



EE Times Network – Engagement and Traffic Report for  
January 2011

Focus on: Education & Training



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## Executive Summary

This report provides a summary for the EE Times Traffic and Audience Engagement for the month of January 2011. The EE Times Network recorded 3.56 million page views in the month with 869 thousand monthly unique visitors, leading to 1.4 million visits to our sites.

Audience Engagement levels reached a new high again this month as the wider engineering community posted 3,402 comments/messages on various articles and blogs.

The average time spent on the site was 8.24 minutes with global engineering community engaging with the content and commenting on blogs, etc.

In this report, the focus is on the Education and Training section which resides at <http://www.eetimes.com/electrical-engineers/education-training> and also incorporates various webinars, tech papers and courses.

Our new subscription-based premium content publication EE Times Confidential, that delivers actionable intelligence, insights and proprietary data on the global electronics market has gained a lot of traction and we have received very positive feedback about the same. Some of the quotes include:

**"This is exactly what the industry needs"**

Corporate VP, Future Electronics

**"Now this  
is a winner"**

Advertising Manager, Digi-key

**"I think it is excellent. Interesting way of condensing the news"**

Senior Vice President, Freescale Semiconductor, Inc.

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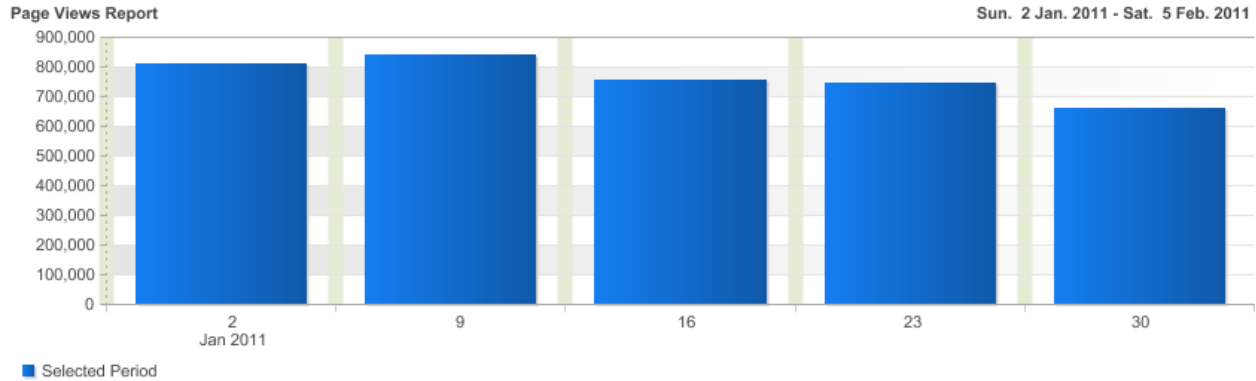
Linda Uslaner, Marketing Director

[linda.uslaner@ubm.com](mailto:linda.uslaner@ubm.com)

516-562-5843

## Page Views

The EE Times Network recorded 3.56 million page views and we have seen a steady increase each week. We saw a tremendous jump in traffic during the week of CES 2011 where our editorial team covered the event and posted various news and design articles on the site.



Graph Generated by SiteCatalyst using Report Accelerator at 12:36 PM EST, 15 Feb 2011

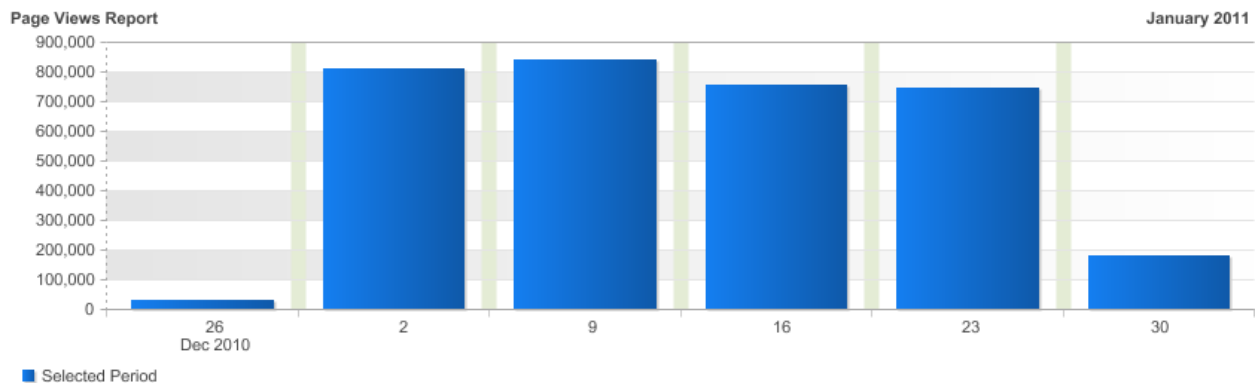
### Date (week beginning) January 2011 + February 1-5, 2011

### Selected Period

1. Jan 2, 2011	808,002
2. Jan 9, 2011	842,457
3. Jan 16, 2011	757,153
4. Jan 23, 2011	745,369
5. Jan 30, 2011	659,290

### Total

**3,812,271**



Graph Generated by SiteCatalyst using Report Accelerator at 12:34 PM EST, 15 Feb 2011

### Date (week beginning)

### Selected Period

1. Dec 26, 2010	28,133
2. Jan 2, 2011	808,002
3. Jan 9, 2011	842,457
4. Jan 16, 2011	757,153
5. Jan 23, 2011	745,369
6. Jan 30, 2011	180,138

