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A. What is the primary of business of your company (tick one only)

- 101 Terrestrial Broadcaster
- 102 Cable / Satellite Broadcaster
- 103 Cable / Satellite Operator
- 104 Programme Distribution Company
- 105 Independent Programme Production
- 106 Advertising Agency
- 107 Internet Content Provider
- 108 Government
- 109 Telecom/Mobile/Broadband/ Satellite Network provider
- 120 Others (specify) _____

B. Please indicate your primary job function (tick one only)

- 121 Corporate Management
- 122 Sales & Marketing & Distribution
- 123 Programming / Production
- 124 Operation Management (Engineering / Technical / Finance, etc)
- 125 Media Planning / Buying
- 130 Others (specify) _____

C. For your company location, please indicate the total number of employees (tick one only)

- 131 1,000 or more
- 132 500 to 999
- 133 250 to 499
- 134 100 to 249
- 135 50 to 99
- 136 Less than 50

D. Do you wish to receive promotional material from other companies?

- 191 YES
- 192 No