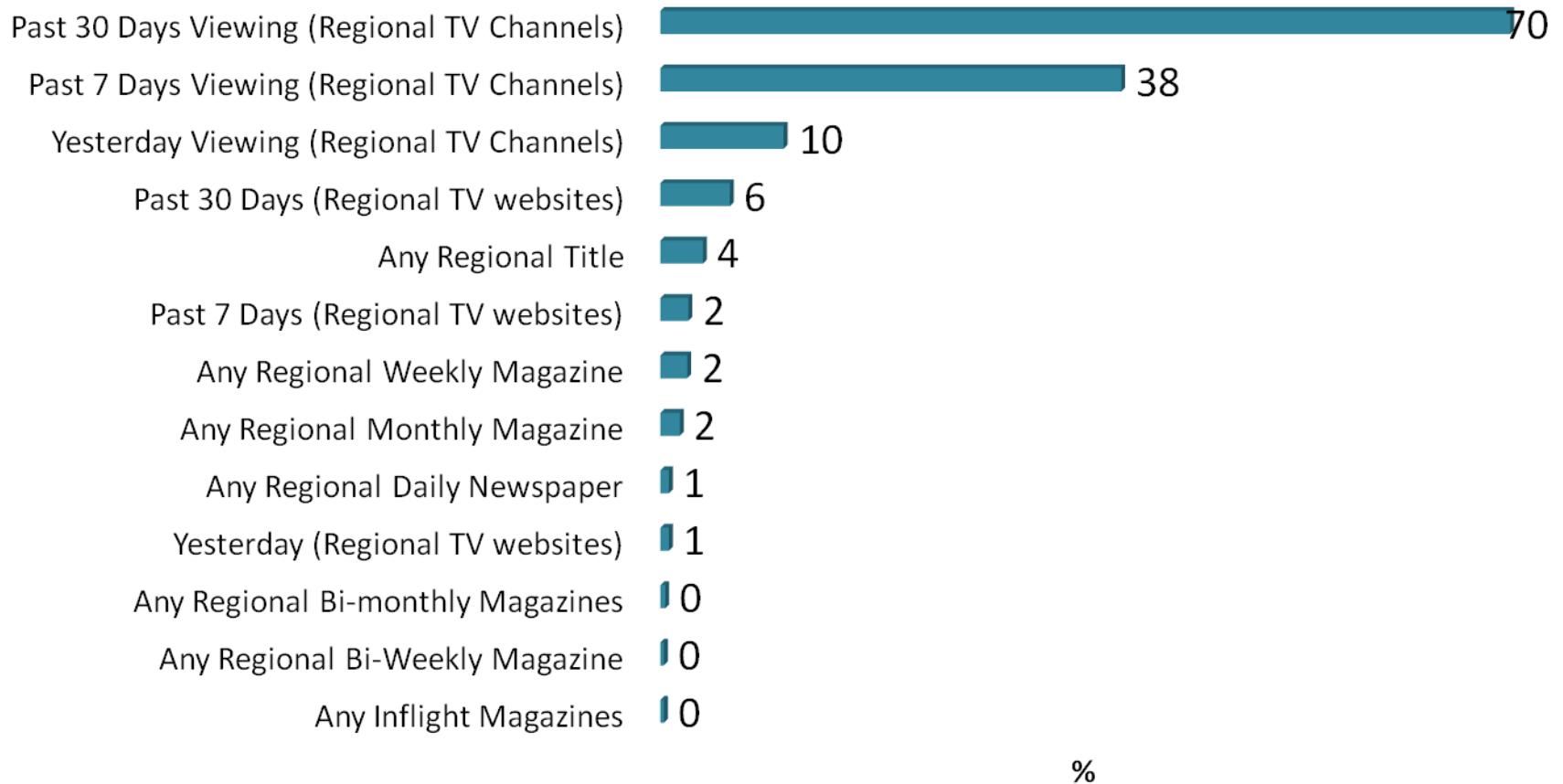


# South Korea: Seoul elites media consumption

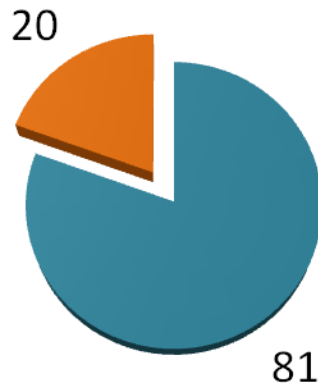


Source: Synovate PAX Q408-Q309

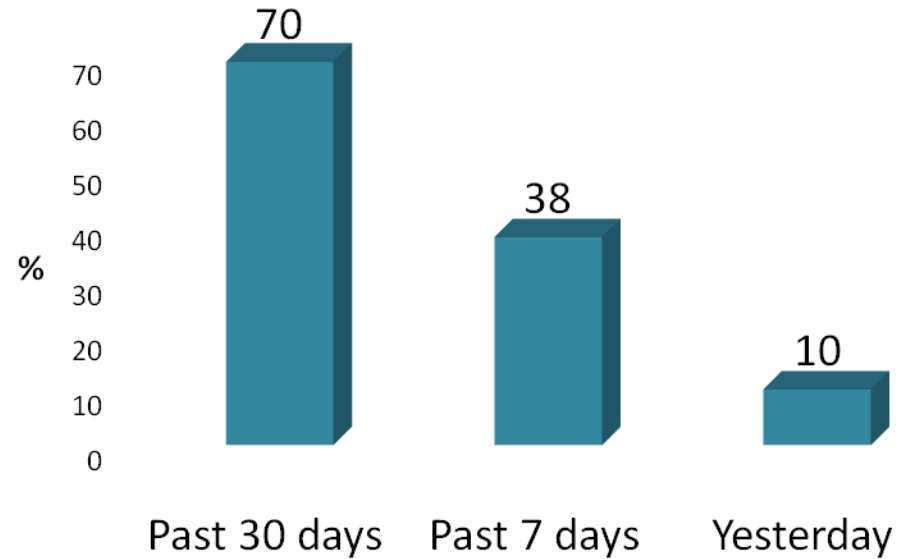
# South Korea: Seoul elites

81% have subscription TV

- Have access to subscription TV at home
- Do not have access to subscription TV at home



70% watch regional cable & satellite TV



# South Korea: Seoul Elites

## Regional TV Viewers



**Laptop/notebook  
computer: 43.2%**  
**Index vs. All : 113**



**MP3 player: 39.6%**  
**Index vs. All : 109**



**Digital still camera: 52.8%**  
**Index vs. All : 109**

Source: Synovate PAX Q408-Q309  
Base: Past 7 days viewers