

BUSINESS PUBLICATION CIRCULATION STATEMENT FOR THE 6 MONTH PERIOD ENDED JUNE 2009

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

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Official Publication of: None
Established: 1983
Issues per Year: 26

FIELD SERVED

TV TECHNOLOGY serves broadcast television (VHF- TV, UHF- TV, Networks), production and post-production houses, corporate and industrial facilities, cable TV and other related industries as reported in Paragraph 3a herein.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are corporate management, engineering management and staff, training, production/operation management or staff, news management or staff, and other functions. Also qualified are other titled and non-titled personnel including company copies.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	82
Advertiser and Agency _____	776
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	171
Electronic _____	-
All Other _____	325
TOTAL	1,354

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	32,568	100.0	32,568	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	32,568	100.0	32,568	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD															
2008 Issue	Number Removed	Number Added	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	Number Removed	Number Added	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified
January 21 _____	93	93	27,458	6,042			33,500	April 20 _____	205	514	25,000	7,212			32,212
February 4 _____	2,090	2,090	27,323	6,177			33,500	May 1 _____	2,079	2,005	25,000	7,138			32,138
February 18 _____	167	333	27,270	6,396			33,666	May 15 _____	156	83	25,000	7,065			32,065
March 4 _____	487	321	27,143	6,357			33,500	May 27 _____	77	84	25,000	7,072			32,072
March 25 _____	1,744	137	25,000	6,893			31,893	June 10 _____	117	128	25,000	7,083			32,083
April 1 _____	113	118	25,000	6,898			31,898	June 24 _____	129	71	25,000	7,025			32,025
TOTAL								TOTAL	7,596	6,121					

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 27, 2009
This issue is 1.6% or 534 copies below the average of the other 13 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Electronic Version Only (B)	Corporate Management	Engineering Management (See Note 1)	Engineering Staff (See Note 1)	Production/Operations, Management or Staff	Other Paid Subscriptions, News Management or Staff training, or Other Function Not Listed
TV Stations (VHF/UHF) _____	12,785	39.9	11,091	1,694	3,958	2,842	2,021	2,866	1,098
Network/group owner _____	1,515	4.7	1,249	266	560	411	275	235	34
Cable TV _____	3,064	9.6	2,541	523	601	867	489	983	124
Broadcast/Cable Sub-Total	17,364	54.2	14,881	2,483	5,119	4,120	2,785	4,084	1,256
Production/Post- Production Studios _____	6,557	20.4	5,218	1,339	3,525	540	377	2,030	85
Production Sub-Total	6,557	20.4	5,218	1,339	3,525	540	377	2,030	85
Corporate TV facility _____	372	1.2	209	163	83	78	65	133	13
Medical TV facility _____	77	0.2	41	36	16	15	12	28	6
Government TV facility _____	526	1.6	298	228	34	149	106	206	31
Educational TV facility _____	1,700	5.3	1,195	505	145	359	235	554	407
Broadcast Consultant _____	1,562	4.9	1,051	511	845	345	176	112	84
Mfg, Dist, Dealer _____	1,090	3.4	468	622	362	216	220	98	194
Satellite/Telecom _____	580	1.8	365	215	138	181	163	78	20
Systems Integration _____	1,444	4.5	975	469	580	413	319	72	60
Other _____	800	2.5	299	501	246	121	134	119	180
Business/Institutional Sub-Total	8,151	25.4	4,901	3,250	2,449	1,877	1,430	1,400	995
Other Paid Circulation	-	-	-	-	-	-	-	-	-
Subscriptions _____	-	-	-	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	32,072	100.0	25,000	7,072	11,093	6,537	4,592	7,514	2,336
PERCENT	100.0		77.9	22.1	34.6	20.4	14.3	23.4	7.3

Note 1: Engineering Management and Engineering Staff Function classifications include Technical Management and Technical Staff and IT Management or Staff

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 27, 2009

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years						
I. Direct Request	19,856	4,795	-	17,579	7,072			24,651	76.9
II. Request from recipient's company:	-	-	-	-	-			-	-
III. Membership Benefit:	-	-	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically):	7,421	-	-	7,421	-			7,421	23.1
Association rosters and directories	-	-	-	-	-			-	-
Business directories	-	-	-	-	-			-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-			-	-
*Other sources	7,421	-	-	7,421	-			7,421	23.1
VI. Single Copy Sales:	-	-	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	27,277	4,795	-	25,000	7,072			32,072	100.0
*See Paragraph 9 PERCENT	85.0	15.0	-	77.9	22.1			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 27, 2009

MAILING ADDRESS	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	24,949	7,070			32,019	99.8
Individuals by name only	-	-			-	-
Titles or functions only	51	2			53	0.2
Company names only	-	-			-	-
Multi-Copy Same Addressee copies	-	-			-	-
Single Copy Sales	-	-			-	-
TOTAL QUALIFIED CIRCULATION	25,000	7,072			32,072	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 27, 2009

