630	246	113	29	1691	58	35	10	1687	29	11	3	
	Projected universe	435000	11660	7102	858	455000	76071	34071	8921	668000	18954	11398	4688	1206000	18963	6339	2004	
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
PA1. Rating on Psychographic Attributes																		
Top 2 box																		
	RESPONDENTS	Sample size	1152	36	16	4	1104	175	82	20	909	32	18	6	597	13	6	2
	WTD.INC.RESP.	Audience	301470	7005	3521	572	325757	55427	26244	6589	344482	10581	5124	2460	387785	6694	2757	720
	%	69	60	50	67	72	73	77	74	52	56	45	52	32	35	43	36	
	5 - Agree very much	Audience	148614	2570	1029	264	205409	32129	13495	1824	149713	4720	1895	1346	164904	5250	2048	600
	%	34	22	14	31	45	42	40	20	22	25	17	29	14	28	32	30	
	4	Audience	152855	4435	2492	308	120347	23299	12748	4766	194769	5861	3228	1114	222881	1444	708	119
	%	35	38	35	36	26	31	37	53	29	31	28	24	18	8	11	6	
	3	Audience	95299	4064	3225	286	99867	17317	5973	1867	234983	6546	4852	2180	536565	9076	3339	1284
	%	22	35	45	33	22	23	18	21	35	35	43	46	44	48	53	64	
	2	Audience	24924	193	155	0	17432	1925	1568	319	53461	1359	954	48	171356	2720	243	0
	%	6	2	2		4	3	5	4	8	7	8	1	14	14	4		
	1 - Not agree at all	Audience	12554	256	202	0	9698	1212	198	145	28269	468	468	0	110294	473	0	0
	%	3	2	3		2	2	1	2	4	2	4		9	2			
	DK/NA	Audience	754	142	0	0	2246	189	89	0	6805	0	0	0	0	0	0	0
	%	0	1			0	0	0		1								
	TOTALS	Audience	435000	11660	7102	858	455000	76071	34071	8921	668000	18954	11398	4688	1206000	18963	6339	2004
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	

Synovate																	
Upto Q3 '10 (11 Markets)																	
TABLE 44 Header-Fashion TV *BY* PA1. Rating on Psychographic Attributes																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets *AND* PA1.(ad. You enjoy it when people see how successful you are)																	
		India			Seoul			Sydney			Melbourne						
		Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)
	Sample size	3099	175	84	30	1713	48	20	4	1109	43	23	6	1116	32	20	3
	Projected universe	1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
PA1. Rating on Psychographic Attributes																	
Top 2 box																	
RESPONDENTS	Sample size	2430	136	65	21	617	18	5	0	386	13	6	1	412	10	6	1
WTD.INC.RESP.	Audience	1147047	90666	53659	19279	600972	16756	5061	0	295894	12578	4080	343	199694	4070	2174	73
	%	77	82	85	82	41	44	31		36	42	26	16	37	27	21	10
5 - Agree very much	Audience	707568	60467	36208	14773	343332	7241	1902	0	114492	5039	0	0	75022	62	0	0
	%	48	55	57	63	24	19	12		14	17			14	0		
4	Audience	439479	30200	17451	4505	257641	9515	3159	0	181402	7540	4080	343	124672	4007	2174	73
	%	30	27	28	19	18	25	19		22	25	26	16	23	27	21	10
3	Audience	228750	13561	6310	2814	631350	18298	8537	4799	272136	10913	5770	536	178493	5320	2983	74
	%	15	12	10	12	43	48	52	77	34	36	37	25	33	35	29	11
2	Audience	55053	2108	1235	321	104994	1703	1703	1412	168065	4667	4541	1276	112022	3363	3246	0
	%	4	2	2	1	7	4	10	23	21	15	29	59	21	22	32	
1 - Not agree at all	Audience	41001	3967	1940	1035	95025	435	0	0	71677	2071	1052	0	42130	1760	1171	0
	%	3	4	3	4	7	1			9	7	7		8	12	12	
DK/NA	Audience	9150	0	0	0	21659	1193	1193	0	4228	0	0	0	4660	555	555	555
	%	1				1	3	7		1				1	4	5	79
TOTALS	Audience	1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Synovate																	
Upto Q3 '10 (11 Markets)																	
TABLE 46 Header-Fashion TV *BY* S7. Age																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets																	
		Kuala Lumpur				Manila				Singapore				Taipei			
		Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)
	Sample size	1729	62	32	7	1630	246	113	29	1691	58	35	10	1687	29	11	3
	Projected universe	435000	11660	7102	858	455000	76071	34071	8921	668000	18954	11398	4688	1206000	18963	6339	2004
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
S7. Age																	
25-29	Audience	103344	3341	2136	0	97399	19548	7502	3522	92960	1817	1728	0	175396	3189	0	0
	%	24	29	30		21	26	22	39	14	10	15		15	17		
30-34	Audience	70783	2905	2565	102	48051	14018	8070	1474	96609	3441	3239	1447	230778	2746	1585	0
	%	16	25	36	12	11	18	24	17	14	18	28	31	19	14	25	
35-39	Audience	69916	1832	916	572	62238	8968	3562	718	115425	5613	3871	3135	166272	3838	1070	600
	%	16	16	13	67	14	12	10	8	17	30	34	67	14	20	17	30
40-44	Audience	64153	1232	620	0	63977	8014	4617	1526	120887	2878	339	0	197328	3785	231	119
	%	15	11	9		14	11	14	17	18	15	3		16	20	4	6
45-49	Audience	44938	480	227	0	49168	9167	4625	1133	86670	2313	741	0	150840	1493	95	0
	%	10	4	3		11	12	14	13	13	12	6		13	8	1	
50-54	Audience	37865	1462	231	101	55928	7638	1969	209	85144	1139	351	0	137986	589	589	0
	%	9	13	3	12	12	10	6	2	13	6	3		11	3	9	
55-59	Audience	27006	408	408	83	44838	4294	2270	272	47168	1648	1025	0	101221	2039	1485	0
	%	6	3	6	10	10	6	7	3	7	9	9		8	11	23	
60-64	Audience	16995	0	0	0	33400	4423	1457	67	23137	105	105	105	46178	1284	1284	1284
	%	4				7	6	4	1	3	1	1	2	4	7	20	64
TOTALS	Audience	435000	11660	7102	858	455000	76071	34071	8921	668000	18954	11398	4688	1206000	18963	6339	2004
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MEANS	Audience	39.105	36.408	34.577	40.097	41.765	39.329	38.917	35.498	41.278	39.893	37.353	36.018	41.01	40.689	47.223	53.317
MEDIANS		37.602	33.783	32.258	37.356	41.048	36.992	36.555	32.682	40.7	38.258	35.446	35.93	40.274	39.12	51.099	60.598
STD. DEVIATION		10.308	9.137	8.3	7.648	11.341	11.003	10.373	8.971	9.762	8.576	8.835	4.561	10.154	10.584	12.057	11.653
Synovate																	
Upto Q3 '10 (11 Markets)																	
TABLE 47 Header-Fashion TV *BY* D2. Gender																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets																	
		Kuala Lumpur				Manila				Singapore				Taipei			
		Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)
	Sample size	1729	62	32	7	1630	246	113	29	1691	58	35	10	1687	29	11	3
	Projected universe	435000	11660	7102	858	455000	76071	34071	8921	668000	18954	11398	4688	1206000	18963	6339	2004
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