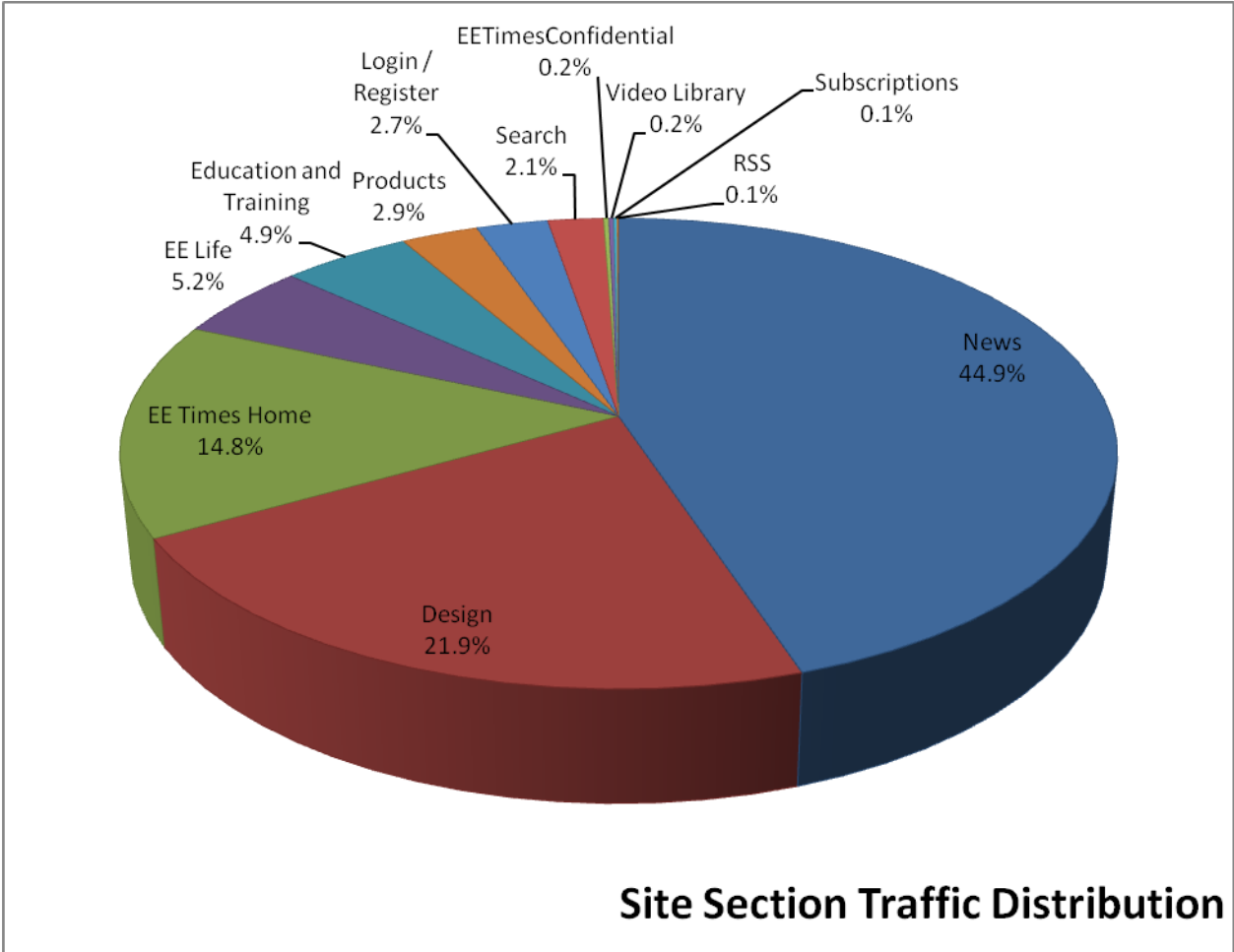
### Total

**3,361,252**

### Site Section Traffic Distribution

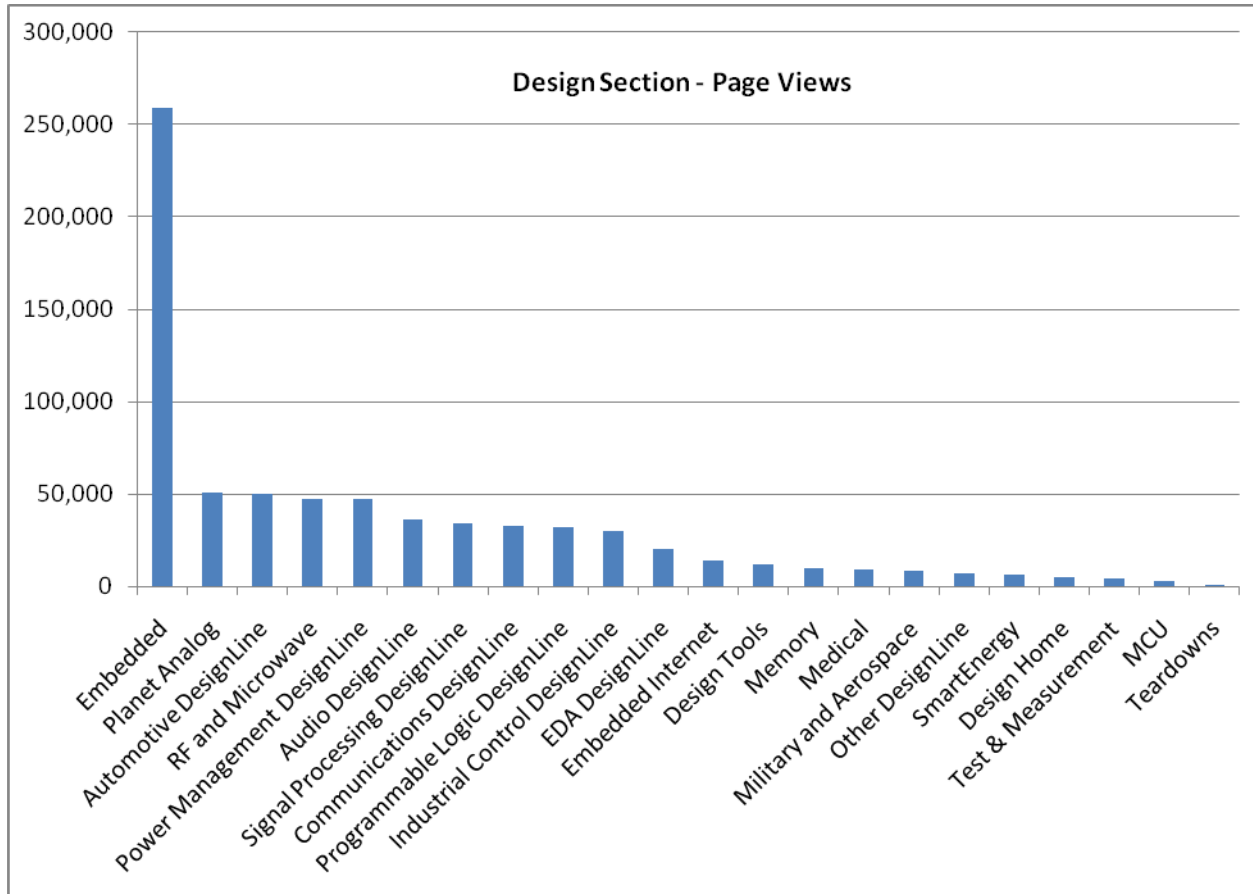
The news section is the most read section followed by Design. The merger of DesignLines, Education-Training and Products with EE Times has increased cross traffic between various sections positioning eetimes.com as the go to place for global engineering ecosystem.

With the redesigned site and the ease of navigation, users are now able to jump to various News, Design and other articles quickly from the home page.



## Design Traffic

For the month of January 2011, the Design Section of EETimes.com got a total of 719,696 page views that were a direct result of 328,851 daily unique visitors and 343,082 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 between these different site sections and continue to streamline content in order to serve our audience and customers better.



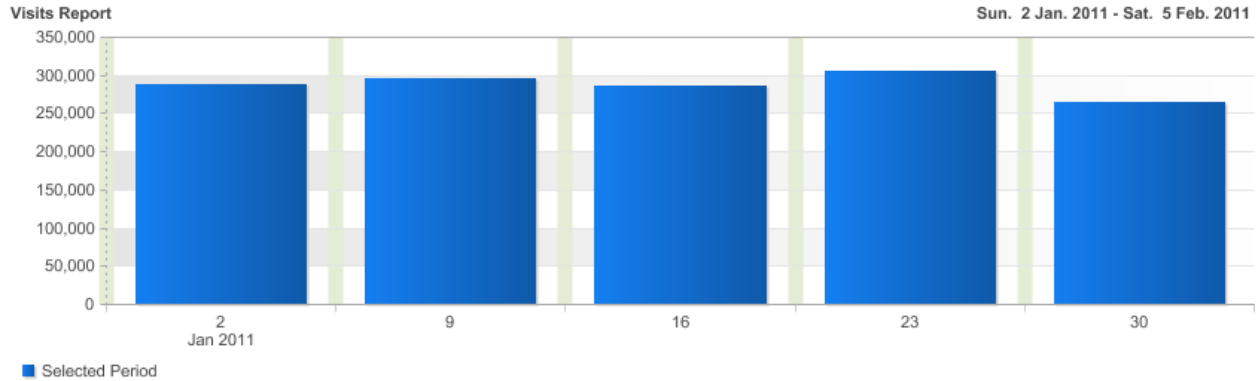
**Page Views, Daily Unique Visitors and Total Visits – January 2011**

