


IPSOS AFFLUENT SURVEY

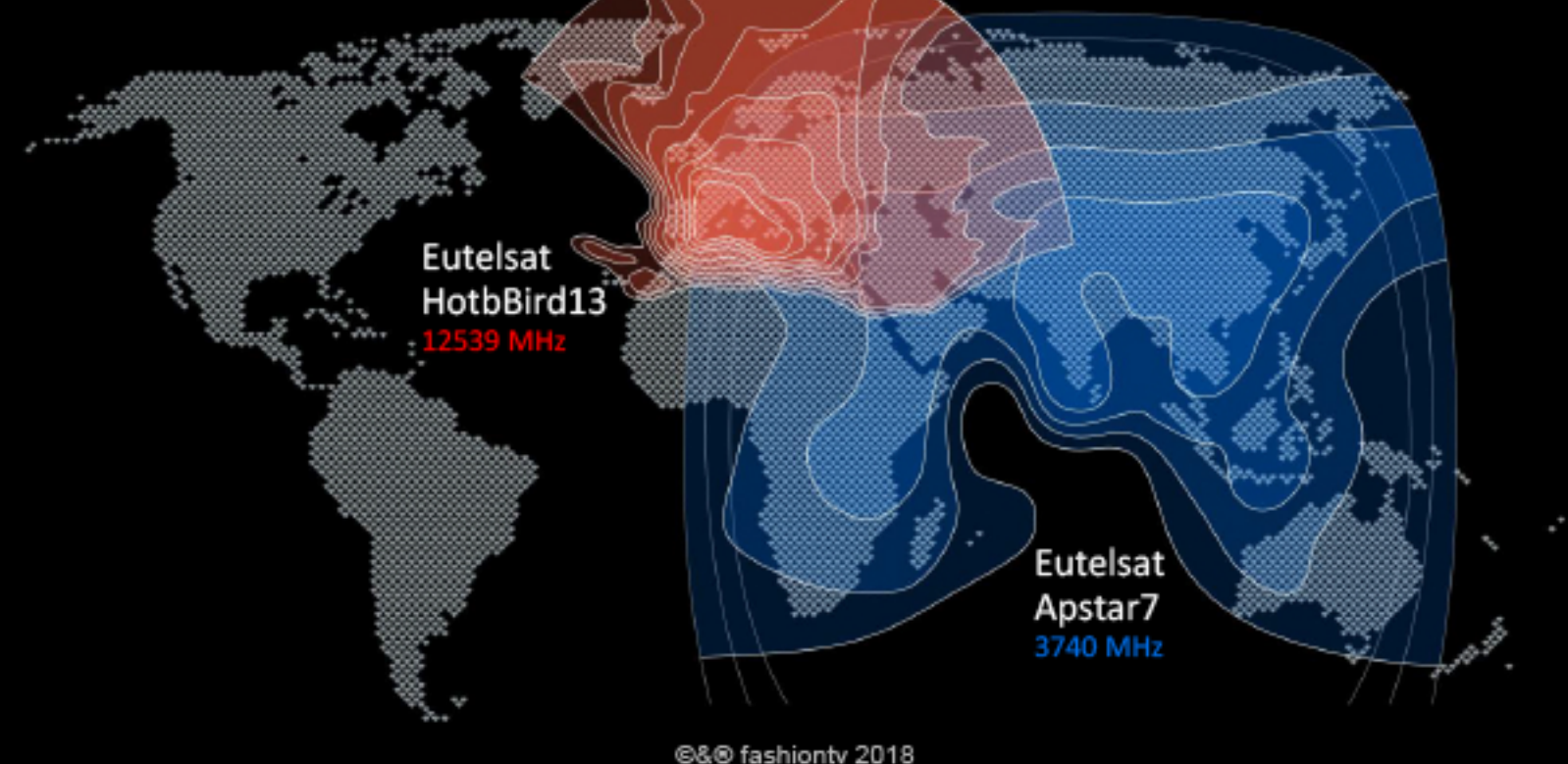


IPSOS AFFLUENT SURVEY | REACH PER COUNTRY IN %

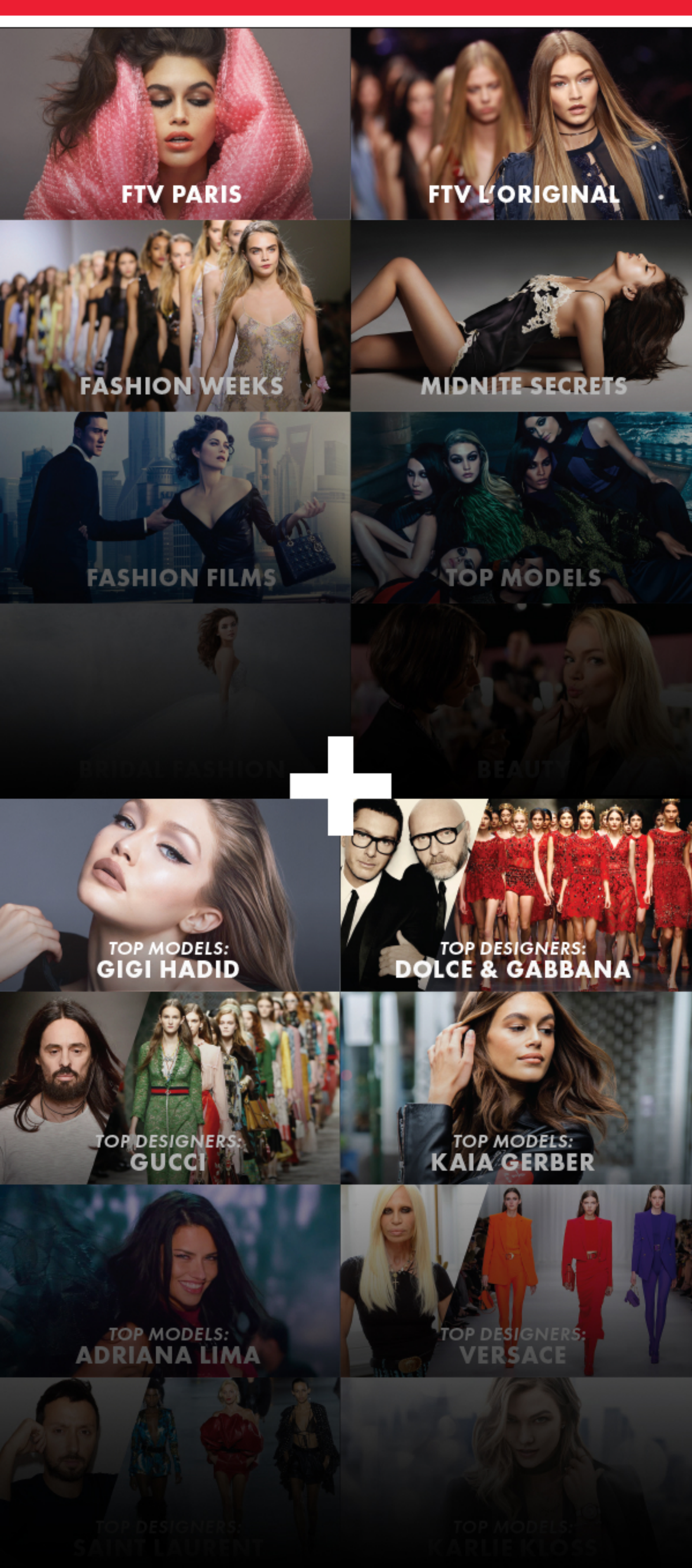
Country	 fashiontv	E! Entertainment	TLC	CNN	Bloomberg	Sky News	CNBC	Euronews
Europe 21 Countries	4.7%	5.2%	8.8%	28.7%	8.5%	24.3%	10.7%	19.2%
Europe 17 Countries	3.7%	4.9%	6.6%	28.5%	8.6%	25.8%	10.5%	18.5%
Austria	4.4%	2.0%	2.7%	35.1%	9.1%	14.6%	11.3%	22.7%
Belgium Luxembourg	3.8%	4.1%	0.0%	23.7%	4.5%	4.4%	7.4%	19.5%
Denmark	0.1%	2.6%	16.6%	35.9%	4.8%	12.6%	9.2%	10.3%
Finland	1.7%	3.4%	1.9%	21.1%	6.3%	17.0%	10.9%	14.4%
France	3.4%	3.0%	0.0%	17.1%	5.7%	5.3%	5.6%	22.5%
Germany	1.3%	2.1%	5.7%	29.3%	8.4%	16.6%	9.5%	17.4%
Ireland	6.4%	19.0%	22.8%	44.7%	14.7%	83.1%	25.2%	34.6%
Italy	3.8%	4.4%	0.0%	23.8%	8.9%	47.2%	9.6%	21.0%
Netherlands	3.4%	4.2%	26.4%	37.9%	5.8%	12.8%	9.7%	10.5%
Norway	2.3%	3.5%	18.8%	38.2%	8.5%	16.1%	10.5%	9.7%
Portugal	21.1%	18.6%	34.4%	47.4%	15.7%	42.8%	21.7%	58.1%
Spain	3.3%	1.9%	0.0%	26.4%	8.3%	9.3%	10.4%	18.7%
