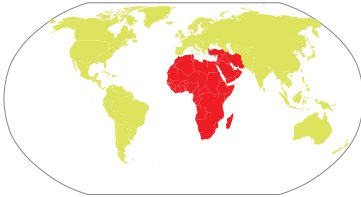
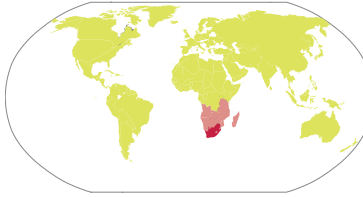


COMPETITIVE MATRIX



SCREENAFRICA

Frequency Format	Alt-Monthly	Monthly	
Established	1991	1988	
Editorial focus	In-depth articles on the trends and technologies that are shaping the future of the broadcast and professional AV industry in Africa and the Middle East. Broad range of content on all aspects relating to content creation, management and distribution.	Screen Africa provides insightful and compelling information in its print and electronic publications about the South African professional entertainment industry, which comprises film, TV, commercials and new media production as well as events and professional equipment.	
Audit status	BPA audit Dec 08	ABC March 09	
Ave paid circulation	-	241	
Ave. qualified circulation	5025	-	
Ave. non-qualified circulation	734	754	
Bulk free distribution	-	2354	
Ave. total circulation	5759	3349	
Geographic distribution	Oct 2008 - Vol 102	Ave Jan - March 2009	
			
• Asia	113	-	
• Middle East	2475	-	
• Europe	703	-	
• North America	167	-	
• Africa	1665	3317	
South Africa		1175	2970
SADC		58	347
Africa - other		432	-
Not Allocated	753	32	
Distribution Breakout			
• Individuals by name	91.4%	29.7%	
• Title or functions only	-	-	
• Company names only	4.6%	-	
• Multi-Copy, Same Addressee copies	4.0%	-	
• Single Copy Sales	-	-	
• Bulk free: recipient unknown	N/A	70.3%	

* All information on this comparison is drawn from audit reports issued by BPA Worldwide and ABC South Africa as well as other public documents. No attempt is made to rank the data. Users of this comparison may access the detailed audit report for AV Specialist from www.bpaww.org and the detailed audit report for Screen Africa from www.abc.org.za