State & Zip Code	Print Version Only (A)	Electronic Version Only (B)	Total Qualified	Percent
039-049 Maine	117	27	144	
030-038 New Hampshire	103	22	125	
050-059 Vermont	88	10	98	
010-027 Massachusetts	532	147	679	
028-029 Rhode Island	80	22	102	
060-069 Connecticut	446	111	557	
NEW ENGLAND	1,366	339	1,705	5.3
100-149 New York	1,934	470	2,404	
070-089 New Jersey	682	211	893	
150-196 Pennsylvania	804	195	999	
MIDDLE ATLANTIC	3,420	876	4,296	13.4
430-459 Ohio	768	183	951	
460-479 Indiana	420	98	518	
600-629 Illinois	793	185	978	
480-499 Michigan	610	117	727	
530-549 Wisconsin	437	97	534	
EAST NO. CENTRAL	3,028	680	3,708	11.6
550-567 Minnesota	318	91	409	
500-528 Iowa	258	57	315	
630-658 Missouri	412	72	484	
580-588 North Dakota	96	13	109	
570-577 South Dakota	110	21	131	
680-693 Nebraska	169	36	205	
660-679 Kansas	210	52	262	
WEST NO. CENTRAL	1,573	342	1,915	6.0
197-199 Delaware	31	10	41	
206-219 Maryland	429	127	556	
200-205 Washington, DC	233	73	306	
220-246 Virginia	701	197	898	
247-268 West Virginia	134	24	158	
270-289 North Carolina	492	131	623	
290-299 South Carolina	227	77	304	
300-319 Georgia	681	246	927	
320-349 Florida	1,480	385	1,865	
SOUTH ATLANTIC	4,408	1,270	5,678	17.7
400-427 Kentucky	246	67	313	
370-385 Tennessee	445	90	535	
350-369 Alabama	283	48	331	
386-397 Mississippi	162	27	189	
EAST SO. CENTRAL	1,136	232	1,368	4.3
716-729 Arkansas	171	29	200	
700-714 Louisiana	288	39	327	
730-749 Oklahoma	295	64	359	
750-799 Texas	1,618	337	1,955	
WEST SO. CENTRAL	2,372	469	2,841	8.9
590-599 Montana	126	20	146	
832-838 Idaho	149	25	174	
820-831 Wyoming	60	19	79	
800-816 Colorado	539	123	662	
870-884 New Mexico	160	32	192	
850-865 Arizona	451	123	574	
840-847 Utah	219	59	278	
889-898 Nevada	315	68	383	
MOUNTAIN	2,019	469	2,488	7.8
995-999 Alaska	85	12	97	
980-994 Washington	471	134	605	
970-979 Oregon	304	88	392	
900-961 California	4,597	1,292	5,889	
967-968 Hawaii	91	29	120	
PACIFIC	5,548	1,555	7,103	22.0
UNITED STATES	24,870	6,232	31,102	97.0
969 & 004-009 U.S. Territories	121	46	167	
Canada	-	174	174	
Mexico	-	24	24	
Other International	-	590	590	
APO/FPO	9	6	15	
TOTAL QUALIFIED CIRCULATION	25,000	7,072	32,072	100.0

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2005	2006	2007	January - June 2008	July - December 2008	January - June 2009*
6-Month Period Ended:	2005	2006	2007	January - June 2008	July - December 2008	January - June 2009*
Total Audit Average Qualified	35,030	34,816	35,355	34,638	33,960	32,568
Qualified Non-Paid Total	34,663	34,542	35,229	34,638	33,960	32,568
Print Version Only	34,663	31,094	27,609	26,735	26,915	25,835
Electronic Version Only	-	1,410	2,475	3,153	6,005	6,733
Qualified Paid Total	367	274	126	-	-	-
Print Version Only	367	274	126	-	-	-
Electronic Version Only	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: January - June 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

8. PAID CIRCULATION DATA

**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
26	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

9. ADDITIONAL DATA**METHOD OF DISTRIBUTION:**

All qualified circulation conforms to the field served of a recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the electronic versions are notified via email when the version is available.

PARAGRAPH 3b:

Other sources include 2 sources of circulation for quantities of 3325 copies or 10.4% to 4,096 copies or 12.8%, including Great Lists and NAB attendee list.

PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT VERSION ONLY

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	25,835	100.0	25,835	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,835	100.0	25,835	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - ELECTRONIC VERSION ONLY

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	6,733	100.0	6,733	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	6,733	100.0	6,733	100.0	-	-

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Carmel King, Executive Vice President Video/Broadcast Division

Kwentin K. Keenan, Circulation Manager

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed July 15, 2009

State Virginia

County Fairfax

Received by BPA Worldwide July 15, 2009

Type PD

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