



EE Times Network – Engagement and Traffic Report for
October 2010

Focus on: Products

&

Introducing: EE Times Confidential



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Executive Summary

This report provides a summary for the EE Times Traffic and Audience Engagement for the month of October 2010. The EE Times Network recorded 3.2 million page views in the month with 823 thousand monthly unique visitors, leading to 1.3 million visits to our sites.

Audience Engagement levels reached a new high again this month as the wider engineering community posted 3,212 comments/messages on various articles and blogs.

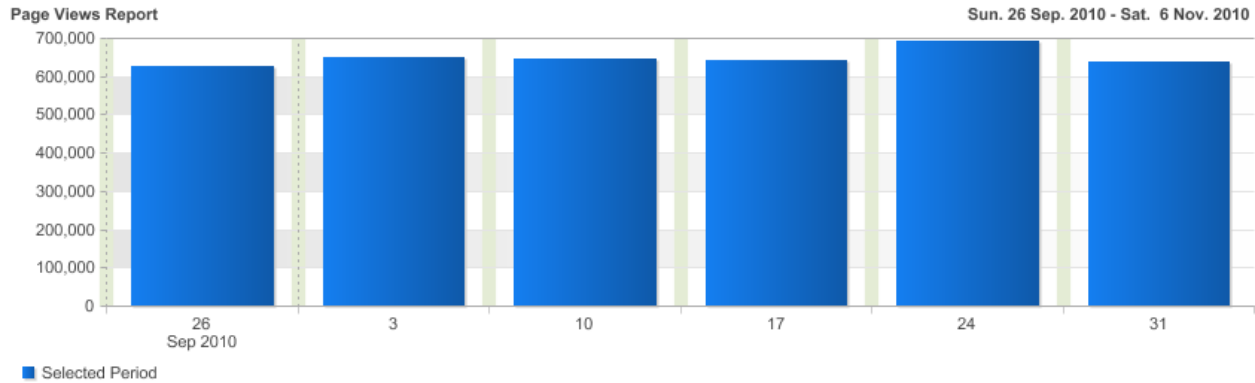
The average time spent on the site was 8.22 minutes with global engineering community engaging with the content and commenting on blogs, etc.

In this report, the focus is on the Products section which resides at <http://www.eetimes.com/electronics-products> and also incorporates the new product search capability.

We are extremely delighted to introduce EE Times Confidential, a subscription-based premium content publication (available in PDF) that delivers actionable intelligence, insights and proprietary data on the global electronics market. We have a lot more info about this exciting publication on page 22.

Page Views

The EE Times Network recorded 3.2 million page views and we have seen a steady increase each week. An analysis of the graph (that includes September 26 – 30 and November 1 – 6 for week uniformity) below shows the increase in page views week over week. This is a pure result of the combined efforts of the whole team in providing feedback with an aim of continuous improvement.



Graph Generated by SiteCatalyst using Report Accelerator at 3:36 PM EST, 7 Nov 2010

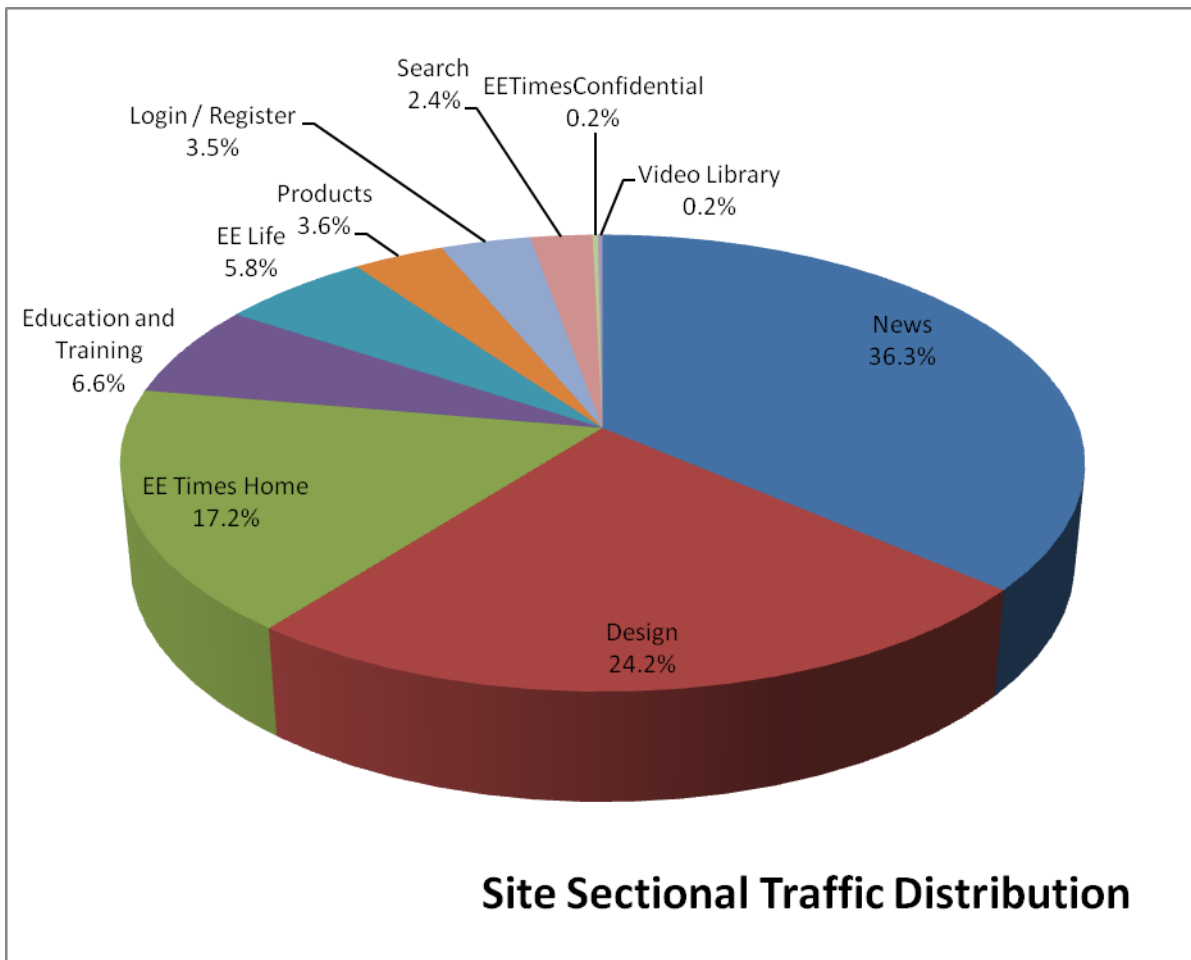
	Date (week beginning) Sept 26-30 + October 2010 + Nov 1-6 – eetimes.com Only	Selected Period
1.	Sep 26, 2010	626,451
2.	Oct 3, 2010	650,927
3.	Oct 10, 2010	644,754
4.	Oct 17, 2010	643,279
5.	Oct 24, 2010	690,804
6.	Oct 31, 2010	636,671
	Total	3,892,886

	Date (week beginning) October 2010 – eetimes.com Only	Selected Period
1.	Sep 26, 2010	129,681
2.	Oct 3, 2010	650,927
3.	Oct 10, 2010	644,754
4.	Oct 17, 2010	643,279
5.	Oct 24, 2010	690,804
6.	Oct 31, 2010	42,093
	Total	2,801,538

Site Section Traffic Distribution

The news section is the most read section followed by Design. The merger of DesignLines, Education-Training and Products with EE Times has increased cross traffic between various sections positioning eetimes.com as the go to place for global engineering ecosystem. This is consistent with our strategy of this major re-design of the website.