	Design Sections	Page Views		Daily Unique Visitors		Visits	
1.	Embedded	259,230	36.0%	129,774	39.5%	135,061	39.4%
2.	Planet Analog	50,538	7.0%	32,938	10.0%	33,396	9.7%
3.	Automotive DesignLine	50,165	7.0%	24,554	7.5%	24,731	7.2%
4.	RF and Microwave	47,060	6.5%	23,518	7.2%	23,749	6.9%
5.	Power Management DesignLine	46,991	6.5%	28,423	8.6%	28,407	8.3%
6.	Audio DesignLine	36,470	5.1%	16,029	4.9%	16,142	4.7%
7.	Signal Processing DesignLine	34,387	4.8%	17,627	5.4%	18,289	5.3%
8.	Communications DesignLine	32,866	4.6%	21,981	6.7%	21,848	6.4%
9.	Programmable Logic DesignLine	31,823	4.4%	20,338	6.2%	21,091	6.1%
10.	Industrial Control DesignLine	30,057	4.2%	16,562	5.0%	16,637	4.8%
11.	EDA DesignLine	20,478	2.8%	10,330	3.1%	10,973	3.2%
12.	Embedded Internet	13,783	1.9%	6,226	1.9%	6,298	1.8%
13.	Design Tools	11,772	1.6%	4,789	1.5%	4,717	1.4%
14.	Memory	10,215	1.4%	5,242	1.6%	5,341	1.6%
15.	Medical	9,073	1.3%	6,527	2.0%	6,578	1.9%
16.	Military and Aerospace	8,237	1.1%	4,480	1.4%	4,506	1.3%
17.	Other DesignLine	6,864	1.0%	4,412	1.3%	4,351	1.3%
18.	SmartEnergy	6,456	0.9%	3,660	1.1%	3,611	1.1%
19.	Unspecified	5,272	0.7%	3,877	1.2%	3,981	1.2%
20.	Test & Measurement	4,290	0.6%	2,381	0.7%	2,446	0.7%
21.	MCU	3,215	0.4%	2,104	0.6%	2,130	0.6%
22.	Teardowns	454	0.1%	170	0.1%	137	0.0%
		<b>719,696</b>		<b>328,851</b>		<b>343,082</b>	

## Visits and Weekly + Monthly Unique Visitors

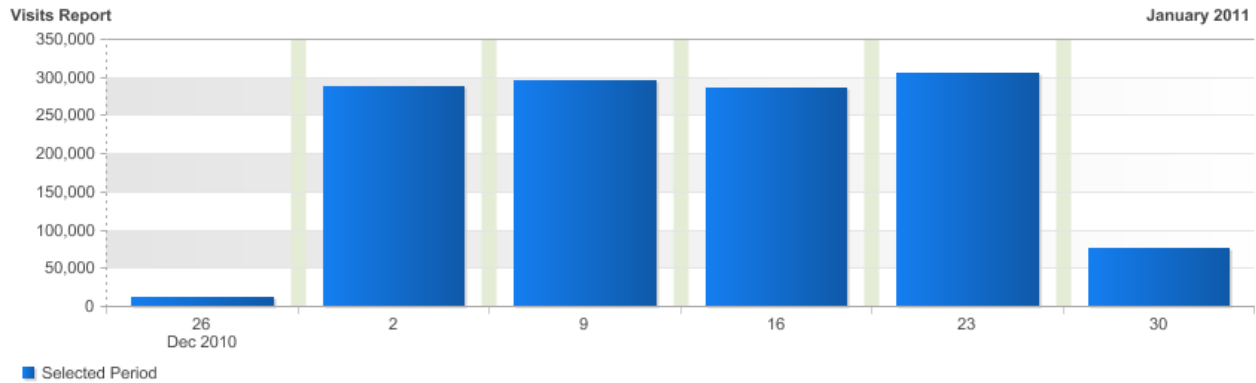
In January 2011, we recorded 1.4 million visits for the EE Times Network which was as a result of 869,112 monthly unique visitors coming to our sites.

### Visits



Graph Generated by SiteCatalyst using Report Accelerator at 12:40 PM EST, 15 Feb 2011

Date (week beginning) January 2011 + February 1-5, 2011 – eetimes.com only	Selected Period
1. Jan 2, 2011	288,494
2. Jan 9, 2011	296,063
3. Jan 16, 2011	285,819
4. Jan 23, 2011	305,450
5. Jan 30, 2011	265,324
<b>Total</b>	<b>1,441,150</b>



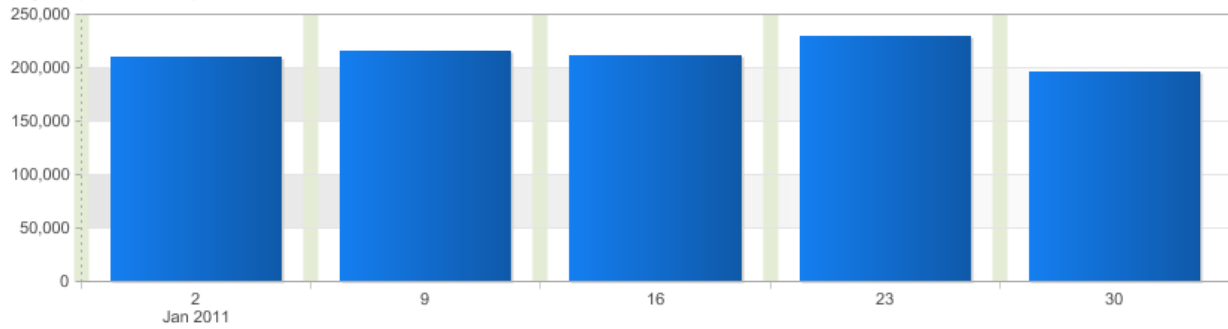
Graph Generated by SiteCatalyst using Report Accelerator at 12:40 PM EST, 15 Feb 2011

Date (week beginning) January 2011 – eetimes.com only	Selected Period
1. Dec 26, 2010	12,007
2. Jan 2, 2011	288,494
3. Jan 9, 2011	296,063
4. Jan 16, 2011	285,819
5. Jan 23, 2011	305,450
6. Jan 30, 2011	75,656
<b>Total</b>	<b>1,263,489</b>

## Weekly Unique Visitors

Weekly Unique Visitors Report

Sun. 2 Jan. 2011 - Sat. 5 Feb. 2011



■ Selected Period

Graph Generated by SiteCatalyst using Report Accelerator at 12:43 PM EST, 15 Feb 2011

### Date (week beginning) January 2011 + February 1-5, 2011 – eetimes.com only

### Selected Period

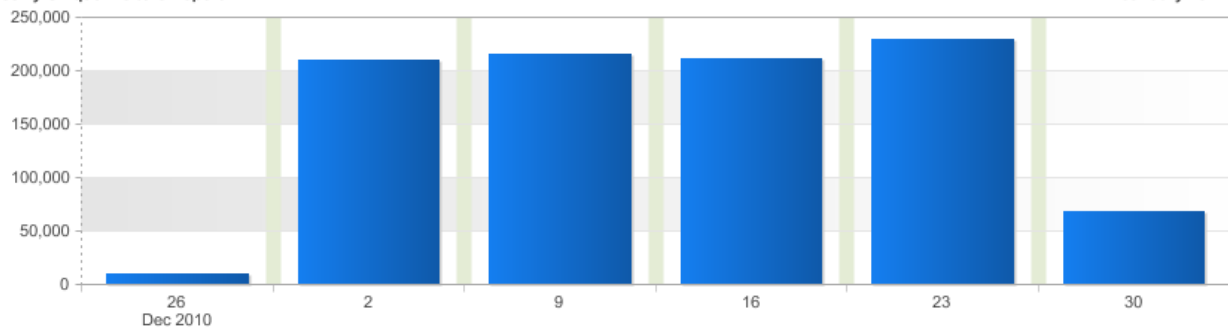
1. Jan 2, 2011	210,012
2. Jan 9, 2011	215,175
3. Jan 16, 2011	210,969
4. Jan 23, 2011	228,682
5. Jan 30, 2011	195,429

### Total

**1,060,267**

Weekly Unique Visitors Report

January 2011



■ Selected Period

Graph Generated by SiteCatalyst using Report Accelerator at 12:42 PM EST, 15 Feb 2011