D2. Gender																	
Male	Audience	225129	5518	3651	463	184492	23512	9473	3131	310154	5520	3467	1609	641195	8067	3311	1404
	%	52	47	51	54	41	31	28	35	46	29	30	34	53	43	52	70
Female	Audience	209871	6142	3451	395	270508	52559	24599	5790	357846	13434	7931	3079	564805	10896	3028	600
	%	48	53	49	46	59	69	72	65	54	71	70	66	47	57	48	30
TOTALS	Audience	435000	11660	7102	858	455000	76071	34071	8921	668000	18954	11398	4688	1206000	18963	6339	2004
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Synovate																	
Upto Q3 '10 (11 Markets)																	
TABLE 46 Header-Fashion TV *BY* S7. Age																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets																	
		India				Seoul				Sydney				Melbourne			
		Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)
	Sample size	3099	175	84	30	1713	48	20	4	1109	43	23	6	1116	32	20	3
	Projected universe	1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
S7. Age																	
25-29	Audience	353355	40847	30966	12401	113777	3942	2271	1666	66736	0	0	0	41612	1714	542	0
	%	24	37	49	53	8	10	14	27	8			8	11	5		
30-34	Audience	202078	10905	2608	1318	157554	322	0	0	91928	6687	2921	1492	71595	1709	1709	74
	%	14	10	4	6	11	1			11	22	19	69	13	11	17	11
35-39	Audience	202095	9872	1559	256	202714	4928	4561	4287	121029	6008	3427	0	71338	2037	1948	73
	%	14	9	2	1	14	13	28	69	15	20	22		13	14	19	10
40-44	Audience	232560	15460	9974	8448	252621	6401	0	0	111055	3802	989	0	78340	1921	1364	0
	%	16	14	16	36	17	17			14	13	6		15	13	13	
45-49	Audience	144376	8434	4144	152	285284	12178	5574	257	105639	3155	809	132	80500	1718	1322	0
	%	10	8	7	1	20	32	34	4	13	10	5	6	15	11	13	
50-54	Audience	165440	16849	10276	874	238387	8241	3570	0	114248	4080	2464	410	82742	3643	2034	0
	%	11	15	16	4	16	21	22		14	13	16	19	15	24	20	
55-59	Audience	105806	4192	2169	0	138846	1298	0	0	133482	6497	4832	121	56874	602	602	0
	%	7	4	3		10	3			16	21	31	6	11	4	6	
60-64	Audience	75290	3744	1448	0	64817	1075	517	0	67883	0	0	0	53999	1724	609	555
	%	5	3	2	4	3	3			8				10	11	6	79
TOTALS	Audience	1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MEANS	Audience	40.067	38.168	37.037	33.856	43.99	44.534	43.033	34.731	45.085	43.89	45.551	38.127	44.73	44.359	43.302	56.222
MEDIANS		39.079	36.222	30.661	27.891	44.506	45.978	45.769	36.178	45.222	42.682	46.877	33.111	44.849	44.945	42.673	61.336
STD. DEVIATION		10.818	10.958	11.193	7.903	9.412	8.303	8.915	5.082	10.572	9.38	9.977	9.351	10.481	10.796	9.632	11.276
Synovate																	
Upto Q3 '10 (11 Markets)																	
TABLE 47 Header-Fashion TV *BY* D2. Gender																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets																	
		India				Seoul				Sydney				Melbourne			
		Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)
	Sample size	3099	175	84	30	1713	48	20	4	1109	43	23	6	1116	32	20	3
	Projected universe	1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
D2. Gender																	
Male	Audience	746252	67882	45077	17096	672017	10242	3998	2875	388335	13125	6785	320	264043	7442	4431	702
	%	50	62	71	73	46	27	24	46	48	43	44	15	49	49	44	100
Female	Audience	734748	42421	18066	6354	781983	28142	12496	3335	423665	17105	8657	1835	272957	7625	5697	0
	%	50	38	29	27	54	73	76	54	52	57	56	85	51	51	56	
TOTALS	Audience	1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Synovate																		
Upto Q3 '10 (11 Markets)																		
TABLE 48 Header-Fashion TV *BY* D3. Highest attained education level																		
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																		
FILTERS: 11 Markets																		

	10 markets				Bangkok				Hongkong				Jakarta				
	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	
Sample size	18899	1279	695	226	1728	368	245	102	1679	53	33	6	1718	165	79	26	
Projected universe	9864000	604145	343973	108399	1074000	207632	135581	48039	1337000	41726	27863	5313	405000	35154	16410	6058	
%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
D3. Highest attained education level																	
Primary school or below	Audience	123220	4857	1680	80	32353	3946	1680	80	52449	0	0	0	6016	392	0	0
%		1	1	0	0	3	2	1	0	4				1	1		
Some secondary education	Audience	328391	13320	8332	1387	15724	1677	1677	66	69903	5241	3232	0	14127	67	67	0
%		3	2	2	1	1	1	1	0	5	13	12	0	3	0	0	0
Completed secondary education	Audience	1692070	74572	41757	15216	122101	10116	4673	3328	379571	9985	9360	0	100629	4796	791	617
%		17	12	12	14	11	5	3	7	28	24	34	0	25	14	5	10
College but not university	Audience	1518495	84935	43337	17873	128183	23866	17148	9098	236191	4329	3323	2340	68555	7087	3694	1545
%		15	14	13	16	12	11	13	19	18	10	12	44	17	20	23	25
University - under graduate	Audience	3633535	277932	159962	50617	691296	148958	98902	33933	384382	16512	8434	2861	177631	16481	9260	3325
%		37	46	47	47	64	72	73	71	29	40	30	54	44	47	56	55
University - post graduate	Audience	2507086	146961	88020	22672	80406	19068	11501	1535	206009	5328	3184	112	36699	6331	2598	572
%		25	24	26	21	7	9	8	3	15	13	11	2	9	18	16	9
Refused (DO NOT PROMPT)	Audience	50971	1482	885	555	2600	0	0	0	8494	330	330	0	1344	0	0	0
%		1	0	0	1	0				1	1	1		0			
Don't know (DO NOT PROMPT)	Audience	10232	86	0	0	1336	0	0	0	0	0	0	0	0	0	0	0
%		0	0			0											
TOTALS	Audience	9864000	604145	343973	108399	1074000	207632	135581	48039	1337000	41726	27863	5313	405000	35154	16410	6058
%		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Synovate																		
Upto Q3 '10 (11 Markets)																		
TABLE 49 Header-Fashion TV *BY* S10. Full time job																		
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																		
FILTERS: 11 Markets																		

	10 markets				Bangkok				Hongkong				Jakarta				
	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	
Sample size	18899	1279	695	226	1728	368	245	102	1679	53	33	6	1718	165	79	26	
Projected universe	9864000	604145	343973	108399	1074000	207632	135581	48039	1337000	41726	27863	5313	405000	35154	16410	6058	
