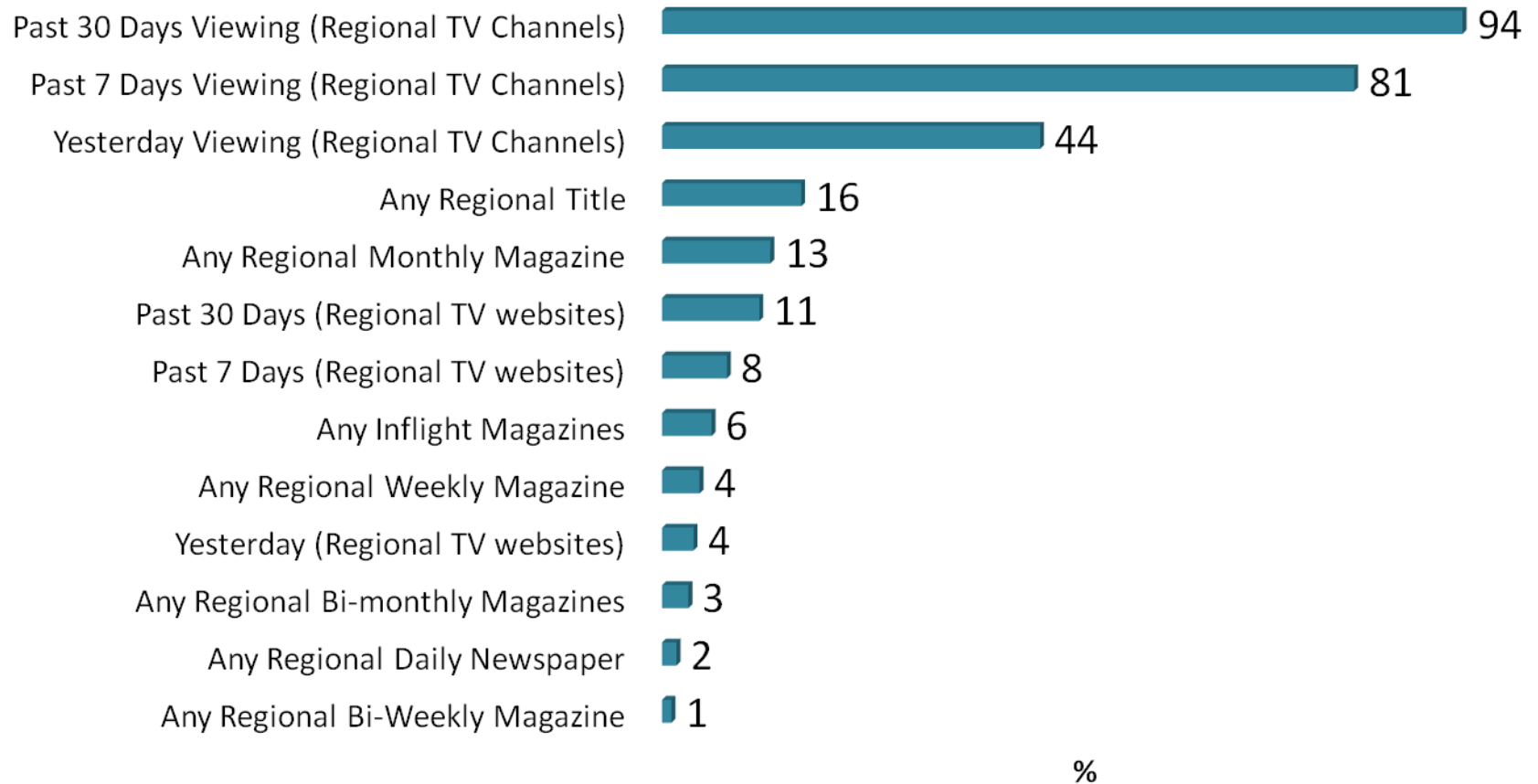


Taiwan: Taipei elites media consumption



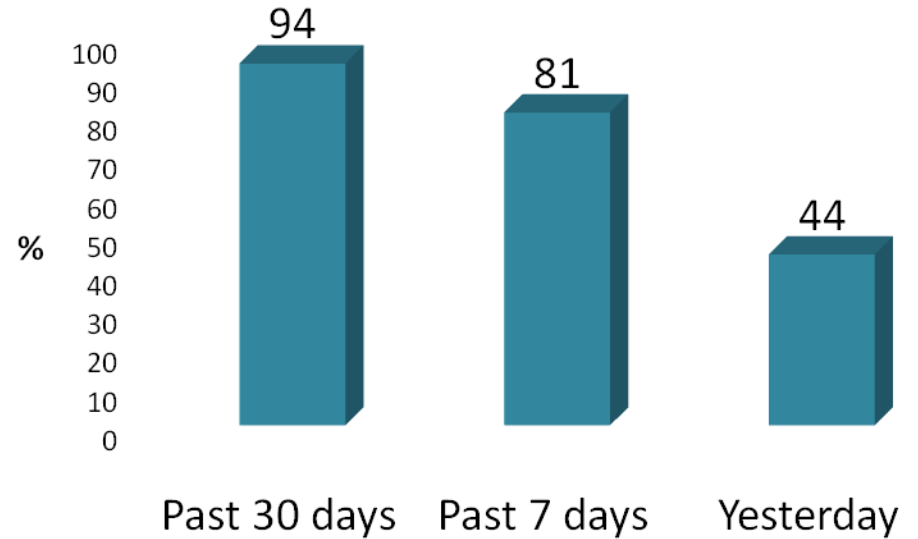
Taiwan: Taipei elites

89% have subscription TV

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



94% watch regional cable & satellite TV



Taiwan: Taipei Elites

Regional TV Viewers



MP4 player: 29.2%
Index vs. All : 110



1+ leisure trips: 38.5%
Index vs. All : 107



**Luxury watch worth
US\$500+:** 25.3%
Index vs. All : 106

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