

HANDBALL WORLD CHAMPIONSHIP - FINAL - GERMANY-POLAND

BRAND EXPOSURE REPORT

TV POLSAT, FEB. 4TH 2007, SUNDAY, HOUR: 16.30

NO.	EXPOSED BRANDS	NO.OF CONTACTS	€ VALUE*	NO. OF. EXPOSURES
1	EURO HYPO	1 447 951	649 722	315
2	GRUNDFOS	1 126 184	505 339	245
3	HAMBURG MANNHEIMER	1 075 621	482 650	234
4	AJ	625 147	280 515	136
5	VOLA	602 164	270 202	131
6	INTER SPORT	560 794	251 638	122
7	KIA MOTORS	533 214	239 263	116
8	TAKT	524 020	235 137	114
9	LUFTHANSA	505 634	226 887	110
10	CEED	353 944	158 821	77
11	LIQUI MOLY	298 784	134 070	65
12	LUK	284 994	127 882	62
13	ADIDAS	239 027	107 256	52
14	HUMMEL	202 253	90 755	44
15	QS	202 253	90 755	44
16	WWW.ALJAZEERA SPORT.NET	170 077	76 317	37
17	KEMPA	170 077	76 317	37
18	DONG ENERGY	160 883	72 191	35
19	FUSION	133 303	59 816	29
20	BWIN.COM	124 110	55 690	27
21	KOLNARENA	119 513	53 628	26
22	HENKEL	91 933	41 252	20
23	ALJAZEERA NETWORK	87 337	39 190	19
24	WWW.ALJAZEERA.NET	82 740	37 127	18
25	ALJAZEERA SPORT CHANNEL	50 563	22 689	11
26	MONDO	27 580	12 376	6
28	BRAUN	22 983	10 313	5
29	HANDBALL WORLD CHAMPIONSHIP	13 790	6 188	3
30	VIVE	4 597	2 063	1

*MEDIA VALUE ESTIMATED ACCORDING TO POLISH AD EXPENDITURES IN TV CHANNELS