%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
S10. Full time job																	
Yes	Audience	7051887	435304	253273	82758	825530	175011	118630	39832	1067693	28977	15646	4958	236133	21284	10431	4080
%		71	72	74	76	77	84	87	83	80	69	56	93	58	61	64	67
No	Audience	2806325	167394	89364	25641	247134	31286	15616	8208	267839	12749	12217	355	168756	13759	5979	1979
%		28	28	26	24	23	15	12	17	20	31	44	7	42	39	36	33
Refused (DO NOT PROMPT)	Audience	5788	1447	1335	0	1335	1335	1335	0	1469	0	0	0	111	111	0	0
%		0	0	0		0	1	1		0				0	0		
TOTALS	Audience	9864000	604145	343973	108399	1074000	207632	135581	48039	1337000	41726	27863	5313	405000	35154	16410	6058
%		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Synovate _Upto Q3 '10 (11 Markets)_																	
TABLE 48 Header-Fashion TV *BY* D3. Highest attained education level																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets																	
		Kuala Lumpur				Manila				Singapore				Taipei			
		Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)
	Sample size	1729	62	32	7	1630	246	113	29	1691	58	35	10	1687	29	11	3
	Projected universe	435000	11660	7102	858	455000	76071	34071	8921	668000	18954	11398	4688	1206000	18963	6339	2004
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
D3. Highest attained education level																	
Primary school or below	Audience	4173	171	0	0	1254	0	0	0	3576	0	0	0	12767	0	0	0
	%	1	1			0				1				1			
Some secondary education	Audience	12385	1150	1150	0	5001	0	0	0	12228	0	0	0	52317	0	0	0
	%	3	10	16		1				2				4			
Completed secondary education	Audience	74134	3920	2375	264	54647	6429	2835	355	94355	4637	1931	595	199472	3707	1448	0
	%	17	34	33	31	12	8	8	4	14	24	17	13	17	20	23	
College but not university	Audience	107072	1738	779	102	106208	16964	5057	1145	178808	3673	2652	395	256779	4695	2358	1885
	%	25	15	11	12	23	22	15	13	27	19	23	8	21	25	37	94
University - under graduate	Audience	143483	3097	2279	214	223484	41127	19928	5598	236713	5482	3706	2000	453247	7790	2064	119
	%	33	27	32	25	49	54	58	63	35	29	33	43	38	41	33	6
University - post graduate	Audience	90514	1498	519	278	64406	11550	6252	1824	139410	5163	3108	1697	229564	2771	470	0
	%	21	13	7	32	14	15	18	20	21	27	27	36	19	15	7	
Refused (DO NOT PROMPT)	Audience	2649	0	0	0	0	0	0	0	2909	0	0	0	118	0	0	0
	%	1								0				0			
Don't know (DO NOT PROMPT)	Audience	590	86	0	0	0	0	0	0	0	0	0	0	1736	0	0	0
	%	0	1											0			
TOTALS	Audience	435000	11660	7102	858	455000	76071	34071	8921	668000	18954	11398	4688	1206000	18963	6339	2004
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Synovate _Upto Q3 '10 (11 Markets)_																	
TABLE 49 Header-Fashion TV *BY* S10. Full time job																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets																	
		Kuala Lumpur				Manila				Singapore				Taipei			
		Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)
	Sample size	1729	62	32	7	1630	246	113	29	1691	58	35	10	1687	29	11	3
	Projected universe	435000	11660	7102	858	455000	76071	34071	8921	668000	18954	11398	4688	1206000	18963	6339	2004
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
S10. Full time job																	
Yes	Audience	351088	9386	5286	594	225288	44725	17873	4972	534998	15515	9051	3738	964030	13192	5866	2004
	%	81	80	74	69	50	59	52	56	80	82	79	80	80	70	93	100
No	Audience	83768	2274	1817	264	229712	31346	16198	3949	133002	3440	2347	950	240455	5771	473	0
	%	19	20	26	31	50	41	48	44	20	18	21	20	20	30	7	
Refused (DO NOT PROMPT)	Audience	145	0	0	0	0	0	0	0	0	0	0	0	1515	0	0	0
	%	0												0			
TOTALS	Audience	435000	11660	7102	858	455000	76071	34071	8921	668000	18954	11398	4688	1206000	18963	6339	2004
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Synovate																	
Upto Q3 '10 (11 Markets)																	
TABLE 48 Header-Fashion TV *BY* D3. Highest attained education level																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets																	
		India				Seoul				Sydney				Melbourne			
		Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)
	Sample size	3099	175	84	30	1713	48	20	4	1109	43	23	6	1116	32	20	3
	Projected universe	1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
D3. Highest attained education level																	
Primary school or below																	
	Audience	7597	347	0	0	2467	0	0	0	0	0	0	0	569	0	0	0
	%	1	0			0								0			
Some secondary education																	
	Audience	46936	2239	1553	1322	32638	557	0	0	31410	738	0	0	35723	1650	653	0
	%	3	2	2	6	2	1			4	2			7	11	6	
Completed secondary education																	
	Audience	183014	14845	8930	8269	293179	11873	6136	1669	97888	1961	1961	121	93081	2302	1317	0
	%	12	13	14	35	20	31	37	27	12	6	13	6	17	15	13	
College but not university																	
	Audience	70494	6396	165	87	61517	0	0	0	205933	14526	6578	1276	98755	1660	1582	0
	%	5	6	0	0	4				25	48	43	59	18	11	16	
University - under graduate																	
	Audience	129496	2451	1219	691	836338	22617	7482	1666	218885	9203	3186	132	138578	4215	3502	74
	%	9	2	2	3	58	59	45	27	27	30	21	6	26	28	35	11
University - post graduate																	
	Audience	1039452	84025	51277	13080	206457	3337	2875	2875	249937	3801	3717	627	164233	4088	2520	73
	%	70	76	81	56	14	9	17	46	31	13	24	29	31	27	25	10
Refused (DO NOT PROMPT)																	
	Audience	3530	0	0	0	16831	0	0	0	6433	0	0	0	6062	1152	555	555
	%	0				1				1				1	8	5	79
Don't know (DO NOT PROMPT)																	
	Audience	481	0	0	0	4574	0	0	0	1514	0	0	0	0	0	0	0
	%	0				0				0				0			
TOTALS																	
	Audience	1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Synovate																	
Upto Q3 '10 (11 Markets)																	
TABLE 49 Header-Fashion TV *BY* S10. Full time job																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets																	
		India				Seoul				Sydney				Melbourne			
		Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)
	Sample size	3099	175	84	30	1713	48	20	4	1109	43	23	6	1116	32	20	3