### Date (week beginning) January 2011 – eetimes.com only

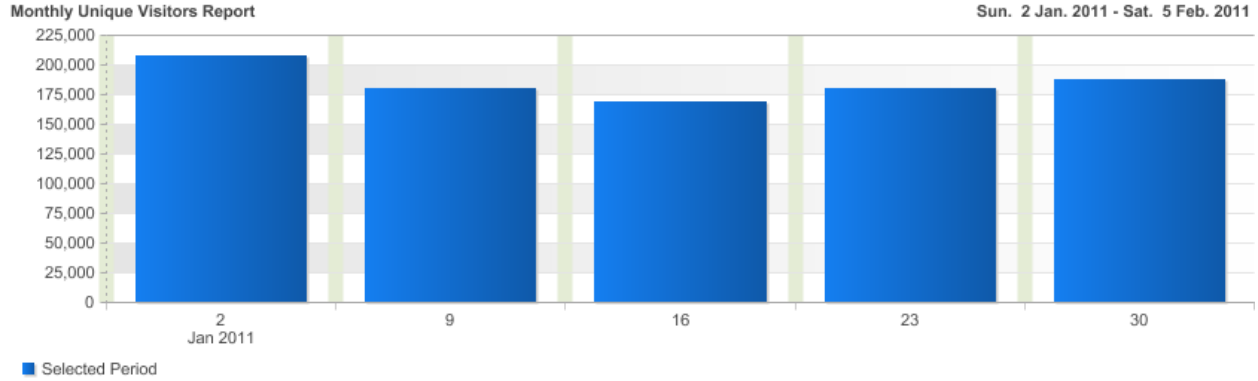
### Selected Period

1. Dec 26, 2010	9,339
2. Jan 2, 2011	210,012
3. Jan 9, 2011	215,175
4. Jan 16, 2011	210,969
5. Jan 23, 2011	228,682
6. Jan 30, 2011	68,305

### Total

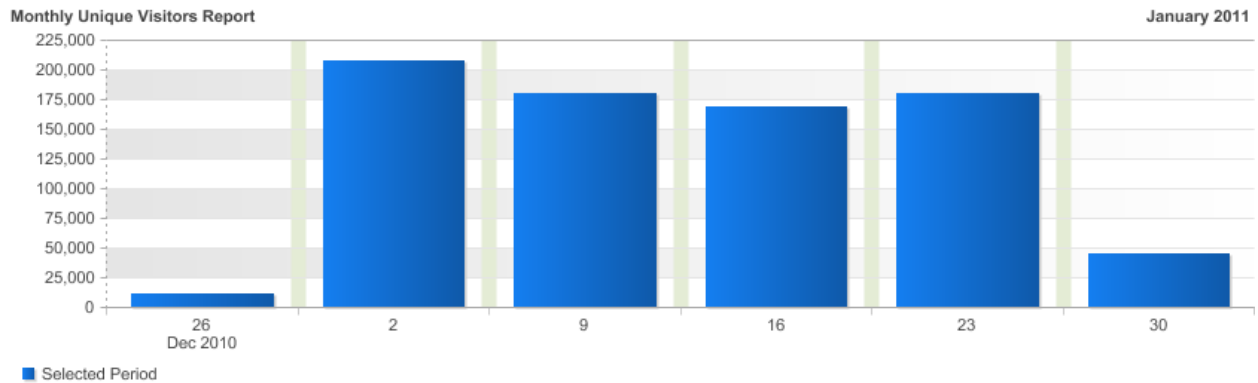
**942,482**

## Monthly Unique Visitors



Graph Generated by SiteCatalyst using Report Accelerator at 12:41 PM EST, 15 Feb 2011

Date (week beginning)	Selected Period
1. Jan 2, 2011	207,308
2. Jan 9, 2011	180,573
3. Jan 16, 2011	168,437
4. Jan 23, 2011	179,646
5. Jan 30, 2011	187,594
<b>Total</b>	<b>923,558</b>

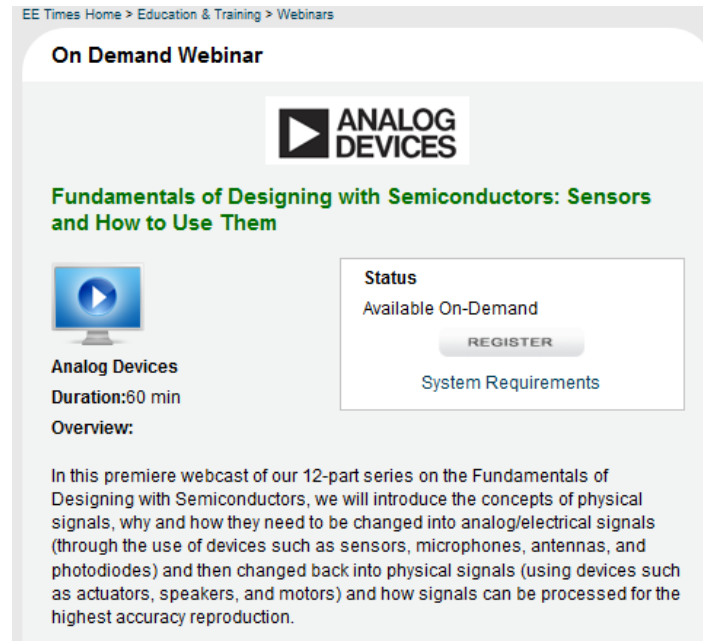


Graph Generated by SiteCatalyst using Report Accelerator at 12:42 PM EST, 15 Feb 2011

Date (week beginning)	Selected Period
1. Dec 26, 2010	11,778
2. Jan 2, 2011	207,308
3. Jan 9, 2011	180,573
4. Jan 16, 2011	168,437
5. Jan 23, 2011	179,646
6. Jan 30, 2011	44,756
<b>Total</b>	<b>792,498</b>


## Focus on: Education and Training

The Education and Training section is a pivotal part of the EE Times Network and acts as a go to place for the engineering community to learn and keep their skills up to date. Many webinars like the one shown in the snapshot below “Fundamentals of Designing with Semiconductors: Sensors and How to Use Them” attract thousands of registrants.




EE Times Home > Education & Training > Webinars

### On Demand Webinar



#### Fundamentals of Designing with Semiconductors: Sensors and How to Use Them



**Analog Devices**  
**Duration:** 60 min  
**Overview:**

**Status**  
Available On-Demand

[REGISTER](#)

[System Requirements](#)

In this premiere webcast of our 12-part series on the Fundamentals of Designing with Semiconductors, we will introduce the concepts of physical signals, why and how they need to be changed into analog/electrical signals (through the use of devices such as sensors, microphones, antennas, and photodiodes) and then changed back into physical signals (using devices such as actuators, speakers, and motors) and how signals can be processed for the highest accuracy reproduction.


The webinars, techpapers and various fundamental courses are communicated to our users via specific newsletters, dedicated audience marketing email campaigns along with a dedicated section on the EE Times website. Most of the webinars promoted live are also available on-demand and this feature is commonly used by the engineering audience of EE Times.

Most available webinar slots sell out completely every month and this is a testament of our client as well as user confidence in this product.

Education & Training Newsletters


**EE Times** Education & Training Webinar Calendar for the week of: Feb 7, 2011

Join us for complimentary online seminars from the comfort of your computer.




**Fundamentals of Designing with Semiconductors for Signal Processing Applications: The Op Amp**

Wednesday, February 9th  
9 am PT / 12 pm ET


[REGISTER](#) 

What is an Op Amp and how does it work? What are the different types of Op Amps and how do you select the right one for your circuit? This webcast will also explain offset, noise, bandwidth and other specifications that impact amp operation, and how you can maximize your circuit's performance with the right Op Amp.




**Airborne! A Practitioner's Guide to DO-178B, Certification and the Emerging DO-178C Standard**

Wednesday, February 9th  
11 am PT / 2 pm ET


[REGISTER](#) 

Covering technical tips and techniques for developing safety-critical avionics software in compliance with DO-178B (up to, and including, Level A design assurance), this webinar features industry experts who will highlight the processes, procedures and tools used to achieve avionics certification on the latest civil airliners.




**PCI Express(R) 3.0 Strategies for Transmitter and Receiver Validation**

Thursday, February 10th  
9 am PT / 12 pm ET


[REGISTER](#) 

This presentation will provide you with an overview of the latest developments in the PCI Express 3.0 standard, including new methods for validating transmitter jitter, transmit de-emphasis and preshoot, equalization parameters, and the effects of de-embedding on PCI Express compliance measurements. We will also discuss key considerations for receiver jitter stress testing at both the component and system level.