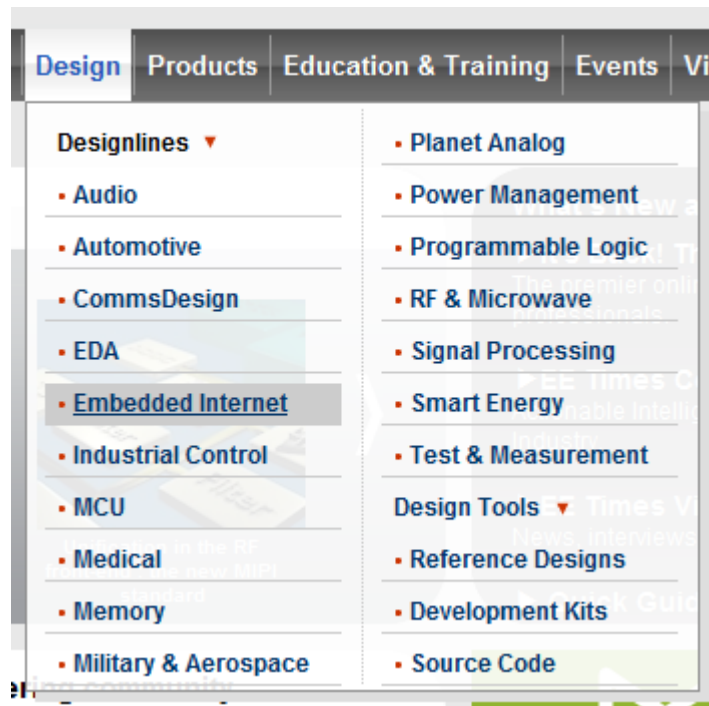
The percentage of the traffic to the news section has increased by 2% and the design section has shown a strong and steady performance as compared to the previous month. Our readers are very much interested in the detailed technical resources presented in various DesignLines that include in-depth editorial content, code samples, reference designs, development kits, etc.



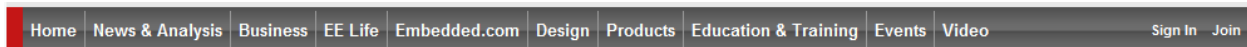
Design Traffic

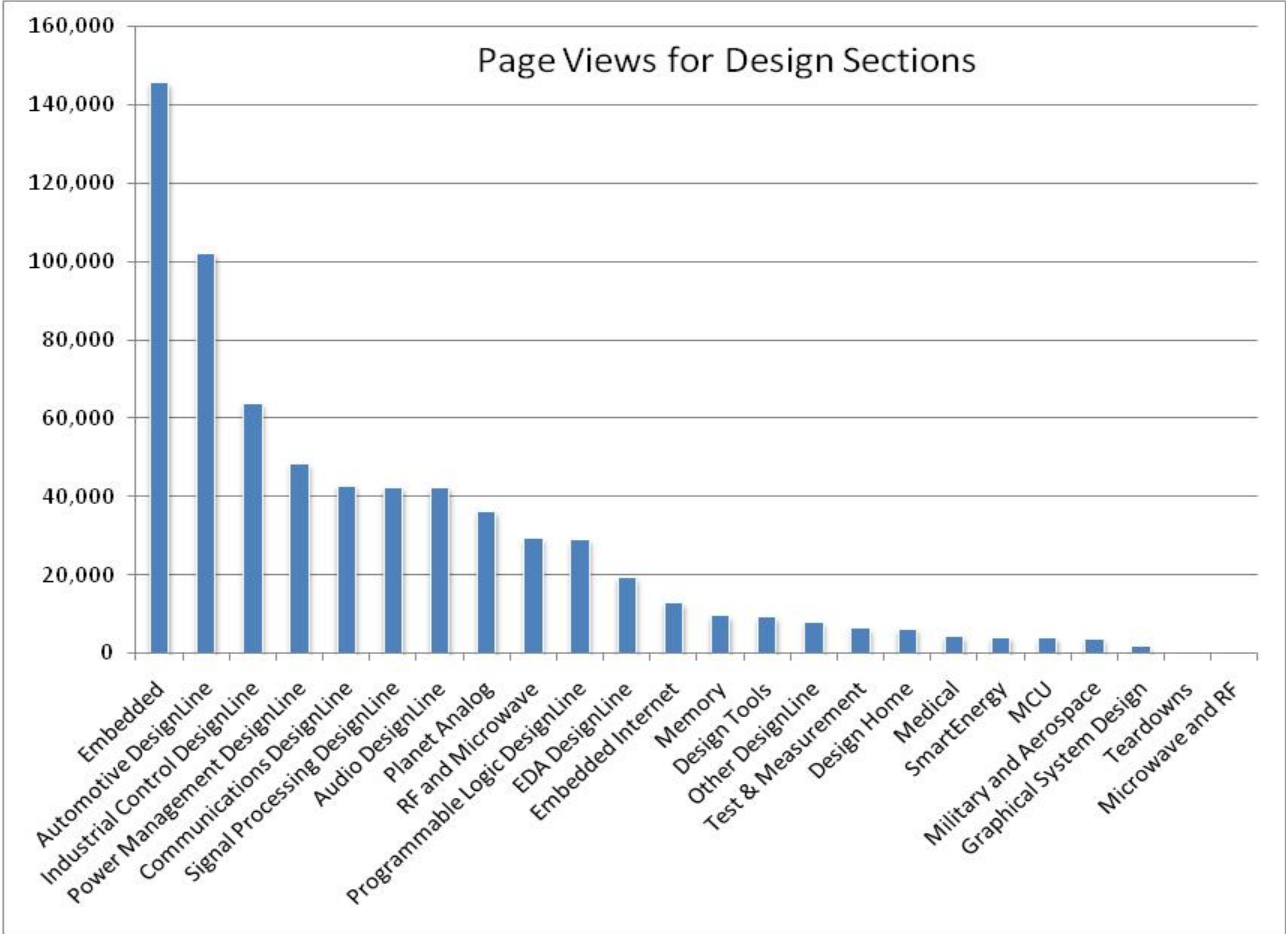
For the month of October 2010, the Design Section of EETimes.com got a total of 674,723 page views that were a direct result of 322,782 daily unique visitors and 339,471 visits in total. The merger of all the Designlines that existed earlier as individual sites has helped EE Times achieve its goal as the go to place for all design-related information. We have seen a large overlap of traffic to and fro between these different site sections and continue to streamline content in order to serve our audience and customers better.

We have made various changes to the website to increase the visibility of the DesignLines by changing the enhancing the navigation bar:



Embedded.com has also been added to the main navigation bar to increase visibility and make it easier for our users to navigate the website in a streamlined fashion:





Page Views, Daily Unique Visitors and Total Visits

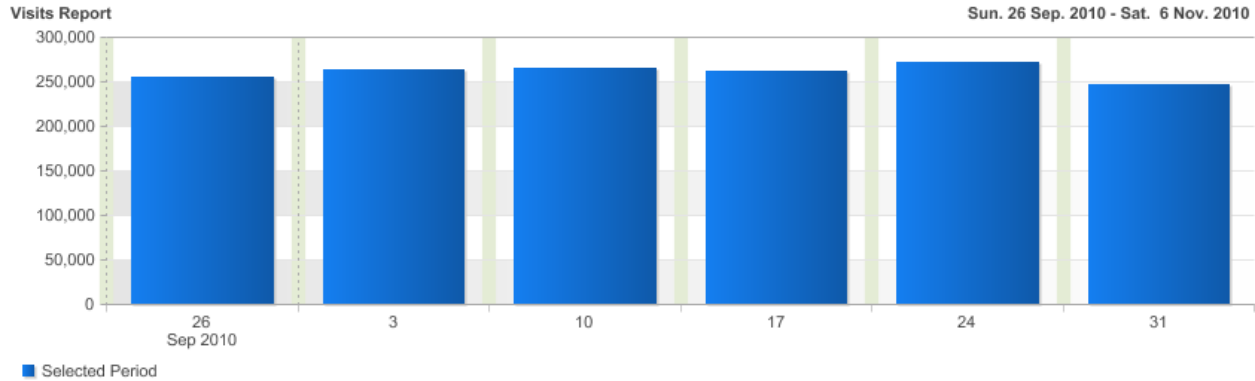
Design

	Design Sections	Page Views		Visits		Daily Visitors	
1.	Embedded	145,739	21.6%	89,026	26.2%	84,604	26.2%
2.	Automotive DesignLine	102,132	15.1%	57,236	16.9%	56,068	17.4%
3.	Industrial Control DesignLine	64,059	9.5%	35,745	10.5%	34,878	10.8%
4.	Power Management DesignLine	48,466	7.2%	28,657	8.4%	28,351	8.8%
5.	Communications DesignLine	42,936	6.4%	28,167	8.3%	27,833	8.6%
6.	Signal Processing DesignLine	42,570	6.3%	23,886	7.0%	22,998	7.1%
7.	Audio DesignLine	42,467	6.3%	20,799	6.1%	20,429	6.3%
8.	Planet Analog	36,320	5.4%	22,243	6.6%	21,569	6.7%
9.	RF and Microwave	29,549	4.4%	17,254	5.1%	16,571	5.1%
10.	Programmable Logic DesignLine	29,151	4.3%	17,857	5.3%	16,936	5.2%
11.	EDA DesignLine	19,487	2.9%	10,857	3.2%	10,383	3.2%
12.	Embedded Internet	13,085	1.9%	6,414	1.9%	6,159	1.9%
13.	Memory	9,715	1.4%	5,089	1.5%	4,981	1.5%
14.	Design Tools	9,322	1.4%	3,860	1.1%	3,874	1.2%
15.	Other DesignLine	8,012	1.2%	5,420	1.6%	5,347	1.7%
16.	Test & Measurement	6,494	1.0%	3,880	1.1%	3,873	1.2%
17.	Design Home	6,239	0.9%	4,669	1.4%	4,420	1.4%
18.	Medical	4,507	0.7%	2,812	0.8%	2,786	0.9%
19.	SmartEnergy	4,273	0.6%	2,431	0.7%	2,481	0.8%
20.	MCU	4,100	0.6%	2,877	0.8%	2,850	0.9%
21.	Military and Aerospace	3,747	0.6%	1,992	0.6%	2,018	0.6%
22.	Graphical System Design	1,951	0.3%	1,524	0.4%	1,560	0.5%
23.	Teardowns	402	0.1%	234	0.1%	203	0.1%
		674,723		339,471		322,782	

Visits and Weekly + Monthly Unique Visitors

In October 2010, we recorded 1.3 million visits for the EE Times Network which was as a result of 825,108 monthly unique visitors coming to our sites.

Visits

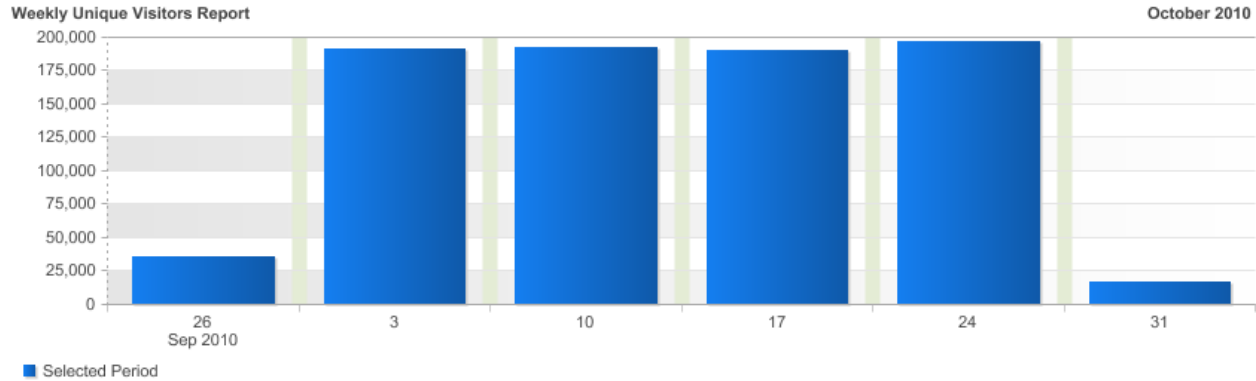


Graph Generated by SiteCatalyst using Report Accelerator at 4:05 PM EST, 7 Nov 2010

Date (week beginning)	Selected Period
Sept 26-30 + October 2010 + Nov 1-6 – eetimes.com Only	
1. Sep 26, 2010	254,712
2. Oct 3, 2010	263,938
3. Oct 10, 2010	265,718
4. Oct 17, 2010	262,353
5. Oct 24, 2010	272,117
6. Oct 31, 2010	247,463
Total	1,566,301

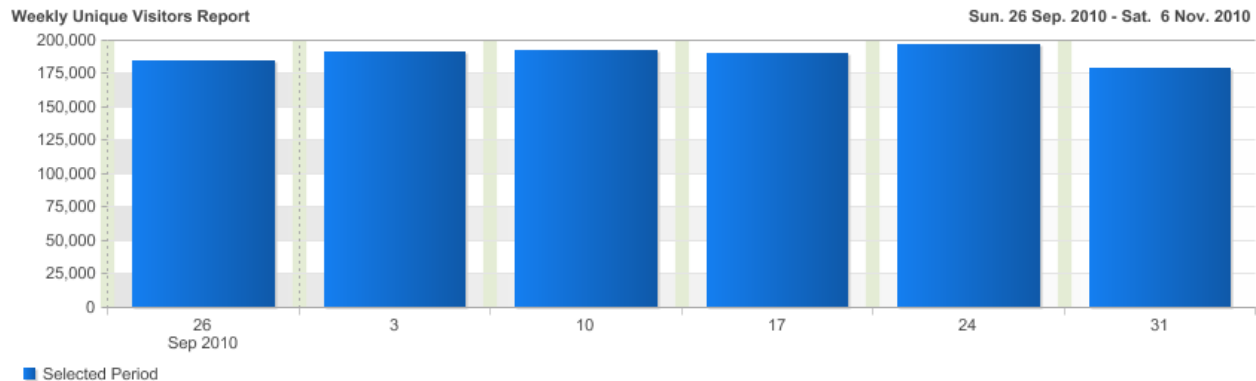
Date (week beginning)	Selected Period
October 2010 – eetimes.com Only	
1. Sep 26, 2010	52,922
2. Oct 3, 2010	263,938
3. Oct 10, 2010	265,718
4. Oct 17, 2010	262,353
5. Oct 24, 2010	272,117
6. Oct 31, 2010	17,743
Total	1,134,791

Weekly Unique Visitors



Graph Generated by SiteCatalyst using Report Accelerator at 4:22 PM EST, 7 Nov 2010