	Projected universe	1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
S10. Full time job																	
Yes																	
	Audience	832267	71344	44278	16848	974340	17734	6551	2875	628547	24894	10849	2155	411974	13243	8811	702
	%	56	65	70	72	67	46	40	46	77	82	70	100	77	88	87	100
No																	
	Audience	647835	38959	18865	6601	479346	20651	9942	3335	183453	5336	4594	0	125026	1825	1317	0
	%	44	35	30	28	33	54	60	54	23	18	30		23	12	13	
Refused (DO NOT PROMPT)																	
	Audience	898	0	0	0	314	0	0	0	0	0	0	0	0	0	0	0
	%	0				0											
TOTALS																	
	Audience	1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Synovate																				
Upto Q3 '10 (11 Markets)																				
TABLE 50 Header-Fashion TV *BY* S15/S21. Job title, position or rank in your company																				
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																				
FILTERS: 11 Markets																				
		10 markets				Bangkok				Hongkong				Jakarta						
		Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)			
Sample size		18899	1279	695	226	1728	368	245	102	1679	53	33	6	1718	165	79	26			
Projected universe		9864000	604145	343973	108399	1074000	207632	135581	48039	1337000	41726	27863	5313	405000	35154	16410	6058			
%		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100			
S15/S21. Job title, position or rank in your company																				
CEO/chairman/managing director/president/C-level executives except	Audience	240606	12855	10549	4155	28288	7107	6320	2789	17001	310	310	310	21572	1117	560	242			
%		2	2	3	4	3	3	5	6	1	1	1	6	5	3	3	4			
Director/general manager/vice president	Audience	428262	16257	8545	3049	27799	2636	1668	908	41801	822	549	180	11524	1226	472	159			
%		4	3	2	3	3	1	1	2	3	2	2	3	3	3	3	3			
Owner/partner	Audience	808768	69302	35426	12791	152724	28224	13556	3807	44742	0	0	0	26580	3810	2142	1006			
%		8	11	10	12	14	14	10	8	3				7	11	13	17			
Manager/executive/supervisor/officer	Audience	2283617	186954	109267	36213	347244	90346	63597	23307	362133	11023	5797	0	59357	6879	3229	499			
%		23	31	32	33	32	44	47	49	27	26	21		15	20	20	8			
Other skilled white collars	Audience	985262	50774	28714	7953	104068	14102	12618	4339	110108	1787	660	0	61719	3990	2377	1941			
%		10	8	8	7	10	7	9	9	8	4	2		15	11	14	32			
Unskilled white collars	Audience	471505	16656	11631	3630	40826	8348	7951	1148	123165	5484	2976	2483	2227	0	0	0			
%		5	3	3	3	4	4	6	2	9	13	11	47	1						
Skilled blue collars	Audience	265029	10665	4767	1916	12489	2193	1133	640	79577	2458	449	0	6010	0	0	0			
%		3	2	1	2	1	1	1	1	6	6	2		1						
Unskilled blue collars	Audience	121345	2437	290	290	5293	1098	0	0	49899	0	0	0	0	0	0	0			
%		1	0	0	0	0	1			4										
CFO	Audience	21337	1799	1555	73	0	0	0	0	690	0	0	0	114	0	0	0			
%		0	0	0	0					0				0						
Treasurer	Audience	4976	313	117	0	2378	117	117	0	145	0	0	0	387	73	0	0			
%		0	0	0	0	0	0	0		0				0	0					
Company Secretary	Audience	27788	4355	3469	1265	10319	2371	1995	1105	2494	86	0	0	4440	1033	639	160			
%		0	1	1	1	1	1	1	2	0	0	0		1	3	4	3			
Financial Controller	Audience	69604	10440	2234	517	20525	7437	819	77	9055	606	265	0	3351	504	336	73			
%		1	2	1	0	2	4	1	0	1	1	1		1	1	2	1			
Others (DO NOT PROMPT)	Audience	95760	4751	4155	1061	10580	3546	3546	452	7845	0	0	0	4475	512	0	0			
%		1	1	1	1	1	2	3	1	1				1	1					
Refused (DO NOT PROMPT)	Audience	34755	3365	858	0	0	0	0	0	12987	1761	0	0	0	0	0	0			
%		0	1	0						1	4									
No Answer	Audience	4005386	213223	122397	35487	311467	40107	22261	9467	475358	17389	16857	2340	203245	16009	6655	1979			
%		41	35	36	33	29	19	16	20	36	42	60	44	50	46	41	33			
TOTALS	Audience	9864000	604145	343973	108399	1074000	207632	135581	48039	1337000	41726	27863	5313	405000	35154	16410	6058			
%		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100			

Synovate																			
Upto Q3 '10 (11 Markets)_																			
TABLE 50 Header-Fashion TV *BY* S15/S21. Job title, position or rank in your company																			
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																			
FILTERS: 11 Markets																			
		India				Seoul				Sydney				Melbourne					
		Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)		
Sample size		3099	175	84	30	1713	48	20	4	1109	43	23	6	1116	32	20	3		
Projected universe		1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702		
%		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		
S15/S21. Job title, position or rank in your company																			
CEO/chairman/managing director/president/C-level executives except	Audience	15221	1899	1527	488	88134	0	0	0	23169	1340	1199	132	11313	69	69	0		
%		1	2	2	2	6				3	4	8	6	2	0	1			
Director/general manager/vice president	Audience	69737	3700	1886	647	82667	668	0	0	33105	328	121	121	16298	439	128	74		
%		5	3	3	3	6	2			4	1	1	6	3	3	1	11		
Owner/partner	Audience	224139	19765	13811	6076	127156	6354	517	0	34725	789	789	0	33917	1117	1117	0		
%		15	18	22	26	9	17	3		4	3	5		6	7	11			
Manager/executive/supervisor/officer	Audience	311075	32074	16748	6018	152988	0	0	0	187574	12638	2957	343	140465	6130	2991	0		
%		21	29	27	26	11				23	42	19	16	26	41	30			
Other skilled white collars	Audience	6005	0	0	0	272309	6654	3159	0	104659	4390	1699	0	63111	1948	1948	0		
%		0				19	17	19		13	15	11		12	13	19			
Unskilled white collars	Audience	944	0	0	0	10174	0	0	0	5982	0	0	0	14133	0	0	0		
%		0				1				1				3					
Skilled blue collars	Audience	0	0	0	0	61162	703	0	0	29120	3126	2090	1276	28472	1096	1096	0		
%						4	2			4	10	14	59	5	7	11			
Unskilled blue collars	Audience	290	290	290	290	0	0	0	0	13470	0	0	0	3637	0	0	0		
%		0	0	0	1					2				1					
CFO	Audience	477	78	0	0	8699	0	0	0	2011	0	0	0	2165	112	73	73		
%		0	0			1				0				0	1	1	10		
Treasurer	Audience	595	0	0	0	359	0	0	0	0	0	0	0	87	0	0	0		
%		0				0								0					
Company Secretary	Audience	385	0	0	0	5351	0	0	0	161	0	0	0	0	0	0	0		
%		0				0				0									
Financial Controller	Audience	3760	0	0	0	69	0	0	0	7603	629	340	283	5898	78	78	0		
%		0				0				1	2	2	13	1	1	1			