**Interfacing RF components**

Wednesday, February 16th  
9 am PT / 12 pm ET

[REGISTER](#) 

Few things are as critical to the success to any RF design as the interfacing of the stages within the receiver and transmitter. Harmonics, undesired attenuation, and other deficiencies can manifest themselves in a circuit in which the stages are not properly connected. This webcast will introduce the best practices that will help you get the most out of your RF circuit.

The above example shows the weekly webinar calendar that communicates to our users all live and on demand webinars available that particular week.

39 clicks : 0.85%  
27 clicks : 0.59%

Here are this week's highlights of EE Times Education & Training:

- [Fundamentals of Prototyping](#) (on Instruments) **1185 clicks : 25.82%**
- [Fundamentals of Component Data Management](#) (EMA Design Automation) **133 clicks : 2.9%**
- [How To Verify the Data in Your LTE Uplink Signal](#) **138 clicks : 3.01%**
- [ZigBee Wireless Switch Demo](#) **346 clicks : 7.54%**
- [Fundamentals of Mixed-Signal SoC Design](#) (by Cadence Design Systems) **261 clicks : 5.69%**

Enjoy!  
Briana Cosofret  
[briana.cosofret@ubm.com](mailto:briana.cosofret@ubm.com)

### Spotlight on Courses

[Fundamentals of Wireless](#) **429 clicks : 9.35%**  
Sponsored by Silicon Labs

Starting with the an overview of wireless interface options, both standard and proprietary, the course will cover terminology, FCC regulations and the unlicensed bands, will continue through the selection of a wireless interface and guidelines on antenna layout, and finish with practical, hands-on implementation example using a radio design from Silicon Labs.

[Impedance Track? System Side Battery Fuel Gauge - bq27520](#) **99 clicks : 2.16%**  
Texas Instruments

[Near Field Communication Demo](#) **222 clicks : 4.84%**  
NXP

[In-Home Displays: Enabling the Smart Grid into every home](#) **111 clicks : 2.42%**  
Mentor Graphics

### Highest Rated Technical Papers

[Accurate Multi-GBPS Serial Channel Design Solutions for the Entire Design Team](#) **47 clicks : 1.02%**  
Mentor Graphics

[Ten Productivity Tips for Using Eclipse for Embedded Development](#) **235 clicks : 5.12%**

[Antennas for Wireless Design Handbook, 8th Edition](#) **248 clicks : 5.4%**  
Dantek

[Competitive Advantage Through Design for Environmental Compliance](#) **18 clicks : 0.39%**  
ENOVA, a Dassault Systemes Business Unit

[Configuring Phase-Coherent RF Measurement Systems: From MIMO to Beamforming](#) **55 clicks : 1.2%**  
National Instruments

### Sponsored by: On Semiconductor

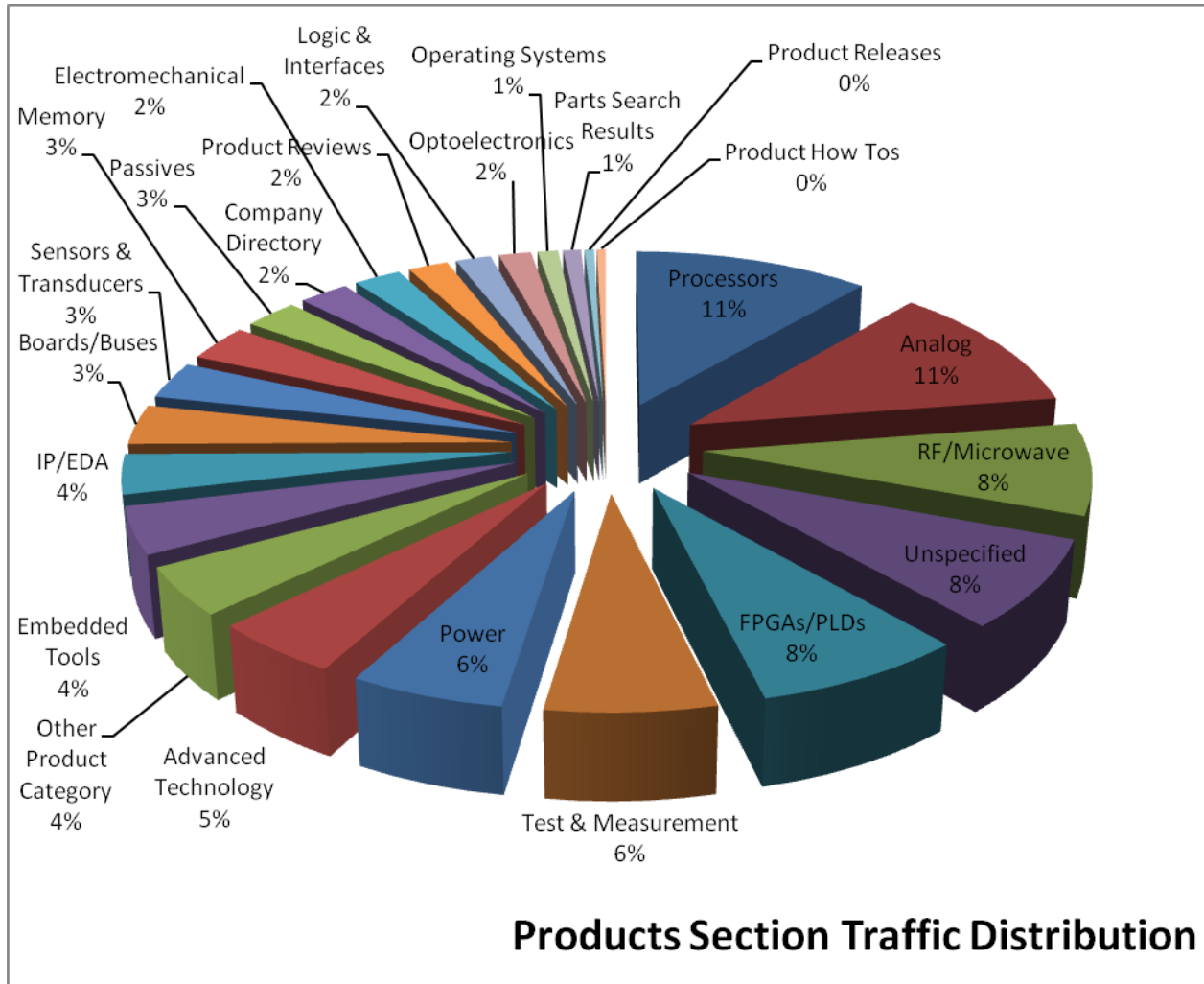
[Boost efficiency to meet energy standards and market needs](#) **31 clicks : 0.68%**

Optimize your power supply, appliances/industrial products, lighting, smart applications with expert resources from ON Semiconductor. Our up-to-date tips, techniques and technology help you build smarter, more efficient meet a variety of power requirements and global energy-efficiency

The EE Times Spotlight newsletter promotes various courses and webinars which are compiled personally by our Webinar & E-Learning Manager, Briana Cosofret.

## Products Section

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.