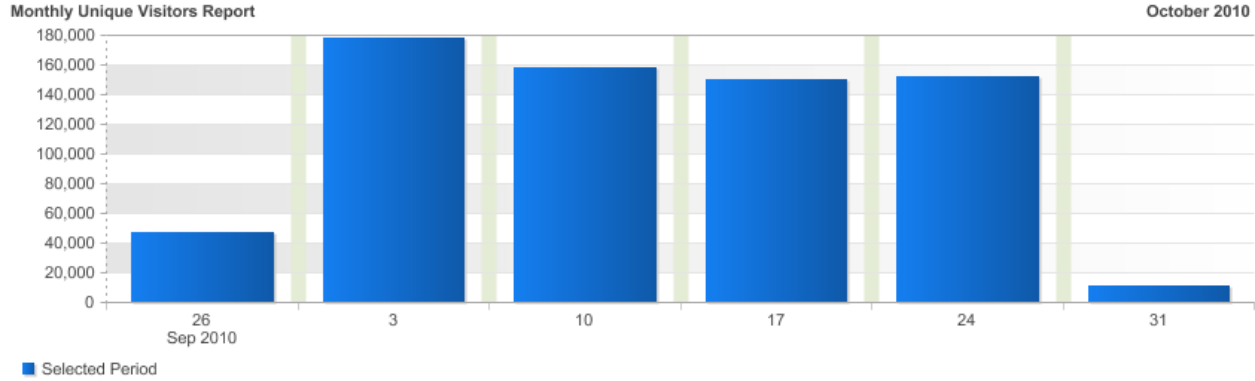
Date (week beginning) October 2010– eetimes.com Only	Selected Period
1. Sep 26, 2010	35,523
2. Oct 3, 2010	190,707
3. Oct 10, 2010	191,784
4. Oct 17, 2010	189,478
5. Oct 24, 2010	196,680
6. Oct 31, 2010	16,898
Total	821,070



Graph Generated by SiteCatalyst using Report Accelerator at 4:22 PM EST, 7 Nov 2010

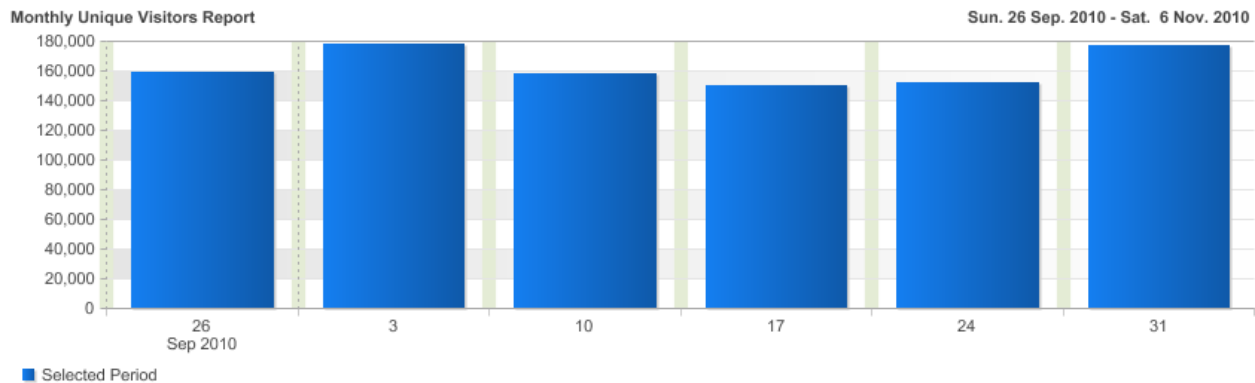
Date (week beginning) Sept 26-30 + October 2010 + Nov 1-6 – eetimes.com Only	Selected Period
1. Sep 26, 2010	184,886
2. Oct 3, 2010	190,707
3. Oct 10, 2010	191,784
4. Oct 17, 2010	189,478
5. Oct 24, 2010	196,680
6. Oct 31, 2010	178,689
Total	1,132,224

Monthly Unique Visitors



Graph Generated by SiteCatalyst using Report Accelerator at 10:59 AM EST, 9 Nov 2010

	Date (week beginning) October 2010 – eetimes.com Only	Selected Period
1.	Sep 26, 2010	47,170
2.	Oct 3, 2010	178,184
3.	Oct 10, 2010	158,342
4.	Oct 17, 2010	149,704
5.	Oct 24, 2010	152,363
6.	Oct 31, 2010	11,493
	Total	697,256



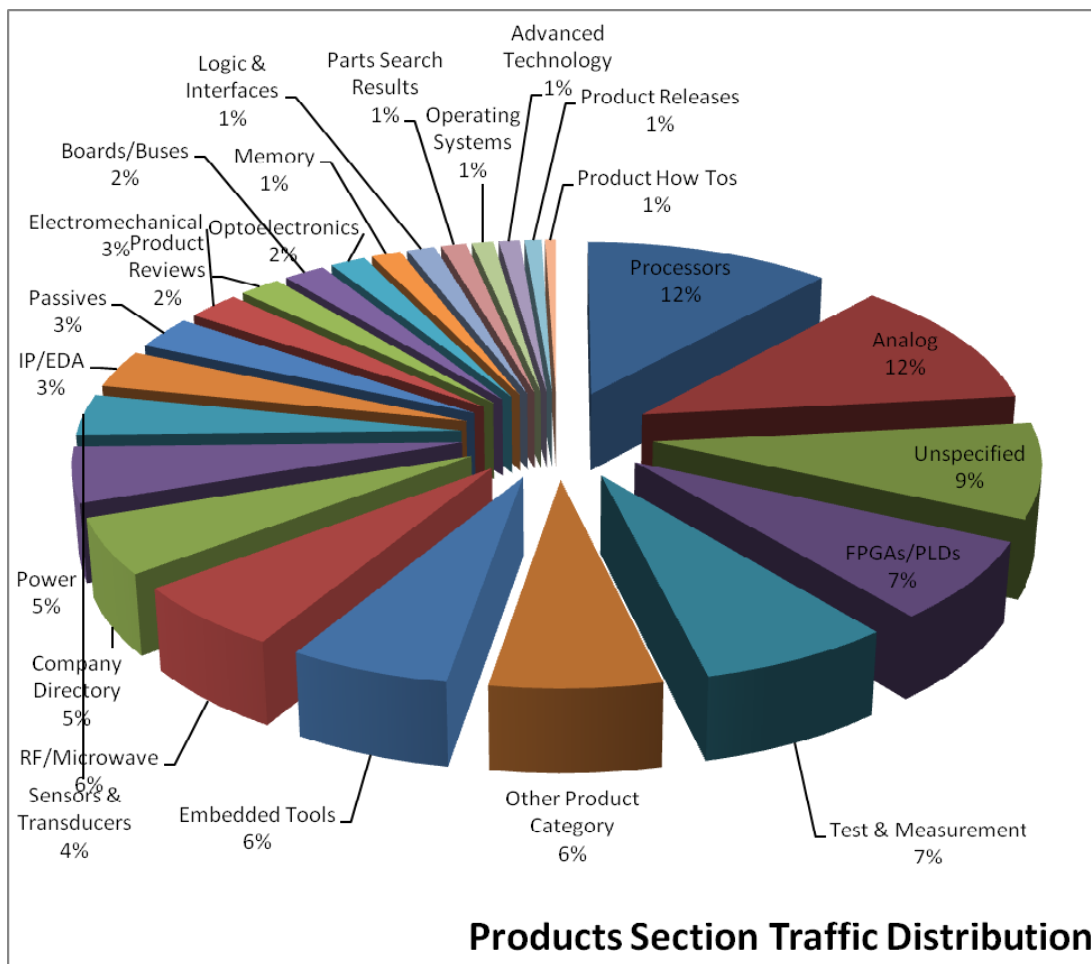
Graph Generated by SiteCatalyst using Report Accelerator at 10:59 AM EST, 9 Nov 2010