Others (DO NOT PROMPT)	Audience	34212	608	608	608	0	0	0	0	14470	0	0	0	6957	0	0	0		
%		2	1	1	3					2				1					
Refused (DO NOT PROMPT)	Audience	2362	237	0	0	0	0	0	0	2996	858	858	0	571	0	0	0		
%		0	0							0	3	6		0					
No Answer	Audience	811798	51651	28273	9322	644931	24005	12817	6211	352956	6133	5391	0	209975	4078	2629	555		
%		55	47	45	40	44	63	78	100	43	20	35		39	27	26	79		
TOTALS	Audience	1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702		
%		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		

Synovate																	
Upto Q3 '10 (11 Markets)																	
TABLE 51 Header-Fashion TV *BY* S9. Household Income (US\$)																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets																	
		10 markets				Bangkok				Hongkong				Jakarta			
		Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)
	Sample size	18899	1279	695	226	1728	368	245	102	1679	53	33	6	1718	165	79	26
	Projected universe	9864000	604145	343973	108399	1074000	207632	135581	48039	1337000	41726	27863	5313	405000	35154	16410	6058
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
S9. Household Income (US\$)																	
US\$ 15000 or above	Audience	270322	10606	8538	1112	6622	67	40	40	60304	95	95	0	543	0	0	0
	%	3	2	2	1	1	0	0	0	5	0	0	0	0	0	0	0
US\$ 12500-14999	Audience	226942	7238	4156	398	97	0	0	0	52061	569	442	310	0	0	0	0
	%	2	1	1	0	0	0	0	0	4	1	2	6	0	0	0	0
US\$ 10000-12499	Audience	294137	15944	9745	733	4115	1415	0	0	102776	3564	3433	0	793	75	0	0
	%	3	3	3	1	0	1	0	0	8	9	12	0	0	0	0	0
US\$ 9000-9999	Audience	305992	16429	10303	1260	6159	1478	1349	1260	93827	6871	6402	0	0	0	0	0
	%	3	3	3	1	1	1	1	3	7	16	23	0	0	0	0	0
US\$ 8000-8999	Audience	458915	14838	11413	4011	2865	1495	1048	1048	169662	5275	5275	2053	1277	499	499	499
	%	5	2	3	4	0	1	1	2	13	13	19	39	0	1	3	8
US\$ 7000-7999	Audience	889719	21421	9929	2682	5732	29	29	0	507153	14011	5390	2594	488	0	0	0
	%	9	4	3	2	1	0	0	0	38	34	19	49	0	0	0	0
US\$ 6000-6999	Audience	609494	26082	15456	3584	32015	9590	4934	259	0	0	0	0	1282	779	271	0
	%	6	4	4	3	3	5	4	1	0	0	0	0	0	2	2	0
US\$ 5000-5999	Audience	1142841	31714	17140	2394	10821	3297	3297	0	277217	8480	5077	355	27	27	0	0
	%	12	5	5	2	1	2	2	0	21	20	18	7	0	0	0	0
US\$ 4500-4999	Audience	1049063	31134	16877	7108	8497	214	0	0	15786	2796	1685	0	5054	1635	1315	1006
	%	11	5	5	7	1	0	0	0	1	7	6	0	1	5	8	17
US\$ 4000-4499	Audience	570811	18943	6671	2734	40928	6300	6045	2734	24495	0	0	0	1403	115	36	0
	%	6	3	2	3	4	3	4	6	2	0	0	0	0	0	0	0
US\$ 3500-3999	Audience	507736	26336	11012	3858	53523	5221	1206	182	17088	66	66	0	1441	388	388	388
	%	5	4	3	4	5	3	1	0	1	0	0	0	0	1	2	6
US\$ 3000-3499	Audience	435782	50293	29119	7929	188408	40396	24428	7080	0	0	0	0	6065	918	49	0
	%	4	8	8	7	18	19	18	15	0	0	0	0	1	3	0	0
US\$ 2500-2999	Audience	239889	32389	15475	5478	117181	24349	9899	3004	16631	0	0	0	6354	590	548	0
	%	2	5	4	5	11	12	7	6	1	0	0	0	2	2	3	0
US\$ 2250-2499	Audience	326290	46920	33436	14420	172277	36266	28160	13203	0	0	0	0	1679	431	54	54
	%	3	8	10	13	16	17	21	27	0	0	0	0	0	1	0	1
US\$ 2000-2249	Audience	522759	85477	53677	19748	370760	67135	47845	19228	0	0	0	0	19276	2330	468	0
	%	5	14	16	18	35	32	35	40	0	0	0	0	5	7	3	0
US\$ 1750-1999	Audience	295140	35654	18275	4404	33583	7789	4750	0	0	0	0	0	8783	1734	1213	569
	%	3	6	5	4	3	4	4	0	0	0	0	0	2	5	7	9
US\$ 1500-1749	Audience	153849	11742	6930	2057	10585	39	0	0	0	0	0	0	3023	625	290	0
	%	2	2	2	2	1	0	0	0	0	0	0	0	1	2	2	0
US\$ 1250-1499	Audience	167330	13736	6120	463	9833	2553	2553	0	0	0	0	0	38048	3511	1092	390
	%	2	2	2	0	1	1	2	0	0	0	0	0	9	10	7	6
US\$ 1000-1249	Audience	347152	25444	10412	2654	0	0	0	0	0	0	0	0	27165	1540	1260	776
	%	4	4	3	2	0	0	0	0	0	0	0	0	7	4	8	13
US\$ 900-999	Audience	451003	34544	16828	4552	0	0	0	0	0	0	0	0	129654	11715	4914	848
	%	5	6	5	4	0	0	0	0	0	0	0	0	32	33	30	14
US\$ 800-899	Audience	66473	2785	1581	531	0	0	0	0	0	0	0	0	60848	2599	1508	531
	%	1	0	0	0	0	0	0	0	0	0	0	0	15	7	9	9
US\$ 700-799	Audience	220532	10713	3011	1034	0	0	0	0	0	0	0	0	78796	4990	2249	933
	%	2	2	1	1	0	0	0	0	0	0	0	0	19	14	14	15
US\$ 600-699	Audience	203399	11838	6159	1968	0	0	0	0	0	0	0	0	3753	397	0	0
	%	2	2	2	2	0	0	0	0	0	0	0	0	1	1	0	0
US\$ 500-599	Audience	67086	16228	16013	7783	0	0	0	0	0	0	0	0	4451	0	0	0
	%	1	3	5	7	0	0	0	0	0	0	0	0	1	0	0	0
US\$ 450-499	Audience	24661	5696	5696	5504	0	0	0	0	0	0	0	0	4796	256	256	64
	%	0	1	2	5	0	0	0	0	0	0	0	0	1	1	2	1

Synovate																	
Upto Q3 '10 (11 Markets)																	
TABLE 51 Header-Fashion TV *BY* S9. Household Income (US\$)																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets																	
		Kuala Lumpur				Manila				Singapore				Taipei			
		Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)
	Sample size	1729	62	32	7	1630	246	113	29	1691	58	35	10	1687	29	11	3
	Projected universe	435000	11660	7102	858	455000	76071	34071	8921	668000	18954	11398	4688	1206000	18963	6339	2004
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
S9. Household Income (US\$)																	
US\$ 15000 or above	Audience	2603	40	0	0	9990	2960	2427	0	18927	1076	1076	531	28664	0	0	0
	%	1	0			2	4	7		3	6	9	11	2			
US\$ 12500-14999	Audience	1631	0	0	0	1448	895	0	0	15192	811	122	88	12159	0	0	0
	%	0				0	1			2	4	1	2	1			
US\$ 10000-12499	Audience	8085	152	83	83	5519	2750	2022	0	23495	1590	1118	650	10969	0	0	0
	%	2	1	1	10	1	4	6		4	8	10	14	1			
US\$ 9000-9999	Audience	5151	0	0	0	3519	0	0	0	30534	1198	359	0	43250	1838	148	0
	%	1				1				5	6	3		4	10	2	
US\$ 8000-8999	Audience	5641	262	98	0	13183	1020	65	0	13016	81	0	0	53909	0	0	0
	%	1	2	1		3	1	0		2	0			4			
US\$ 7000-7999	Audience	4011	72	72	0	5728	676	0	0	107311	2425	1266	0	50016	116	116	0
	%	1	1	1		1	1			16	13	11		4	1	2	
US\$ 6000-6999	Audience	8865	125	125	0	18123	3118	2624	1485	67411	2501	1607	490	133674	1276	0	0
	%	2	1	2		4	4	8	17	10	13	14	10	11	7		
US\$ 5000-5999	Audience	30056	1843	1050	101	14745	2709	868	0	215975	5949	3269	1263	182942	3071	1456	119
	%	7	16	15	12	3	4	3		32	31	29	27	15	16	23	6
US\$ 4500-4999	Audience	25738	133	0	0	17757	4527	1982	1033	111257	1688	945	105	453907	7205	3943	1885
