

BRAND EXPOSURE REPORT

BIATHLON WORLD CUP PURSUIT SCORE MEN

CHANNEL: EUROSPO, DATE: 04.03.2007, HOURS: 14:10:12 - 14:57:36

LP	BRAND NAME	PROGRAM	CHANNEL	NO. OF RECEIVED EXPOSURES	NO. OF CONTACTS '000	€VALUE	AUDIENCE*		
							AMR%	AMR '000	SHR%
1	ERDGAS	WORLD CUP PURSUIT SCORE MEN	EUROSPO	63	9702	7 277	0,44	154	1,48
2	VISSMANN	WORLD CUP PURSUIT SCORE MEN	EUROSPO	56	8624	6 468	0,44	154	1,48
3	DKB	WORLD CUP PURSUIT SCORE MEN	EUROSPO	43	6622	4 967	0,44	154	1,48
4	SUZUKI	WORLD CUP PURSUIT SCORE MEN	EUROSPO	32	4928	3 696	0,44	154	1,48
5	LAHTI	WORLD CUP PURSUIT SCORE MEN	EUROSPO	23	3542	2 657	0,44	154	1,48
6	KROMBACHER	WORLD CUP PURSUIT SCORE MEN	EUROSPO	20	3080	2 310	0,44	154	1,48
7	BAUHAUS	WORLD CUP PURSUIT SCORE MEN	EUROSPO	17	2618	1 964	0,44	154	1,48
8	ODLO	WORLD CUP PURSUIT SCORE MEN	EUROSPO	8	1232	924	0,44	154	1,48
9	SOMFY	WORLD CUP PURSUIT SCORE MEN	EUROSPO	7	1078	809	0,44	154	1,48
10	ADIDAS	WORLD CUP PURSUIT SCORE MEN	EUROSPO	5	770	578	0,44	154	1,48
11	ESF	WORLD CUP PURSUIT SCORE MEN	EUROSPO	4	616	462	0,44	154	1,48
12	E-ON	WORLD CUP PURSUIT SCORE MEN	EUROSPO	4	616	462	0,44	154	1,48
13	ERDINGER	WORLD CUP PURSUIT SCORE MEN	EUROSPO	2	308	231	0,44	154	1,48
14	VITAL	WORLD CUP PURSUIT SCORE MEN	EUROSPO	2	308	231	0,44	154	1,48
15	MADSHUS	WORLD CUP PURSUIT SCORE MEN	EUROSPO	2	308	231	0,44	154	1,48
16	DSV	WORLD CUP PURSUIT SCORE MEN	EUROSPO	1	154	116	0,44	154	1,48
17	CREATON	WORLD CUP PURSUIT SCORE MEN	EUROSPO	1	154	116	0,44	154	1,48
18	FISCHER	WORLD CUP PURSUIT SCORE MEN	EUROSPO	1	154	116	0,44	154	1,48
TOTAL				291	44 814	33 611			



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*AUDIENCE: ALL 4+, PANEL FOR POLAND

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BRAND NAME	NO. OF EXPOSURES	LOCATION-1	LOCATION-2	SHR
ADIDAS	5	DYNAMIC	CLOTHING	100%
BAUHAUS	17	STATIC	BORDER	100%
CREATON	1	DYNAMIC	CLOTHING	100%
DKB	17	DYNAMIC	CLOTHING	39,5%
DKB	26	STATIC	BORDER	60,5%
DSV	1	DYNAMIC	CLOTHING	100%
E-ON	4	DYNAMIC	CLOTHING	100%
ERDGAS	29	DYNAMIC	CLOTHING	46,0%
ERDGAS	34	STATIC	BORDER	54,0%
ERDINGER	2	DYNAMIC	CLOTHING	100%
ESF	4	DYNAMIC	CLOTHING	100%
FISCHER	1	DYNAMIC	CLOTHING	100%
KROMBACHER	20	STATIC	BORDER	100%
LAHTI	15	DYNAMIC	CLOTHING	65,2%
LAHTI	8	STATIC	BORDER	34,8%
MADSHUS	2	DYNAMIC	CLOTHING	100%
ODLO	8	DYNAMIC	CLOTHING	100%
SOMFY	7	DYNAMIC	CLOTHING	100%
SUZUKI	32	STATIC	BORDER	100%
VISSMANN	4	DYNAMIC	EQUIPMENT	7%
VISSMANN	14	DYNAMIC	CLOTHING	25%
VISSMANN	38	STATIC	BORDER	68%
VITAL	2	DYNAMIC	CLOTHING	100%