	Date (week beginning) Sept 26-30 + October 2010 + Nov 1-6 – eetimes.com Only	Selected Period
1.	Sep 26, 2010	158,686
2.	Oct 3, 2010	178,184
3.	Oct 10, 2010	158,342
4.	Oct 17, 2010	149,704
5.	Oct 24, 2010	152,363
6.	Oct 31, 2010	177,447
	Total	974,726

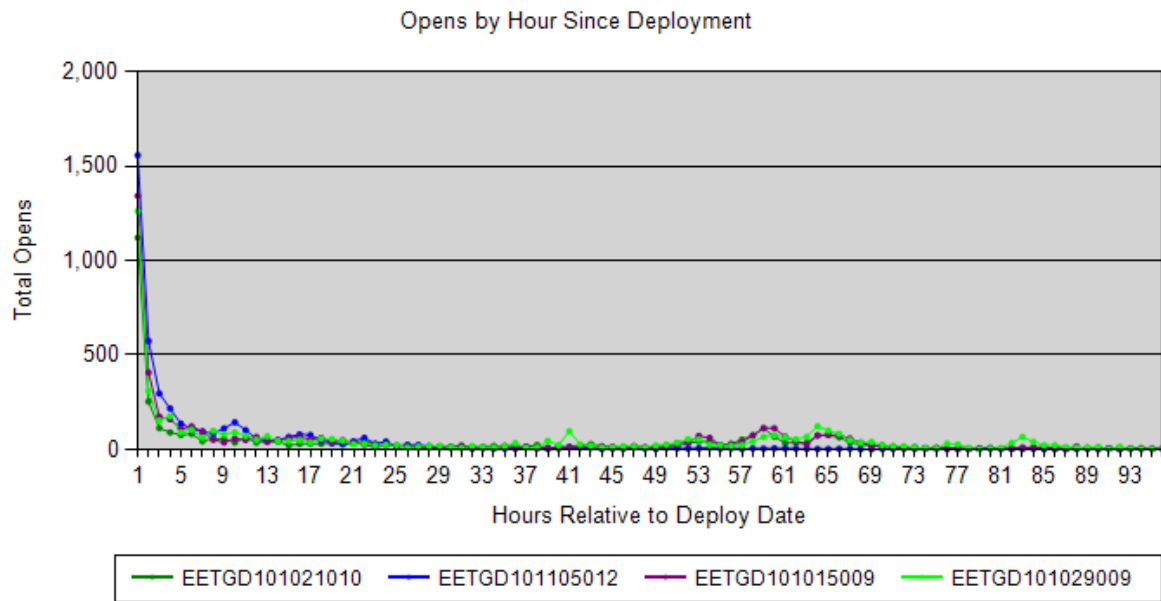
Focus on: Products

The products section that earlier comprised of a separate site called eproductcenter.com now lives under the products section on the new eetimes.com. Since the launch of this new section the traffic to the products section has grown to more than three times. In his position of a products strategist, Brian Fuller has driven product news, information and community and has also provided engineers and their marketing teams with the assistance they need to bring products to market more effectively, leveraging the breadth of EE Times' capabilities -- from products to e-learning, news, events, courses, webinars and video.

Products are the lifeblood of the [electronics industry](#) and EE Times Products provides engineers with the only 360 degree view to information on product launches and reviews. EE Times Products has been designed to help the EE Times engineering audience learn about new developments in the [electronics industry](#), what they mean and how engineers can get up and running with them as quickly as possible. Website visitors can link to components, manufacturers and franchised distributors to check inventory, order samples or place orders. EE Times Products delivers fast access to critical information including: datasheets, application notes, reference designs, teardowns, webinars, video, tutorials, education courses, white papers and specific product parts search.



Since the re-launch of the Products Newsletter in the new and improved html format, the open and the click rates have increased 10 fold. The following graph shows the number of opens relative to the send time and it can easily inferred that our users are opening referring to the content of this newsletter during the whole week.



Next Steps:

We've raised the readability and visibility of the EE Times Products section in recent months. Stories from all editors are now written in a style more favorable to online readers, and each, whether short, medium or long, are intended to give context to a ceaseless stream of product content we manage each day. More editors are contributing more frequently to the section as we get the word out to industry (through email blasts and social media campaigns) that EE Products is THE spot to launch products.

Key to the section's accessibility and visibility is the introduction of the products franchise's first HTML newsletter. Reaching 33,000 readers each week, the EE Times Products Newsletter is already experiencing solid open and click-through rates, helping to lure new advertisers and drive traffic to the site. Going forward, EE Times Products will

- Expand its coverage of the interconnect, passives and electromechanical sector
- Build paid-for digital and print product catalogues
- Incorporate more coverage from our recently acquired publications
- Improve the volume of routine products announcements
- Serve as the foundation for a new series of virtual trade fairs all about electronics products.

Global Reach

Geographically, almost 50% of our users come from the United States followed by India, UK, Germany, Etc. The table below shows the top 50 countries along with the number of visitors from each. We are the proven medium for our customers to reach global engineering ecosystem.

Countries Report

October 2010



Graph Generated by SiteCatalyst using Report Accelerator at 11:17 AM EST, 9 Nov 2010

United States	503,874	48.8%	Switzerland	5,124	0.5%
India	66,370	6.4%	Turkey	4,526	0.4%
United Kingdom	44,965	4.4%	Philippines	4,382	0.4%
Germany	38,308	3.7%	Pakistan	3,798	0.4%
Canada	35,952	3.5%	Mexico	3,663	0.4%
France	27,285	2.6%	Romania	3,588	0.3%
Taiwan	25,506	2.5%	Denmark	3,432	0.3%
Japan	21,386	2.1%	South Africa	3,292	0.3%
China	20,559	2.0%	Norway	3,056	0.3%
Singapore	18,616	1.8%	New Zealand	2,902	0.3%
Netherlands	15,469	1.5%	Portugal	2,895	0.3%
Australia	13,376	1.3%	Czech Republic	2,835	0.3%
Korea - South	12,951	1.3%	Egypt	2,815	0.3%
Italy	11,638	1.1%	Greece	2,713	0.3%
Malaysia	9,973	1.0%	Iran (Islamic Republic of)	2,618	0.3%
Hong Kong	8,462	0.8%	Thailand	2,598	0.3%
Brazil	8,393	0.8%	Indonesia	2,567	0.2%
Sweden	7,566	0.7%	Austria	2,547	0.2%
Spain	7,527	0.7%	Viet Nam	2,413	0.2%
Israel	7,453	0.7%	Hungary	2,399	0.2%
Russian Federation	6,752	0.7%	Argentina	2,156	0.2%
Belgium	6,634	0.6%	Ukraine	1,979	0.2%
Poland	5,466	0.5%	Bulgaria	1,713	0.2%
Finland	5,409	0.5%	Colombia	1,545	0.1%
Ireland	5,194	0.5%	Serbia	1,357	0.1%

Engagement

Return frequency measures the number of return visits by users to our sites within a month or more. The following graph shows percentages for October 2010 which clearly depicts that the high level of engagement for our audience with 47% of the visits happening in less than a day.

