

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

Two Corporate Drive, Ninth Floor
Shelton, CT 06484-6259
Phone: +1 203.447.2800
Fax: +1 203.447.2900
www.bpaww.com

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.



ITP
Aamal house at IMPZ
Unit D55, 56,
Dubai, 500024,
UNITED ARAB EMIRATES
Tel.: 971 4 4356000
Fax: 971 4 4356080
www.itp.com

Official Publication of: None
Established: 1998
Issues Per Year: 12

FIELD SERVED

Digital Studio serves production houses, audio & visual broadcasting companies, design studios, entertainment industry, AV and satellite equipment distributors/manufacturers/suppliers, events/exhibition organizers, film studios, media and advertising houses and other related companies.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include all broadcast professionals & consultants, senior management & managers, creative directors, technical directors, photographers, broadcast engineers, film directors, AV technicians, graphic designers, production/creative/design managers and directors and all others allied to the field

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	540
Rotated or Occasional _____	-
*Allocated for Trade Shows and Conventions _____	200
All Other _____	354
TOTAL	1,094

*See Paragraph 11

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	6,397	90.0	6,397	90.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	709	10.0	709	10.0	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	7,106	100.0	7,106	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2008 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
October _____					6,873	December _____					7,313
November _____					7,132	TOTAL					

*See Paragraph 11

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2008**This issue is 4.4% or 310 copies above the average of the other 2 issues reported in Paragraph two.**

Business & Industry	TOTAL QUALIFIED	PERCENT OF TOTAL
Digital Studio serves production houses, audio & visual broadcasting companies, design studios, entertainment industry, AV and satellite equipment distributors/manufacturers/suppliers, events/exhibition organizers, film studios, media and advertising houses and other related companies (See Note1)	6,577	89.9
MCSA	736	10.1
TOTAL QUALIFIED CIRCULATION	7,313	100.0
PERCENT	100.0	-

Note1: Qualified recipients include all broadcast professionals & consultants, senior management & managers, creative directors, technical directors, photographers, broadcast engineers, film directors, AV technicians, graphic designers, production/creative/design managers and directors and all others allied to the field.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-PAID CIRCULATION FOR ISSUE OF DECEMBER 2008

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Personal direct request from the recipient: _____	1,684	583	286			2,553	34.9
a. Written _____	898	254	77			1,229	16.8
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	786	329	209			1,324	18.1
II. TOTAL - Request from recipient's company: _____	7	2	3			12	0.2
a. Written _____	-	-	1			1	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	7	2	2			11	0.2
III. TOTAL - Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	736	-	-			736	10.1
a. Written _____	736	-	-			736	10.1
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	3,893	119	-			4,012	54.8
Association rosters and directories _____	-	-	-			-	-
*Business directories _____	3,893	119	-			4,012	54.8
Independent field reports _____	-	-	-			-	-
Licensees - National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	6,320	704	289			7,313	100.0
*See Paragraph 11	PERCENT	86.4	9.6	4.0		100.0	-

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2008

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			3,117	42.6
Individuals by name only _____			219	3.0
Titles or functions only _____			3,165	43.3
Company names only _____			76	1.0
Multi-Copy Same Addressee copies _____			736	10.1
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			7,313	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2008

Region/Country	Total Qualified	Percent	Region/Country	Total Qualified	Percent
ASIA			Greece _____	7	
Afghanistan _____	1		Hungary _____	23	
China _____	103		Italy _____	206	
Georgia _____	1		Macedonia _____	1	
Hong Kong - SAR _____	1		Netherlands _____	155	
India _____	37		Norway _____	63	
Japan _____	42		Portugal _____	30	
Korea, Democratic People's Republic Of _____	56		Ireland _____	21	
Malaysia _____	4		Russian Federation _____	1	
Pakistan _____	49		Spain _____	121	
Singapore _____	58		Sweden _____	92	
Taiwan _____	64		Switzerland _____	49	
Thailand _____	1		Turkey _____	15	
Subtotal	417	5.7	Ukraine _____	1	
MIDDLE EAST			United Kingdom _____	763	
Bahrain _____	205		Subtotal	2,571	35.2
Iran _____	76		AFRICA		
Iraq _____	3		Algeria _____	2	
Jordan _____	78		Egypt _____	164	
Kuwait _____	95		Kenya _____	2	
Lebanon _____	74		Libyan Arab Jamahiriya _____	6	
Oman _____	75		Morocco _____	1	
Qatar _____	127		South Africa _____	32	
Saudi Arabia _____	430		Sudan _____	1	
Syrian Arab Republic _____	25		Tanzania _____	2	
United Arab Emirates _____	2,563		Tunisia _____	3	
Yemen _____	17		Subtotal	213	2.9
Subtotal	3,768	51.5	NORTH AMERICA		
EUROPE			Canada _____	51	
Austria _____	32		United States _____	290	
Belgium _____	105		Mexico _____	2	
Cyprus _____	16		Subtotal	343	4.7
Czech Republic _____	10		ASIA PACIFIC		
Denmark _____	50		New Zealand _____	1	
Finland _____	25		Subtotal	1	-
France _____	249		TOTAL QUALIFIED CIRCULATION	7,313	100.0
Germany _____	536				

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2008

Country	Total Qualified	Percent
MIDDLE EAST		
UNITED ARAB EMIRATES		
Abu Dhabi _____	276	3.8
Dubai _____	2,103	28.8
Sharjah _____	134	1.8
Ras Al Kaima _____	16	0.2
Fujeirah _____	7	0.1
Ajman _____	24	0.3
Umm al-Quwain _____	3	-
Subtotal UNITED ARAB EMIRATES	2,563	35.0
Other Countries _____	4,750	65.0
TOTAL QUALIFIED CIRCULATION	7,313	100.0

9. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS	
6-Month Period Ended:	Audited Data
	October - December 2008*
Total Audit Average Qualified: _____	7,106
Qualified Non-Paid: _____	7,106
Qualified Paid: _____	-
Post Expire Copies included in Paid Circulation: _____	**NC
Average Annual Order Price: _____	**NC

***NOTE: 2008 data is audited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

10. PAID CIRCULATION DATA	
**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

11. ADDITIONAL DATA

AVERAGE NON-QUALIFIED CIRCULATION:

TRADE SHOW COPIES:

600 copies were allocated to IPTV World Forum Middle East and Africa that took place in Dubai on 3rd through 4th of November 2008.

PARAGRAPH 2:

Since this is an Initial Audit Report, additions and removals are not reported. They will be reported on the June 2009 circulation statement.

PARAGRAPH 3b:

Business directories include 8 sources of circulation for quantities of 119 copies or 1.6% to 1,921 copies or 26.3%, including China Pro Audio & Lighting Purchase Yearbook 2008 IBC Exhibitor Catalogue 2008.

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.

We have examined the circulation records of the subject publication for the period covered by this report. Our examination was made in accordance with generally accepted circulation auditing standards and, accordingly, included such tests of non-paid and paid circulation accounting records, business/occupational qualifications and mailing addresses of the publication's recipients, distribution statements, postal receipts, paper usage reports, printing bills, and such other auditing procedures as were considered necessary.

Based on such examination, the statements set forth in this report present fairly and accurately the circulation position of this publication in conformance with generally accepted circulation principles

BPA Worldwide

Shelton, CT

March 26, 2009

Type : A

ID Number : D220IOM9