	%	6	1			4	6	6	12	17	9	8	2	38	38	62	94
US\$ 4000-4499	Audience	11665	0	0	0	0	0	0	0	3054	0	0	0	183619	5114	470	0
	%	3								0				15	27	7	
US\$ 3500-3999	Audience	28454	0	0	0	24042	1943	854	0	22878	0	0	0	14735	95	95	0
	%	7				5	3	3		3				1	0	1	
US\$ 3000-3499	Audience	162941	3745	3003	0	21560	4138	764	159	16596	75	75	0	12312	247	111	0
	%	37	32	42		5	5	2	2	2	0	1		1	1	2	
US\$ 2500-2999	Audience	16160	917	684	279	14923	2200	633	633	22356	1561	1561	1561	15791	0	0	0
	%	4	8	10	33	3	3	2	7	3	8	14	33	1			
US\$ 2250-2499	Audience	25379	1074	674	0	23204	4427	2172	1164	0	0	0	0	10053	0	0	0
	%	6	9	9		5	6	6	13					1			
US\$ 2000-2249	Audience	46311	2097	703	264	66766	13915	4661	257	0	0	0	0	0	0	0	0
	%	11	18	10	31	15	18	14	3								
US\$ 1750-1999	Audience	44143	1101	610	132	139855	22279	9718	2117	0	0	0	0	0	0	0	0
	%	10	9	9	15	31	29	29	24								
US\$ 1500-1749	Audience	2059	100	0	0	45640	6323	3428	939	0	0	0	0	0	0	0	0
	%	0	1			10	8	10	11								
US\$ 1250-1499	Audience	6106	0	0	0	6557	191	132	73	0	0	0	0	0	0	0	0
	%	1				1	0	0	1								
US\$ 1000-1249	Audience	0	0	0	0	10150	531	478	84	0	0	0	0	0	0	0	0
	%					2	1	1	1								
US\$ 900-999	Audience	0	0	0	0	3845	1019	959	875	0	0	0	0	0	0	0	0
	%					1	1	3	10								
US\$ 800-899	Audience	0	0	0	0	5625	186	73	0	0	0	0	0	0	0	0	0
	%					1	0	0									
US\$ 700-799	Audience	0	0	0	0	2822	265	210	101	0	0	0	0	0	0	0	0
	%					1	0	1	1								
US\$ 600-699	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
US\$ 500-599	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
US\$ 450-499	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																

Synovate																	
Upto Q3 '10 (11 Markets)																	
TABLE 51 Header-Fashion TV *BY* S9. Household Income (US\$)																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets																	
		India				Seoul				Sydney				Melbourne			
		Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)
	Sample size	3099	175	84	30	1713	48	20	4	1109	43	23	6	1116	32	20	3
	Projected universe	1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
S9. Household Income (US\$)																	
US\$ 15000 or above	Audience	845	0	0	0	24664	0	0	0	74041	4329	3472	469	43119	2039	1427	73
	%	0				2				9	14	22	22	8	14	14	10
US\$ 12500-14999	Audience	405	0	0	0	179	0	0	0	94436	3614	2702	0	49335	1348	889	0
	%	0				0				12	12	17		9	9	9	
US\$ 10000-12499	Audience	1108	91	91	0	20926	1628	0	0	66659	3517	1836	0	49692	1162	1162	0
	%	0	0	0		1	4			8	12	12		9	8	11	
US\$ 9000-9999	Audience	0	0	0	0	17864	1193	1193	0	67738	3851	852	0	37950	0	0	0
	%					1	3	7		8	13	6		7			
US\$ 8000-8999	Audience	2320	758	708	0	90947	1376	1376	0	65803	2799	1148	410	40293	1273	1195	0
	%	0	1	1		6	4	8		8	9	7	19	8	8	12	
US\$ 7000-7999	Audience	1447	87	87	87	45314	0	0	0	91339	3464	2428	0	71181	542	542	0
	%	0	0	0	0	3				11	11	16		13	4	5	
US\$ 6000-6999	Audience	3280	101	101	0	121828	1213	0	0	127892	4500	3005	1276	95123	2879	2790	74
	%	0	0	0		8	3			16	15	19	59	18	19	28	11
US\$ 5000-5999	Audience	3451	44	0	0	94755	1298	0	0	180702	1260	0	0	132150	3736	2122	555
	%	0	0			7	3			22	4			25	25	21	79
US\$ 4500-4999	Audience	3496	0	0	0	376456	12896	7007	3078	23567	41	0	0	7548	0	0	0
	%	0				26	34	42	50	3	0			1			
US\$ 4000-4499	Audience	10737	176	120	0	278549	4383	0	0	12002	2855	0	0	4361	0	0	0
	%	1	0	0		19	11			1	9			1			
US\$ 3500-3999	Audience	17986	2335	1487	155	313520	14201	6917	3133	7821	0	0	0	6248	2088	0	0
	%	1	2	2	1	22	37	42	50	1				1	14		
US\$ 3000-3499	Audience	17904	689	689	689	9996	85	0	0	0	0	0	0	0	0	0	0
	%	1	1	1	3	1	0										
US\$ 2500-2999	Audience	14974	2661	2149	0	15519	111	0	0	0	0	0	0	0	0	0	0
	%	1	2	3		1	0										
US\$ 2250-2499	Audience	69861	4722	2376	0	23838	0	0	0	0	0	0	0	0	0	0	0
	%	5	4	4		2											
US\$ 2000-2249	Audience	0	0	0	0	19647	0	0	0	0	0	0	0	0	0	0	0
	%					1											
US\$ 1750-1999	Audience	68777	2750	1985	1587	0	0	0	0	0	0	0	0	0	0	0	0
	%	5	2	3	7												
US\$ 1500-1749	Audience	92542	4655	3212	1118	0	0	0	0	0	0	0	0	0	0	0	0
	%	6	4	5	5												
US\$ 1250-1499	Audience	106786	7482	2343	0	0	0	0	0	0	0	0	0	0	0	0	0
	%	7	7	4													
US\$ 1000-1249	Audience	309837	23373	8674	1793	0	0	0	0	0	0	0	0	0	0	0	0
	%	21	21	14	8												
US\$ 900-999	Audience	317504	21810	10955	2828	0	0	0	0	0	0	0	0	0	0	0	0
	%	21	20	17	12												
US\$ 800-899	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
US\$ 700-799	Audience	138914	5458	551	0	0	0	0	0	0	0	0	0	0	0	0	0
	%	9	5	1													
US\$ 600-699	Audience	199646	11442	6159	1968	0	0	0	0	0	0	0	0	0	0	0	0
	%	13	10	10	8												
US\$ 500-599	Audience	62635	16228	16013	7783	0	0	0	0	0	0	0	0	0	0	0	0
	%	4	15	25	33												
US\$ 450-499	Audience	19865	5440	5440	5440	0	0	0	0	0	0	0	0	0	0	0	0
	%	1	5	9	23												

Synovate																	
Upto Q3 '10 (11 Markets)																	
TABLE 51 Header-Fashion TV *BY* S9. Household Income (US\$) (Cont)																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets																	
		10 markets			Bangkok			Hongkong			Jakarta						
		Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)
Sample size		18899	1279	695	226	1728	368	245	102	1679	53	33	6	1718	165	79	26
Projected universe		9864000	604145	343973	108399	1074000	207632	135581	48039	1337000	41726	27863	5313	405000	35154	16410	6058
%		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
S9. Household Income (US\$)																	
US\$ 400-449	Audience	16682	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%	0															
TOTALS	Audience	9864000	604145	343973	108399	1074000	207632	135581	48039	1337000	41726	27863	5313	405000	35154	16410	6058
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MEANS	Audience	5043.039	3795.857	3895.708	3125.768	2961.069	2970.853	2879.941	2892.066	8022.975	7781.152	8195.484	8117.301	1241.444	1674.248	1832.082	2486.718
MEDIANS		4600.005	2519.492	2493.002	2278.049	2431.318	2458.957	2355.366	2323.095	7625.116	7679.055	8324.606	7886.522	929.293	1001.454	1011.286	1209.744