Return Frequency Report
Legend

October 2010

- less than 1 day
- 1 to 3 days
- 3 to 7 days
- 7 to 14 days
- 14 days to 1 month
- All Other Return Frequencies



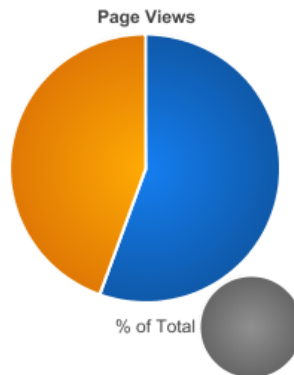
Graph Generated by SiteCatalyst using Report Accelerator at 11:21 AM EST, 9 Nov 2010

Return Frequency	Visits
1. less than 1 day	47.2%
2. 1 to 3 days	18.7%
3. 3 to 7 days	13.7%
4. 7 to 14 days	7.9%
5. 14 days to 1 month	6.5%
6. longer than 1 month	6.0%

Repeat Visitors Report
Legend

October 2010

- Repeat
- New
- Showing
- Remaining




Graph Generated by SiteCatalyst using Report Accelerator at 11:25 AM EST, 9 Nov 2010

More than 55% of the page views are generated by repeat visitors and the remaining by new visitors to the site in a given month.

Our SEO strategy including the detailed taxonomy work on the content has led to higher rankings in Google where keywords like “embed” in Google instant rank EE Times: Embedded DesignLine as the number one site (before Wikipedia). Search Engines now constitute 30% of the traffic to the site.

Web [Images](#) [Videos](#) [Maps](#) [News](#) [Shopping](#) [Gmail](#) [more](#) ▼ sandhu.amandeep@gmail

 Instant is on ▼

embedded
embed
embedded systems
embeda
embedded linux

About 50,100,000 results (0.28 seconds) Advanced search

[EE Times Embedded Design Center for Electrical Engineers](#) ☆
Embedded.com is the resource for **embedded** systems developers and includes tutorials, code, demos, commentary and news, as well as ESC updates.
www.eetimes.com/design/embedded - Cached

[Embedded system - Wikipedia, the free encyclopedia](#) ☆
An **embedded** system is a computer system designed to perform one or more dedicated functions often with real-time computing constraints. ...
[Variety of embedded systems - History - Characteristics](#)
en.wikipedia.org/wiki/Embedded_system - Cached - Similar

[embedded - definition of embedded by the Free Online Dictionary ...](#) ☆
em-bed (m-b d) also im-bed (m-). v. em-bed-ded also im-bed-ded, em-bed-ding also im-bed-ding, em-beds also im-beds ...
www.thefreedictionary.com/embedded - Cached - Similar

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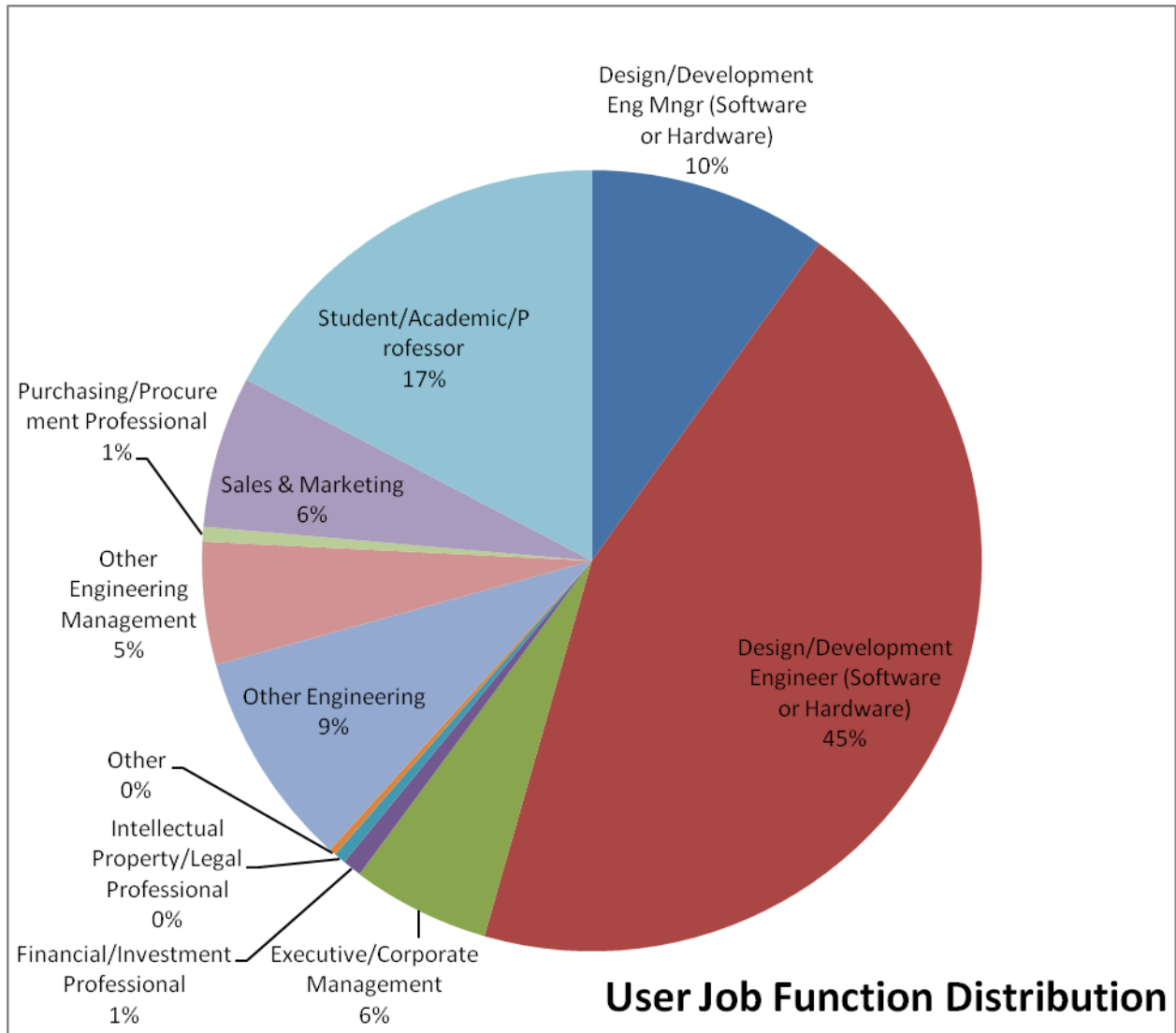
Any time
Past 24 hours
[More search tools](#)

Time Spent Per visit: About 73% of visits to the site lead to more than 1 minute on the site and lead to about 44% of page views. This metric is crucial in determining the usability of the new site, where our audience is able to find content readily.

The above metric is in direct correlation with the fact that more than **53% of the traffic is driven by bookmarks/typed urls** which has increased over the years.

Registration

Registrations have more than doubled before the site launch. Since the site launch, we have over 25,000 new registrations and profile updates happening on the website.



Print and Digital Circulation

The print and digital circulation numbers are as follows for EE Times and Embedded Systems Design:

EE Times:



Print	60,317
Digital	145,358

Embedded Systems Design

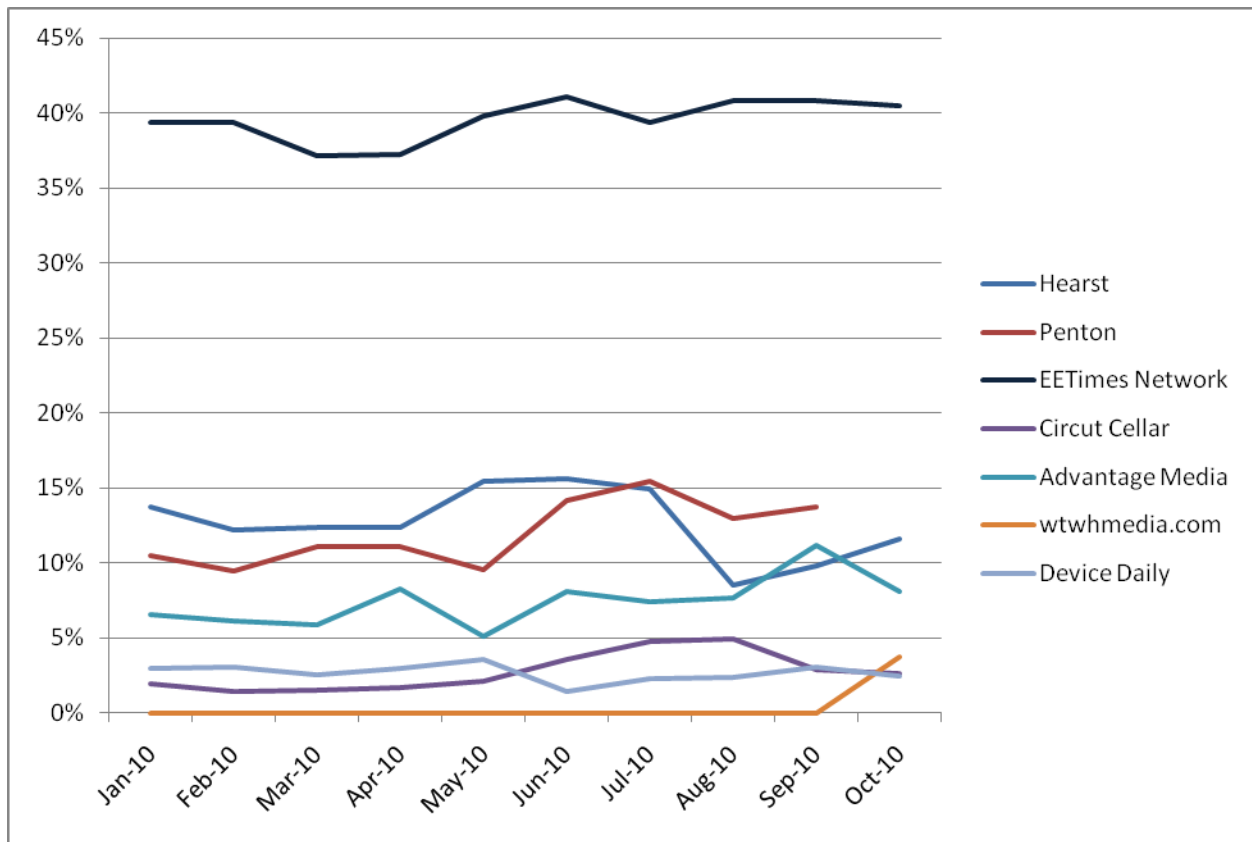


Print	27,558
Digital	71,722

Competitive Analysis

The competitive Hitwise analysis shows the total visits market share between EE Times and all other competitors. Hitwise collects aggregate usage data from a geographically diverse range of ISP networks and opt-in panels, representing all types of Internet usage, including home, work, educational and public access. To ensure this data is accurate and representative, it is weighted to universe estimates in each market.

It is interesting to see that we lost some market share in terms of visits in July but this was quickly ramped up in August 2010 and stays steady for September and October 2010. We do understand that the new site design and change can lead frustrations and angst but all feedback is being taken very seriously and is reflected in the work done by the various teams to address concerns and make rapid improvements where necessary.



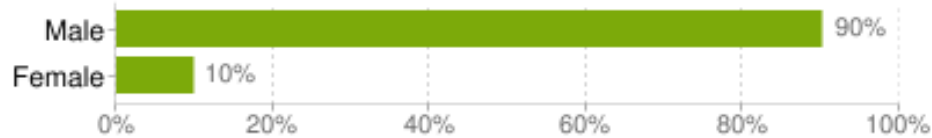
Google Statistics

Google Ad Planner provides vital statistics about eetimes.com that depict the audience profiles, etc from an independent third party.

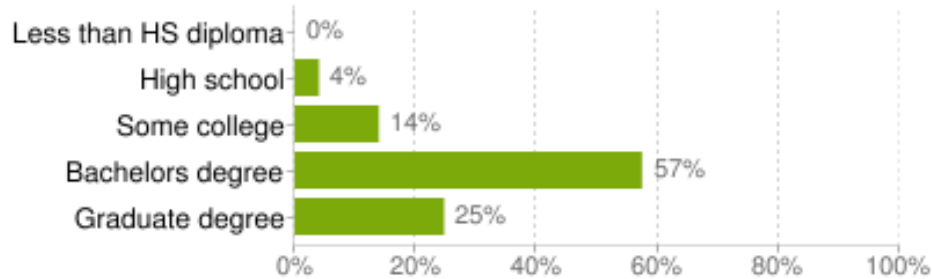
Audience Interests

Interest	Affinity ?
Dominica	312.6x
Electronic Components	61.0x
Test & Measurement	60.9x
Chips & Processors	57.7x
Optoelectronics & Fiber	51.8x
Engineering & Technology	46.6x
Data Sheets & Electronics Reference	41.7x
Electronics & Electrical	35.2x
C & C++	35.2x
Power Supplies	34.6x

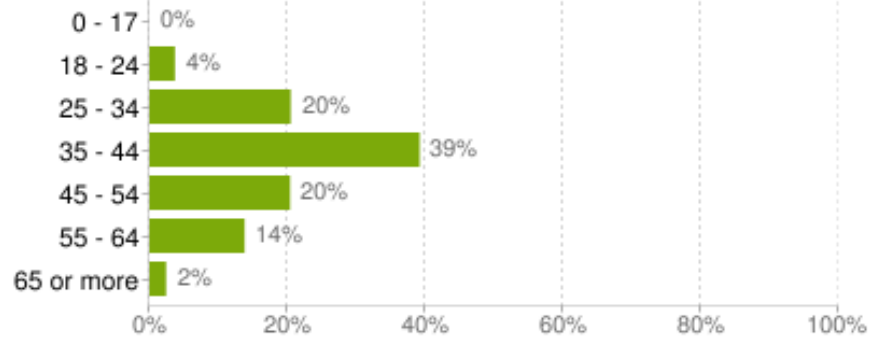
Gender



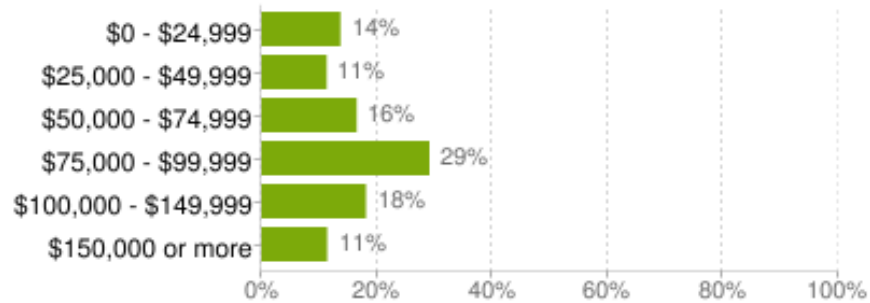
Education



Age



Household income



Audience Interests

Interest	Affinity ?
Electronic Components	104.8x
Chips & Processors	97.6x
Test & Measurement	72.9x
Data Formats & Protocols	64.9x
Data Sheets & Electronics Reference	49.7x
Optoelectronics & Fiber	49.2x
Engineering & Technology	49.0x
Communications Equipment	45.6x
C & C++	40.7x
Electronics & Electrical	40.5x

EE Times Confidential



EE Times Confidential FAQ

- [What is EE Times Confidential?](#)

EE Times Confidential is a subscription-based premium content publication (available in PDF) that delivers actionable intelligence, insights and proprietary data on the global electronics market.

- [How often is EE Times Confidential published?](#)

EE Times Confidential is currently issued on a monthly basis. It will become a twice-a-month publication beginning in the second quarter of 2011.