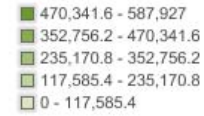
## Global Reach

Geographically, almost 50% of our users come from the United States followed by India, UK, Canada, 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



January 2011



Graph Generated by SiteCatalyst using Report Accelerator at 6:54 PM EST, 15 Feb 2011

Visitors

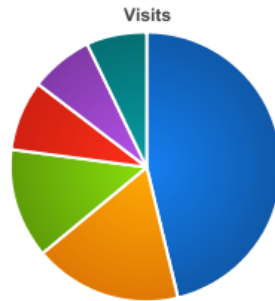
United States	587,927	50.6%	Ireland	5,599	0.5%
India	68,413	5.9%	Philippines	5,319	0.5%
United Kingdom	53,506	4.6%	Turkey	4,918	0.4%
Canada	43,327	3.7%	Romania	4,387	0.4%
Germany	41,826	3.6%	Denmark	3,934	0.3%
France	32,794	2.8%	Pakistan	3,810	0.3%
Taiwan	26,487	2.3%	Mexico	3,740	0.3%
Japan	24,592	2.1%	Norway	3,690	0.3%
China	22,140	1.9%	Thailand	3,370	0.3%
Singapore	20,207	1.7%	Czech Republic	3,187	0.3%
Netherlands	16,473	1.4%	Greece	3,159	0.3%
Korea - South	14,065	1.2%	South Africa	3,068	0.3%
Australia	12,755	1.1%	Austria	2,985	0.3%
Italy	12,445	1.1%	New Zealand	2,924	0.3%
Malaysia	9,306	0.8%	Portugal	2,913	0.3%
Hong Kong	8,882	0.8%	Indonesia	2,612	0.2%
Brazil	8,342	0.7%	Iran (Islamic Republic of)	2,600	0.2%
Spain	7,965	0.7%	Hungary	2,462	0.2%
Israel	7,901	0.7%	Viet Nam	2,199	0.2%
Sweden	7,689	0.7%	Ukraine	2,015	0.2%
Belgium	7,207	0.6%	Bulgaria	2,004	0.2%
Russian Federation	6,548	0.6%	Egypt	1,978	0.2%
Poland	6,515	0.6%	Argentina	1,894	0.2%
Switzerland	5,745	0.5%	Slovenia	1,517	0.1%
Finland	5,701	0.5%	Serbia	1,494	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 January 2011 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

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



January 2011

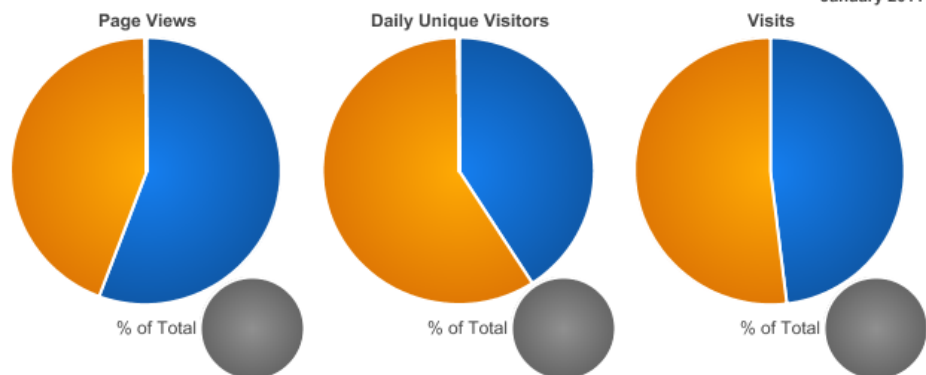
Graph Generated by SiteCatalyst using Report Accelerator at 12:46 PM EST, 15 Feb 2011

### Return Frequency

1. less than 1 day	46.2%
2. 1 to 3 days	17.7%
3. 3 to 7 days	13.2%
4. longer than 1 month	8.4%
5. 7 to 14 days	7.4%
6. 14 days to 1 month	7.1%

Repeat Visitors Report  
Legend

- Repeat
- repeat
- New
- new
- Showing
- Remaining



January 2011

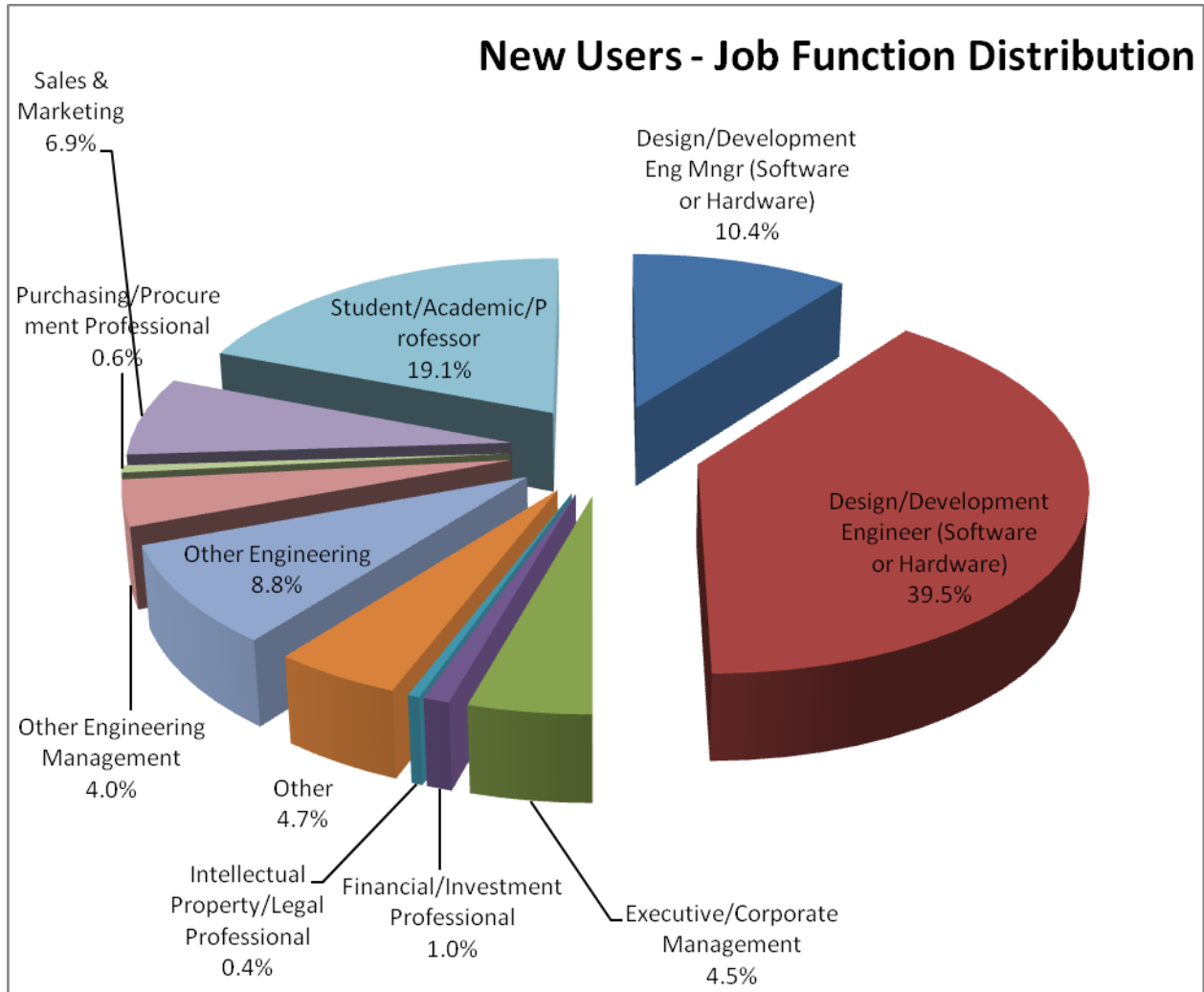
Graph Generated by SiteCatalyst using Report Accelerator at 12:52 PM EST, 15 Feb 2011

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. This is a result of 48% of visits to the website by repeat visitors.

