



Ipsos MENA's statement on pan Arab channel ratings

May 30, 2013

In reference to some data published mentioning Ipsos pan Arab channel ranking and ratings, we would like to clarify that we confirm measuring viewership in 11 MENA countries only - as part of our continuous syndicated studies on general TV viewership habits; while another research agency had measured the remaining 10 countries.

Upon request from Al Jazeera, viewership figures have been combined from both research agencies, bringing together results from the 21 countries of the region, which were published by Al Jazeera network.

We would also like to affirm the accuracy of the data resulting from the 11 MENA countries covered by Ipsos, and claim full responsibility for it.

About Ipsos

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Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,789.5 billion (2300 billion USD) in 2012.

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