- [Who should read EE Times Confidential?](#)

Business executives, investors, strategic marketers and financial analysts should read EE Times Confidential. Our intelligence report is tailored to a specific segment of the current and future EE Times audience: C-level executives, business decision makers and those who aspire to become leaders in the global electronics industry.

Our core audience could be described as “recovering engineers” (who have read EE Times throughout their careers, and who have great affinity for the EE Times brand). These are professionals who no longer focus on the details of “design engineer,” having moved to management positions. These managers are simply too busy to visit www.eetimes.com to follow industry news, but continue to seek a “leg up” on competitors regarding market and technology trends and new applications that present an opportunity to leverage current technologies to expand their revenue.

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 - Group subscription is available.
- **How does EE Times Confidential differ from EE Times?**
 - 1) Audience
 - EE Times targets those who design and develop technologies.
 - EE Times Confidential targets readers who job it is to generate revenues from the application of technologies.
 - 2) Content/presentation
 - EE Times provides breaking news, analysis and coverage events that happened that day or that week.
 - EE Times Confidential provides proprietary analysis and proprietary market data. We offer analysis that can't be Google-ed on the web. We present a concise overview designed to give busy business executives a quick but complete rundown on a particular market, technology or business issue.
 - 3) Delivery
 - EE Times is available online (www.eetimes.com), in print and special digital-only editions
 - EE Times Confidential is available in a downloadable PDF format from www.eetimesconfidential.com
 - 4) Frequency
 - EE Times is updated throughout every business day
 - EE Times Confidential is currently a monthly publication, switching to twice a month in Q2 2011
 - 5) Free vs. Paid
 - EE Times is free.
 - EE Times Confidential is subscription-only.

- What's inside EE Times Confidential?

EE Times Confidential includes following sections:

- i. The BIG Idea

An exploration of new business models, hot companies (including “company teardowns”), technology trends that will shape business models and industry ranking or positioning

- ii. Lay of the land

Technology and business eco-system coverage, including areas like solar, batteries, medical electronics, electric-cars and emerging smart infrastructures.

- iii. EET on the QT

Exclusive reports from an insider perspective, including business deals and new technology partnerships, personnel changes and analysis of what's behind the news.

- iv. VC Watch

Tracking of VC investment trends, startup births and deaths as well as identifying new industry trends.

- v. Market Data

Exclusive market intelligence provided by “strategic knowledge partners” of EE Times Confidential.

Newsletter Behavior Stats – October 2010

Following are the stats for the newsletter behavior for EE Times in the month of October. 20% of the total traffic on the site is driven by these newsletters.

EE Times Newsletter Reports							
Month	Deployment Name / Type	Deploy Date	Delivered	Opens	Opens/Deliv	Clicks	Clicks/Open
Oct 10	Audio Newsletter	10/28/2010	23,936	5,927	24.76%	2,016	34.01%
Oct 10	Automotive Newsletter	10/20/2010	24,216	5,636	23.27%	1,922	34.10%
Oct 10	Communications Newsletter	10/15/2010	69,330	12,676	18.28%	3,303	26.06%
Oct 10	Signal Processing Newsletter	10/21/2010	60,609	11,174	18.44%	3,237	28.97%
Oct 10	EBN Newsletter	10/15/2010	32,139	7,078	22.02%	1,367	19.31%
Oct 10	EDA Newsletter	10/14/2010	35,674	6,089	17.07%	864	14.19%
Oct 10	EE Times Daily Newsletter	10/13/2010	103,425	43,545	42.10%	6,497	14.92%
Oct 10	EE Times Week in Review Newsletter	10/15/2010	102,790	34,093	33.17%	5,684	16.67%
Oct 10	EE Products Newsletter	10/29/2010	31,592	5,219	16.52%	1,494	28.63%
Oct 10	Embedded.com Newsletter	10/3/2010	101,167	18,597	18.38%	3,211	17.27%
Oct 10	Embedded Europe Newsletter	10/1/2010	25,830	7,027	27.20%	1,565	22.27%
Oct 10	Embedded Internet Design Newsletter	10/19/2010	52,992	11,272	21.27%	2,447	21.71%
Oct 10	Featured Tech Paper Newsletter	10/6/2010	177,493	25,483	14.36%	4,880	19.15%
Oct 10	SmartEnergy Newsletter	10/28/2010	22,441	4,676	20.84%	1,147	24.53%
Oct 10	Industrial Control Newsletter	10/14/2010	26,510	6,106	23.03%	1,878	30.76%
Oct 10	MCU Newsletter	10/19/2010	52,755	10,789	20.45%	3,224	29.88%
Oct 10	Medical Newsletter	10/20/2010	8,245	2,364	28.67%	912	38.58%
Oct 10	Memory DesignLine Newsletter	10/12/2010	23,080	4,442	19.25%	879	19.79%
Oct 10	Mil-Aero Newsletter	10/6/2010	9,667	2,562	26.50%	709	27.67%
Oct 10	Planet Analog Newsletter	10/13/2010	58,674	11,639	19.84%	3,171	27.24%
Oct 10	Power Management Newsletter	10/28/2010	36,783	8,337	22.67%	3,205	38.44%
Oct 10	Programmable Logic Newsletter	10/7/2010	55,968	10,826	19.34%	3,220	29.74%
Oct 10	RF & Microwave Newsletter	10/27/2010	85,783	13,872	16.17%	3,759	27.10%
Oct 10	TechOnline India Newsletter	10/14/2010	24,467	1,846	7.54%	269	14.57%
Oct 10	Test & Measurement Newsletter	10/14/2010	32,763	6,660	20.33%	1,609	24.16%
Oct 10	EET Spotlight Newsletter	10/4/2010	178,493	25,124	14.08%	4,167	16.59%
Oct 10	Weekly Webinar Calendar	10/18/2010	158,866	19,960	12.56%	1,038	5.20%
Oct 10	EE Life Newsletter	10/1/2010	51,624	40,077	77.63%	10,244	25.56%

Summary

The results reported above are very pleasing and are moving in the right direction. We here at the EE Times Network are encouraged by these numbers and hope you are too. We intend to continue and invest in our products and services along with monitoring and reporting our performance. Our strategic focus also includes in gathering deeper analytics about our users which will enable us to intelligently anticipate their needs and expectations ahead of time. We appreciate the support of the industry and our customers, and welcome any feedback that accelerates our commitment to continual improvement.

About EE Times Network (<http://www.eetimesgroup.com/>)

EE Times Network is the global leader in media and marketing solutions for the electronics industry. EE Times Network delivers results for the key influencers and decision makers involved in the design, development and commercialization of technology through its market leading brands, peer communities and professional education services. More than 1.1 million engineering professionals engage with EE Times Network brands across the globe to accelerate technology sales. The international electronics community gathers at EE Times Network's market leading events such as the Embedded Systems Conferences, DesignCon and ARM Technology Conference to share, learn, discuss, and advance the critical issues and challenges facing the electronics industry. Additionally, EE Times Network provides end-to-end services ranging from next-generation marketing, integrated media, custom solutions and research. EE Times Network is part of UBM (UBM.L) a global provider of media and information services for professional B2B communities and markets.

About United Business Media Limited

UBM (UBM.L) focuses on two principal activities: worldwide information distribution, targeting and monitoring; and, the development and monetization of B2B communities and markets. UBM's businesses inform markets and serve professional commercial communities -- from doctors to game developers, from journalists to jewelry traders, from farmers to pharmacists -- with integrated events, online, print and business information products. Our 6,500 staff in more than 30 countries are organized into specialist teams that serve these communities, bringing buyers and sellers together, helping them to do business and their markets to work effectively and efficiently. For more information, go to www.ubm.com

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