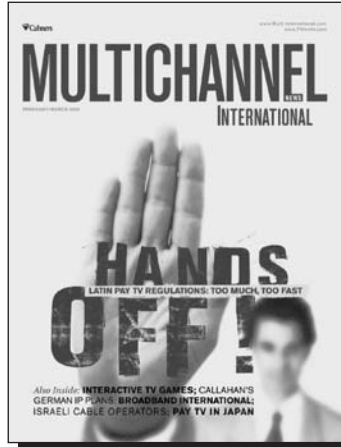


# Multichannel News International (Former Subscribers)

More than 11,000 key executives involved in cable, satellite, broadcasting, telecommunications and the Internet subscribed to *Multichannel News International* for news and analysis on the global communications market. *Multichannel News International's* former subscribers are made up of key management in the TV and telecommunications industries all over the world, with strong geographic coverage in all the major regions.



- ◆ Test this file for offers such as:
  - ◆ Communication Seminars & Trade Shows
  - ◆ General Business/Financial Publications & Services
  - ◆ TV/Cable/Telecommunication Products & Publications
  - ◆ Customized Computer Systems & Software

*Multichannel News International* is updated monthly. Contact a DM2 Account Executive for up-to-the-minute counts.

**Size of List: 11,225**

**Base Price: \$250/M**

## Selections (Additional Cost/M)

Geographic Analysis:	
Country	\$10/M
Acquisition Source	\$10/M
Area of the World Purchase	\$10/M
Business Type	\$15/M
Buying Authority	\$25/M
Recency	\$10/M
Job Function	\$15/M
SIC Code	\$15/M

**SEE ALSO:**  
**Broadband Week (Former Subscribers)**  
**Broadcasting & Cable**  
**Broadcasting & Cable Yearbook**  
**Cablevision (Former Subscribers)**  
**CED**  
**Multichannel News**

Minimum Order: 5,000 Names  
 1 year unlimited usage available  
 Prices subject to change without notice  
 Call for any additional costs, conditions and terms.

State	ZIP Code	Individuals
ME	039-049	6
NH	030-038	1
VT	050-059	5
MA	010-027	20
RI	028-029	2
CT	060-069	23
<b>New England</b>		<b>0.5%</b>
		<b>57</b>
NY	100-149	176
NJ	070-089	39
PA	150-196	53
<b>Middle Atlantic</b>		<b>2.4%</b>
		<b>268</b>
OH	430-458	18
IN	460-479	4
IL	600-629	21
MI	480-499	9
WI	530-549	9
<b>East North Central</b>		<b>0.5%</b>
		<b>61</b>
MN	550-567	18
IA	500-528	6
MO	630-658	10
ND	580-588	2
SD	570-577	4
NE	680-693	5
KS	660-679	12
<b>West North Central</b>		<b>0.5%</b>
		<b>57</b>
DE	197-199	1
MD	206-219	23
DC	200-205	14
VA	220-246	20
WV	247-268	6
NC	270-289	7
SC	290-299	5
GA	300-319	33
FL	320-349	107
<b>South Atlantic</b>		<b>1.9%</b>
		<b>216</b>
KY	400-427	9
TN	370-385	10
AL	350-369	11
MS	386-397	7
<b>East South Central</b>		<b>0.3%</b>
		<b>37</b>
AR	716-729	6
LA	700-714	4
OK	730-749	11
TX	750-799	28
<b>West South Central</b>		<b>0.4%</b>
		<b>49</b>
MT	590-599	5
ID	832-838	5
WY	820-831	2
CO	800-816	47
NM	870-884	2
AZ	850-865	8
UT	840-847	4
NV	889-898	1
<b>Mountain</b>		<b>0.7%</b>
		<b>74</b>
AK	995-999	3
WA	980-994	7
OR	970-979	12
CA	900-961	157
HI	967-968	5
<b>Pacific</b>		<b>1.6%</b>
		<b>184</b>
<b>United States</b>		<b>8.9%</b>
<b>U.S. Territories</b>		<b>0.0%</b>
<b>Canada</b>		<b>—</b>
<b>Mexico</b>		<b>2.5%</b>
<b>Other International</b>		<b>88.6%</b>
<b>APO/FPO</b>		<b>—</b>
<b>Unknown</b>		<b>—</b>
<b>Total</b>		<b>100.0%</b>
		<b>11,225</b>

# Multichannel News International (Former Subscribers)

## Job Function

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Corporate Management	3,253
Marketing/Sales	1,631
Operations Management	1,650
Programming	584
Technical/Engineering	3,596

## Business Type

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Advertising Agency	218
Broadcast Television Station	1,306
Consultant	1,004
DBS/Satellite System Operator	413
Financial Institution, Broker, Investor	244
Government or Regulatory Agency	418
Independent Cable System Operator	1,328
MMDS System Operator	182
MSO Cable System Operator	911
Program Network Provider	588
Program Producer/Distributor/ Syndicator	681
SMATV System Operator	119
TV/Cable Equipment Manufacturer/ Distributor	1,933
Telephone or Utility Company	1,160
Trade Association	60
Other Satellite Service Provider	557

## Buying Authority\*

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Cable/TV Components/Satellite/ Telcommunications	6,831
Programming	2,761
Other	759

## Area of the World Purchase\*

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Asia	4,603
Central/South America	2,666
North America	2,925
U.K./Europe	4,544

Source: Publisher's own data

\* Multiple Response