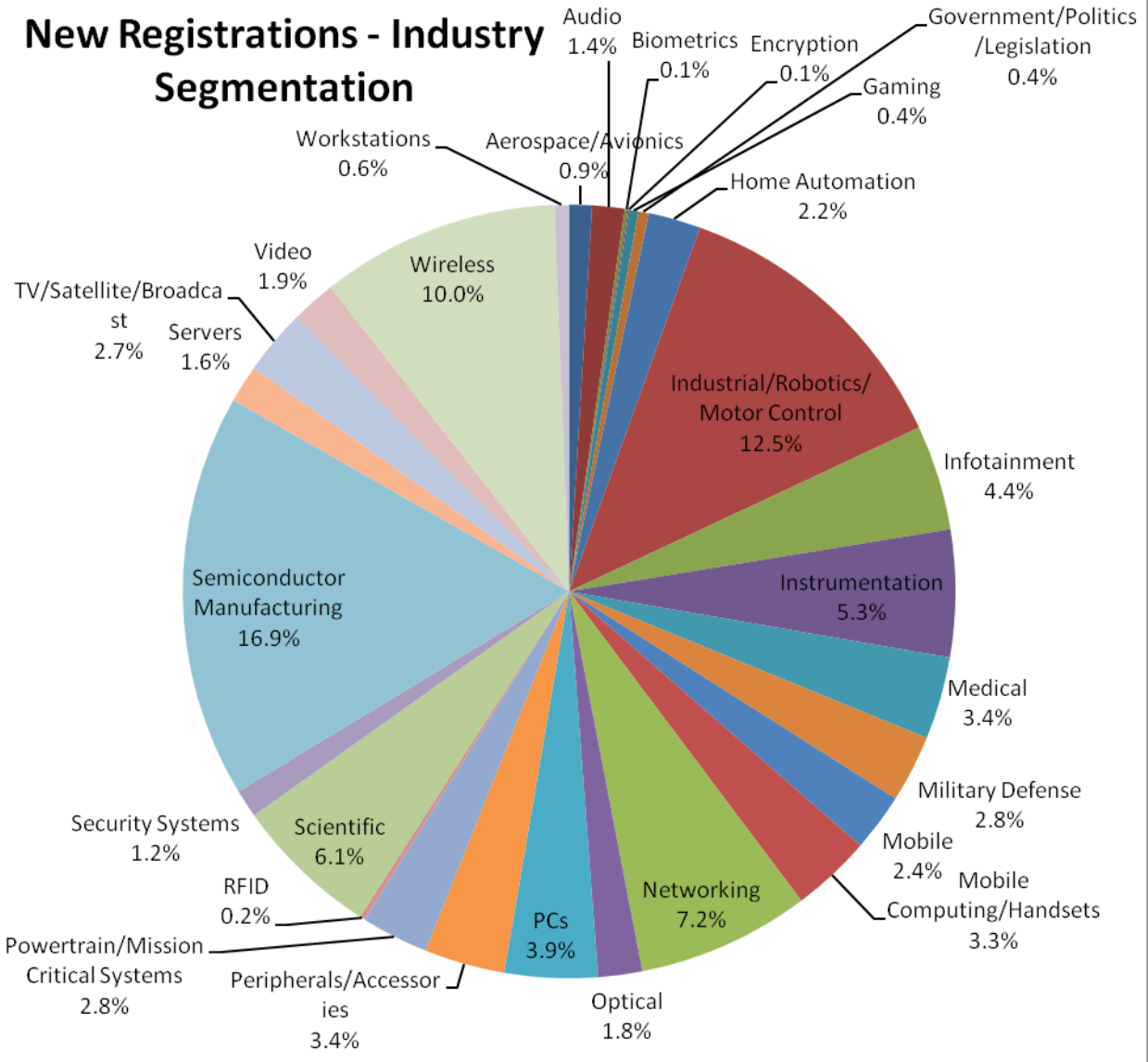
Repeat Visitors	Page Views	Daily Vis	Visits	Time Spent
1. Repeat	55.7%	42.3%	48.1%	7.22
2. New	44.3%	57.7%	51.9%	6.49

## Registration

Registrations have more than doubled before the site launch. For the month of January 2011, we received almost 15,000 new registrations and profile updates.



# New Registrations - Industry Segmentation



## Look who's Talking

Notable new members of EE Times for the month of January 2011, include employees of...



## Print and Digital Circulation

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

Please note that 99% of the print magazines are delivered in the US only.

### ***EE Times:***



Print	60,186
Digital	119,475

### ***Embedded Systems Design***



Print	24,349
Digital	70,309

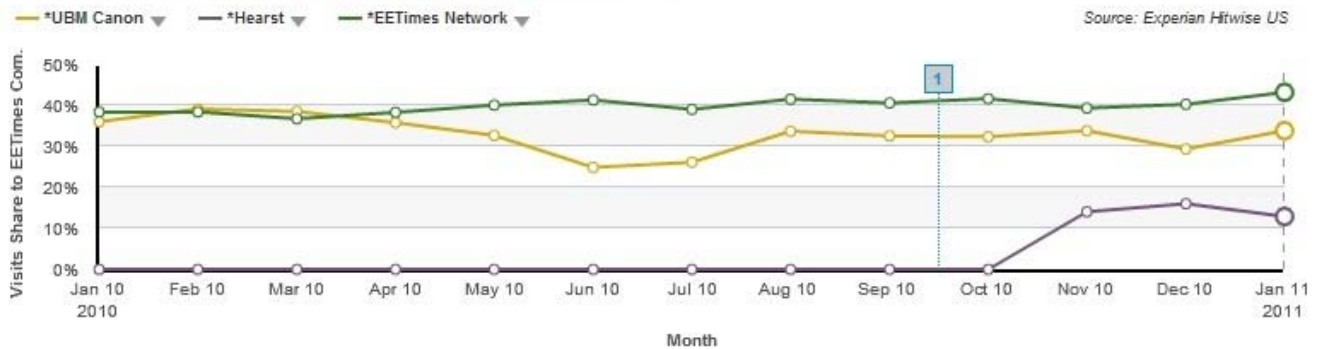
## Competitive Analysis

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 the remainder of the year and grows again in January 2011. 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.

**EE Times Network and EDN/TMW/DN (denoted here as UBM Canon) amount to about 77% of the total market share in our segment.**

### Top Websites in EETimes Competitive Set by Visits Share



Earlier

Periods 12 36 Custom

Later

### Most Popular Websites in EETimes Competitive Set ranked by Visits Share

Month of January 2011

Custom Chart Add To Dashboard Export

<input type="checkbox"/>	Websites (5 returned)	Total Visits	Visits Share	Rank Dec 10	Rank Nov 10	Rank Oct 10
<input type="checkbox"/>	1 *EETimes Network	96,715	43.18%	1	1	1
<input type="checkbox"/>	2 *UBM Canon	75,878	33.88%	2	2	2
<input type="checkbox"/>	3 *Hearst	28,908	12.91%	3	3	3
<input type="checkbox"/>	4 *Penton	18,801	8.39%	4	4	4
<input type="checkbox"/>	5 *Circuit Cellar	3,673	1.64%	5	5	5

10 20 100

## Most Popular Websites in EET Network + Competitors ranked by Visits Share

Month of January 2011

Custom

Chart

Add To Dashboard

Export

<input type="checkbox"/>	Websites (62 returned)	Total Visits	Visits Share ▼	Rank Dec 10	Rank Nov 10	Rank Oct 10
<input type="checkbox"/>	1 EE Times	94,932	35.65%	1	1	1
<input type="checkbox"/>	▲ 2 Design News	34,061	12.79%	5	2	3
<input type="checkbox"/>	▼ 3 Hearst EEM	27,230	10.23%	2	3	5
<input type="checkbox"/>	▼ 4 EDN	25,798	9.69%	3	4	2
<input type="checkbox"/>	▲ 5 ECN	20,140	7.56%	6	7	6
<input type="checkbox"/>	▼ 6 Electronic Design	18,801	7.06%	4	5	4
<input type="checkbox"/>	▲ 7 Packaging Digest	10,203	3.83%	9	8	7
<input type="checkbox"/>	▼ 8 Electronics Weekly Hyperactive	10,064	3.78%	7	6	8
<input type="checkbox"/>	▼ 9 Device Daily	6,944	2.61%	8	9	11
<input type="checkbox"/>	▲ 10 www.designworldonline.com	5,166	1.94%	DNR	DNR	9
<input type="checkbox"/>	11 Test and Measurement World	4,909	1.84%	11	10	12
<input type="checkbox"/>	▼ 12 Circuit Cellar	3,673	1.38%	10	11	10
<input type="checkbox"/>	▼ 13 IC Master	1,678	0.63%	12	13	13
<input type="checkbox"/>	14 eetonline.com	1,134	0.43%	14	12	17
<input type="checkbox"/>	15 Semiconductor International	908	0.34%	15	16	15
<input type="checkbox"/>	▲ 16 Tech Online	<500	<0.24%	DNR	DNR	DNR
<input type="checkbox"/>	▼ 17 Semiconductor Insights	<500	<0.24%	13	14	18
<input type="checkbox"/>	▲ 18 www.mwee.com	<500	<0.24%	DNR	DNR	16
<input type="checkbox"/>	▼ 19 www.deepchip.com	<500	<0.24%	16	15	14