STD. DEVIATION		3426.595	3149.711	3345.095	2597.519	1598.68	1475.231	1349.155	1568.509	2616.413	1977.139	2094.435	1598.19	1105.916	1545.79	1759.677	2314.694

Synovate																		
Upto Q3 '10 (11 Markets)																		
TABLE 51 Header-Fashion TV *BY* S9. Household Income (US\$) (Cont)																		
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																		
FILTERS: 11 Markets																		
		Kuala Lumpur				Manila				Singapore				Taipei				
		Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	
	Sample size	1729	62	32	7	1630	246	113	29	1691	58	35	10	1687	29	11	3	
	Projected universe	435000	11660	7102	858	455000	76071	34071	8921	668000	18954	11398	4688	1206000	18963	6339	2004	
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
S9. Household Income (US\$)																		
	US\$ 400-449	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	%																	
	TOTALS	Audience	435000	11660	7102	858	455000	76071	34071	8921	668000	18954	11398	4688	1206000	18963	6339	2004
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
	MEANS	Audience	3696.209	3479.115	3487.203	3565.778	3228.423	3669.145	4081.957	2995.311	6483.54	7225.79	7084.95	6698.946	5753.11	5306.702	5004.862	4794.22
	MEDIANS		3236.831	3071.682	3145.947	2559.727	2048.196	2129.611	2108.797	2191.535	5730.417	6081.463	5953.408	5535.923	4980.06	4793.535	4848.83	4773.278
	STD. DEVIATION		2097.657	1854.371	1603.322	2725.876	2749.008	3360.782	3922.253	1869.845	2556.281	3196.705	3491.506	4156.891	2244.956	1523.896	896.317	177.64

Synovate																	
Upto Q3 '10 (11 Markets)																	
TABLE 51 Header-Fashion TV *BY* S9. Household Income (US\$) (Cont)																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets																	
			India			Seoul			Sydney			Melbourne					
		Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)
	Sample size	3099	175	84	30	1713	48	20	4	1109	43	23	6	1116	32	20	3
	Projected universe	1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
S9. Household Income (US\$)																	
US\$ 400-449	Audience	16682	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%	1															
TOTALS	Audience	1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MEANS	Audience	1253.953	1199.521	1209.14	900.098	5174.68	4951.761	4986.535	4245.117	8699.478	9561.673	10715.476	8729.322	8461.347	8240.976	8959.324	6592.156
MEDIANS		1028.873	995.064	916.442	580.247	4505.853	4398.467	4516.813	3995.155	7590.884	8713.855	10392.819	6844.01	7323.6	6593.412	7280.306	5632.339
STD. DEVIATION		953.402	987.154	1189.258	748.244	2100.618	1867.47	1780.026	500.021	3370.558	3469.227	3362.191	3392.947	3218.242	3855.054	3474.882	2880.469

Synovate																			
Upto Q3 '10 (11 Markets)																			
TABLE 52 Header-Fashion TV *BY* S13. Personal Income (US\$)																			
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																			
FILTERS: 11 Markets																			
			10 markets				Bangkok				Hongkong				Jakarta				
		Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)		
		Sample size	18899	1279	695	226	1728	368	245	102	1679	53	33	6	1718	165	79	26	26
		Projected universe	9864000	604145	343973	108399	1074000	207632	135581	48039	1337000	41726	27863	5313	405000	35154	16410	6058	6058
		%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
S13. Personal Income (US\$)																			
US\$ 15000 or above		Audience	55168	1248	455	96	1909	23	23	23	18346	95	95	0	95	0	0	0	0
		%	1	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0
US\$ 12500-14999		Audience	65049	1308	1075	442	0	0	0	0	12204	310	310	310	0	0	0	0	0
		%	1	0	0	0	0	0	0	1	1	1	6	0	0	0	0	0	0
US\$ 10000-12499		Audience	64959	3953	2424	83	1149	0	0	0	12164	0	0	0	79	29	0	0	0
		%	1	1	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0
US\$ 9000-9999		Audience	53684	2123	1933	155	1372	35	35	35	16856	213	86	0	0	0	0	0	0
		%	1	0	1	0	0	0	0	1	1	0	0	0	0	0	0	0	0
US\$ 8000-8999		Audience	105657	5050	3810	627	0	0	0	0	31627	263	132	0	0	0	0	0	0
		%	1	1	1	1	0	0	0	2	1	0	0	0	0	0	0	0	0
US\$ 7000-7999		Audience	195263	4425	1977	68	680	0	0	0	86704	2242	154	68	0	0	0	0	0
		%	2	1	1	0	0	0	0	6	5	1	1	0	0	0	0	0	0
US\$ 6000-6999		Audience	189546	2180	852	170	1010	92	92	47	0	0	0	0	0	0	0	0	0
		%	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
US\$ 5000-5999		Audience	352524	16547	8547	1517	667	0	0	0	105621	6815	5195	112	92	27	0	0	0
		%	4	3	2	1	0	0	0	8	16	19	2	0	0	0	0	0	0
US\$ 4500-4999		Audience	317346	8341	3000	0	0	0	0	0	68737	1685	1685	0	908	0	0	0	0
		%	3	1	1	0	0	0	0	5	4	6	0	0	0	0	0	0	0
US\$ 4000-4499		Audience	293780	8071	4190	714	1894	242	242	215	121813	3336	1063	0	896	770	770	499	499
		%	3	1	1	1	0	0	0	9	8	4	0	0	2	5	8	8	8
US\$ 3500-3999		Audience	495718	21757	10999	3106	507	204	29	0	167013	1450	1240	0	252	42	42	42	42
		%	5	4	3	3	0	0	0	12	3	4	0	0	0	0	1	1	1
US\$ 3000-3499		Audience	306862	9435	4476	2640	10532	2944	318	177	0	0	0	0	906	48	0	0	0
		%	3	2	1	2	1	1	0	0	0	0	0	0	0	0	0	0	0
US\$ 2500-2999		Audience	614997	11014	6776	2450	8229	335	132	132	169080	2211	726	0	1743	646	548	0	0
		%	6	2	2	2	1	0	0	13	5	3	0	0	2	3	3	0	0
US\$ 2250-2499		Audience	391301	8838	6666	2350	11104	1992	1552	360	0	0	0	0	615	46	0	0	0
		%	4	1	2	2	1	1	1	1	0	0	0	0	0	0	0	0	0
US\$ 2000-2249		Audience	413371	16415	8976	2269	19701	5131	5018	284	106927	4332	1985	1985	5860	663	85	0	0
		%	4	3	3	2	2	2	4	1	8	10	7	37	1	2	1	0	0
US\$ 1750-1999		Audience	409192	24719	11047	5795	26791	5874	4193	1953	150600	6024	2976	2483	3280	2063	1617	1079	1079
		%	4	4	3	5	2	3	3	4	11	14	11	47	1	6	10	18	18
US\$ 1500-1749		Audience	256317	23759	14588	5095	77749	19283	11751	4399	0	0	0	0	2000	336	290	0	0
		%	3	4	4	5	7	9	9	9	0	0	0	0	0	1	2	0	0
US\$ 1250-1499		Audience	601191	32805	20866	4068	149644	27728	19433	3946	0	0	0	0	13438	552	128	49	49
		%	6	5	6	4	14	13	14	8	0	0	0	0	3	2	1	1	1
US\$ 1000-1249		Audience	287080	32658	20297	7700	90524	24053	15782	6974	0	0	0	0	9351	264	264	264	264
		%	3	5	6	7	8	12	12	15	0	0	0	0	2	1	2	4	4