Sweden	1.8%	4.9%	12.3%	37.0%	5.3%	11.5%	8.9%	8.8%
Switzerland	1.5%	3.4%	8.0%	29.6%	8.1%	12.4%	10.5%	28.2%
Turkey	22.2%	5.4%	0.0%	40.0%	17.3%	13.5%	24.1%	25.9%
UK	2.4%	11.8%	14.4%	32.7%	11.2%	67.0%	13.1%	10.3%
Czech	10.0%	0.6%	3.9%	24.8%	4.3%	6.6%	7.7%	14.2%
Hungary	3.9%	1.3%	16.3%	31.0%	6.2%	15.3%	6.9%	17.3%
Poland	12.3%	10.8%	34.7%	33.1%	10.3%	15.7%	16.5%	18.1%
Russia	13.3%	6.2%	19.4%	27.3%	7.0%	13.2%	10.1%	50.3%
APAC excl. China	10.5	5,6	10,9	26,4	6,0	8,4	7,4	4,0
Bangkok	25.2	6.1	2.2	31.7	5.6	23.4	6.1	4.8
Hong Kong	5.3	0.6	5.6	16.8	5.9	1.8	6.4	1.4
Jakarta	13.1	6.5	6.3	24.4	4.5	3.4	9.9	4.2
Kuala Lumpur	12.1	10.8	21.1	42.7	17.3	0.0	20.1	8.8
Manila	19.7	16.0	23.0	60.7	16.3	0.0	16.7	5.5
Singapore	11.4	11.5	15.2	37.9	15.4	6.3	21.3	7.3
Taipei	5.2	0.0	33.4	37.2	3.1	0.0	4.6	3.4
India	15.7	0.0	11.1	22.1	2.9	0.0	0.0	4.6
Seoul	4.0	0.0	0.0	9.7	1.1	1.7	3.7	0.0
Sydney	6.0	19.7	6.2	25.4	6.3	37.1	9.7	7.1
Melbourne	4.2	16.0	6.9	20.1	6.6	30.8	8.6	5.0

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