## Newsletter Behavior Stats - January 2011

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

EE Times - EE Times							
Month	Deployment Name / Type	Deploy Date	Delivered	Opens	Opens/ Deliv	Clicks	Clicks/ Open
Jan 11	Audio DesignLine Newsletter	01/27/11	24,865	7,805	31.39%	2,519	32.27%
Jan 11	Automotive DesignLine Newsletter	01/05/11	25,409	5,564	21.90%	1,328	23.87%
Jan 11	Communications Newsletter	01/07/11	68,877	12,940	18.79%	2,470	19.09%
Jan 11	EBN Newsletter	01/04/11	33,124	6,527	19.70%	1,898	29.08%
Jan 11	EDA DesignLine Newsletter	01/27/11	36,240	6,440	17.77%	1,115	17.31%
Jan 11	EE Times Daily Newsletter	01/24/11	101,263	44,195	43.64%	14,317	32.40%
Jan 11	EE Times Products Newsletter	01/07/11	34,506	9,234	26.76%	2,959	32.04%
Jan 11	Embedded Newsletter	01/03/11	115,306	26,992	23.41%	9,608	35.60%
Jan 11	Embedded Internet Design Newsletter	01/11/11	52,143	12,602	24.17%	3,206	25.44%
Jan 11	Featured Tech Paper Newsletter	01/05/11	174,597	26,541	15.20%	4,328	16.31%
Jan 11	Industrial Control DesignLine Newsletter	01/06/11	27,402	6,436	23.49%	1,897	29.47%
Jan 11	MCU Designline Newsletter	01/11/11	53,332	11,459	21.49%	3,584	31.28%
Jan 11	Medical Designline Newsletter	01/05/11	9,200	2,351	25.55%	855	36.37%
Jan 11	Memory DesignLine Newsletter	01/10/11	24,215	4,638	19.15%	1,055	22.75%
Jan 11	Mil-Aero DesignLine Newsletter	01/12/11	10,888	2,682	24.63%	853	31.80%
Jan 11	Planet Analog Designline Newsletter	01/12/11	58,630	12,006	20.48%	6,148	51.21%
Jan 11	Power Management DesignLine Newsletter	01/26/11	37,714	7,141	18.93%	2,284	31.98%
Jan 11	Programmable Logic DesignLine Newsletter	01/20/11	56,308	10,806	19.19%	3,500	32.39%
Jan 11	RF & Microwave DesignLine Newsletter	01/12/11	85,839	13,946	16.25%	3,207	23.00%
Jan 11	TechOnline India Newsletter	01/06/11	24,718	1,994	8.07%	339	17.00%
Jan 11	Test & Measurement DesignLine Newsletter	01/20/11	33,442	6,544	19.57%	1,917	29.29%
Jan 11	TechOnline Spotlight Newsletter	01/28/11	174,280	27,016	15.50%	4,588	16.98%
Jan 11	Weekly Webinar Calendar Newsletter	01/31/11	156,715	19,383	12.37%	1,124	5.80%
Jan 11	EE Life Newsletter	01/07/11	50,813	38,109	75.00%	16,656	43.71%

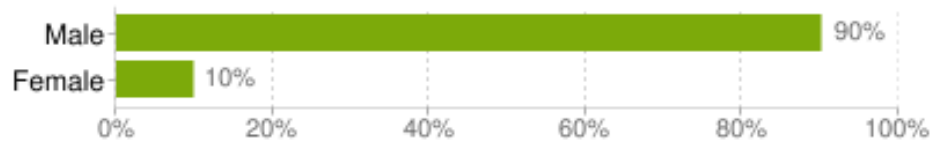
## Google Statistics

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

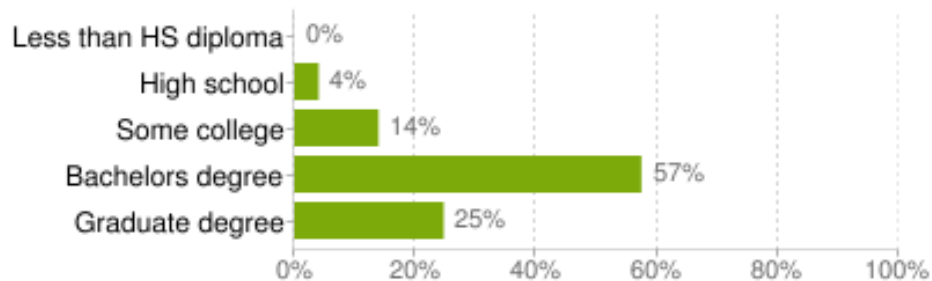
### Audience Interests

Interest	Affinity <a href="#">?</a>
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

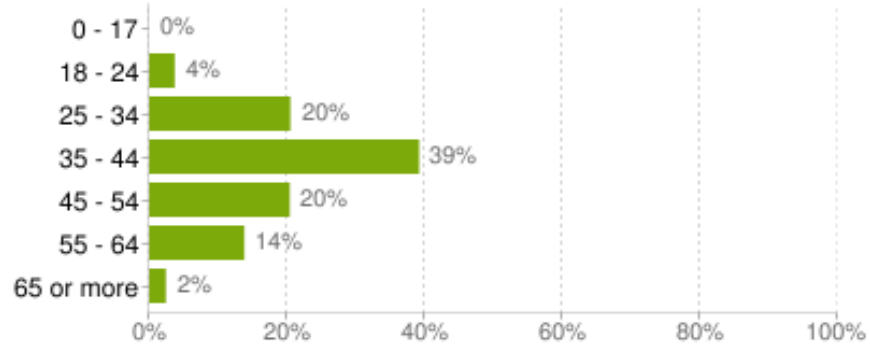
### Gender



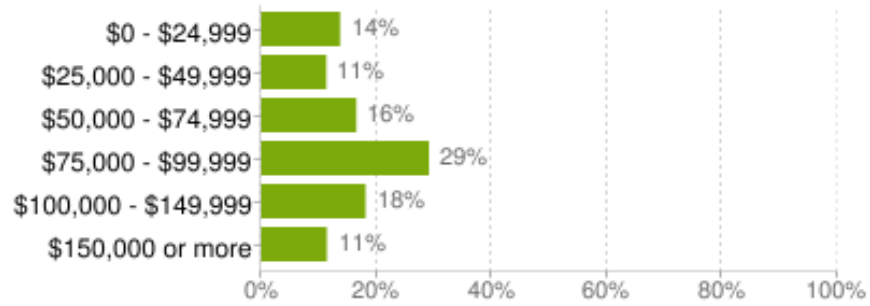
### Education



### Age



### Household income



## Audience Interests

Interest	Affinity <a href="#">?</a>
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

## 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 UBM Electronics Network (<http://www.ubmelectronics.com/>)

UBM Electronics is the global leader in media and marketing solutions for the electronics industry. UBM Electronics 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 UBM Electronics brands across the globe to accelerate technology sales. The international electronics community gathers at UBM Electronics'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, UBM Electronics provides end-to-end services ranging from next-generation marketing, integrated media, custom solutions and research. UBM Electronics is part of UBM (UBM.L) a global provider of media and information services for professional B2B communities and markets.

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