US\$ 900-999		Audience	340929	47289	30828	7550	159472	31557	21261	6369	0	0	0	0	25390	3252	1460	53	53
		%	3	8	9	7	15	15	16	13	0	0	0	0	6	9	9	1	1
US\$ 800-899		Audience	342912	60607	40978	15449	262595	55518	38770	14918	0	0	0	0	7074	1117	635	531	531
		%	3	10	12	14	24	27	29	31	0	0	0	0	2	3	4	9	9
US\$ 700-799		Audience	133481	11020	7460	2110	0	0	0	0	0	0	0	0	17801	2092	753	107	107
		%	1	2	2	2	0	0	0	0	0	0	0	0	4	6	5	2	2
US\$ 600-699		Audience	194820	22975	4589	520	0	0	0	0	0	0	0	0	25850	1741	410	101	101
		%	2	4	1	0	0	0	0	0	0	0	0	6	5	3	2	2	2
US\$ 500-599		Audience	166594	20374	13975	2897	0	0	0	0	0	0	0	0	32909	2310	470	106	106
		%	2	3	4	3	0	0	0	0	0	0	0	8	7	3	2	2	2
US\$ 450-499		Audience	114328	19234	14584	11740	0	0	0	0	0	0	0	0	36469	2893	1456	143	143
		%	1	3	4	11	0	0	0	0	0	0	0	9	8	9	2	2	2

Synovate																	
Upto Q3 '10 (11 Markets)																	
TABLE 52	Header-Fashion TV *BY* S13. Personal Income (US\$)																
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets																	
		India				Seoul				Sydney				Melbourne			
		Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion (TV P7D)	Fashion TV (Yesterday)
	Sample size	3099	175	84	30	1713	48	20	4	1109	43	23	6	1116	32	20	3
	Projected universe	1481000	110303	63143	23449	1454000	38384	16493	6211	812000	30230	15442	2155	537000	15067	10128	702
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
S13. Personal Income (US\$)																	
US\$ 15000 or above	Audience	787	0	0	0	734	0	0	0	17226	120	79	0	7839	753	142	73
	%	0				0				2	0	1		1	5	1	10
US\$ 12500-14999	Audience	151	0	0	0	272	0	0	0	28033	302	132	132	17161	695	633	0
	%	0				0				3	1	1	6	3	5	6	
US\$ 10000-12499	Audience	404	91	91	0	5698	131	0	0	24723	2934	2118	0	15656	132	132	0
	%	0	0	0		0	0			3	10	14		3	1	1	
US\$ 9000-9999	Audience	0	0	0	0	463	0	0	0	11467	121	121	121	8690	0	0	0
	%					0				1	0	1	6	2			
US\$ 8000-8999	Audience	76	0	0	0	16507	0	0	0	30690	3708	2997	627	16449	880	484	0
	%	0				1				4	12	19	29	3	6	5	
US\$ 7000-7999	Audience	61	0	0	0	5628	0	0	0	41832	756	756	0	27580	620	542	0
	%	0				0				5	3	5		5	4	5	
US\$ 6000-6999	Audience	321	50	0	0	37318	0	0	0	86164	1066	0	0	38086	697	607	74
	%	0	0			3				11	4			7	5	6	11
US\$ 5000-5999	Audience	641	101	101	0	20534	0	0	0	112533	6644	847	0	62675	1352	1312	555
	%	0	0	0		1				14	22	5		12	9	13	79
US\$ 4500-4999	Audience	359	0	0	0	69820	2988	0	0	67512	1240	0	0	53551	612	530	0
	%	0				5	8			8	4			10	4	5	
US\$ 4000-4499	Audience	1280	0	0	0	78727	121	0	0	24907	899	858	0	36249	1257	1257	0
	%	0				5	0			3	3	6		7	8	12	
US\$ 3500-3999	Audience	6582	0	0	0	75661	8466	5946	2875	88859	4276	852	0	59723	5135	2607	0
	%	0				5	22	36	46	11	14	6		11	34	26	
US\$ 3000-3499	Audience	4391	120	120	0	36547	85	0	0	46828	1276	1276	1276	21423	0	0	0
	%	0	0	0		3	0			6	4	8	59	4			
US\$ 2500-2999	Audience	1607	155	155	155	106753	111	0	0	32171	1552	814	0	27025	0	0	0
	%	0	0	0	1	7	0			4	5	5		5			
US\$ 2250-2499	Audience	12331	1763	1555	105	171811	0	0	0	10197	0	0	0	10523	0	0	0
	%	1	2	2	0	12				1				2			
US\$ 2000-2249	Audience	0	0	0	0	151343	1356	605	0	5406	0	0	0	9345	1111	565	0
	%					10	4	4		1				2	7	6	
US\$ 1750-1999	Audience	12731	894	129	37	59084	3515	0	0	0	0	0	0	0	0	0	0
	%	1	1	0	0	4	9										
US\$ 1500-1749	Audience	12543	233	189	83	50160	479	0	0	0	0	0	0	0	0	0	0
	%	1	0	0	0	3	1										
US\$ 1250-1499	Audience	20435	0	0	0	8153	0	0	0	0	0	0	0	0	0	0	0
	%	1				1											
US\$ 1000-1249	Audience	56857	4326	1737	106	70734	480	0	0	0	0	0	0	0	0	0	0
	%	4	4	3	0	5	1										
US\$ 900-999	Audience	93000	7519	5469	154	7807	0	0	0	0	0	0	0	0	0	0	0
	%	6	7	9	1	1											
US\$ 800-899	Audience	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	%																
US\$ 700-799	Audience	83690	4934	3511	770	587	0	0	0	0	0	0	0	0	0	0	0
	%	6	4	6	3	0											
US\$ 600-699	Audience	150152	17458	3932	420	0	0	0	0	0	0	0	0	0	0	0	0
	%	10	16	6	2												
US\$ 500-599	Audience	128301	16147	13407	2791	0	0	0	0	0	0	0	0	0	0	0	0
	%	9	15	21	12												
US\$ 450-499	Audience	60316	11685	10502	10502	0	0	0	0	0	0	0	0	0	0	0	0
	%	4	11	17	45												

Synovate																	
Upto Q3 '10 (11 Markets)																	
TABLE 52 Header-Fashion TV *BY* S13. Personal Income (US\$) (Cont)																	
INCREMENTS: Weight Factor (Q4 2009 - Q3 2010)																	
FILTERS: 11 Markets																	
		Kuala Lumpur			Manila			Singapore			Taipei						
		Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)	Total	Fashion TV (P30D)	Fashion TV (P7D)	Fashion TV (Yesterday)
Sample size		1729	62	32	7	1630	246	113	29	1691	58	35	10	1687	29	11	3
Projected universe		435000	11660	7102	858	455000	76071	34071	8921	668000	18954	11398	4688	1206000	18963	6339	2004
%		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
S13. Personal Income (US\$)																	
US\$ 400-449	Audience	0	0	0	0	19967	2922	629	0	0	0	0	0	0	0	0	0
	%					4	4	2									
US\$ 350-399	Audience	0	0	0	0	4815	460	460	0	0	0	0	0	0	0	0	0
	%					1	1	1									
US\$ 300-349	Audience	0	0	0	0	13905	4278	394	317	0	0	0	0	0	0	0	0
	%					3	6	1	4								
US\$ 250-299	Audience	0	0	0	0	4034	0	0	0	0	0	0	0	0	0	0	0
	%					1											
US\$ Below 250	Audience	0	0	0	0	10724	3241	1539	0	0	0	0	0	0	0	0	0
	%					2	4	5									
No Answer	Audience	83912	2274	1817	264	229712	31346	16198	3949	133002	3440	2347	950	241970	5771	473	0
	%	19	20	26	31	50	41	48	44	20	18	21	20	20	30	7	
TOTALS	Audience	435000	11660	7102	858	455000	76071	34071	8921	668000	18954	11398	4688	1206000	18963	6339	2004
	%	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MEANS	Audience	1892.277	2072.364	1845.103	3162.927	1145.929	1363.496	1790.196	1231.969	3787.301	3841.409	3604.194	3333.783	2378.964	2224.304	2344.119	2426.673
MEDIANS		1457.716	1377.607	1504.391	1838.852	755.087	727.332	791.662	786.597	3139.847	3078.219	2954.071	2931.645	1971.67	2218.34	2308.774	2386.389
STD. DEVIATION		1450.884	2001.424	1769.081	3386.195	1649.533	2023.576	2691.604	1255.097	2084.538	2150.066	1884.54	999.956	1624.537	675.521	671.518	207.246

