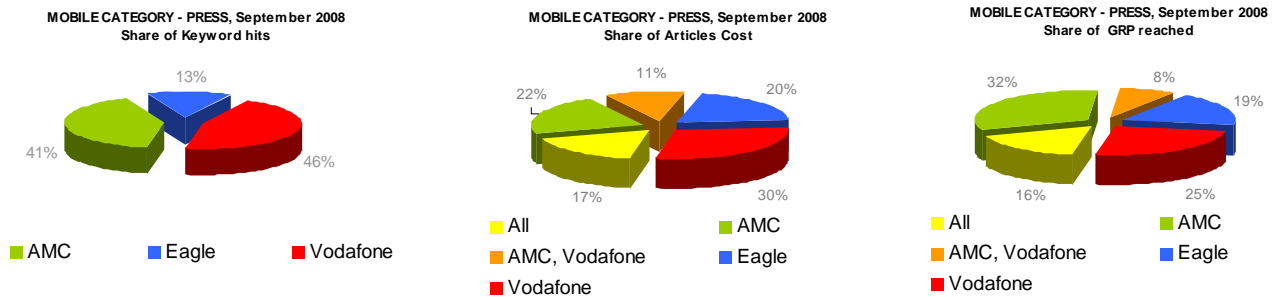


## COVERAGE ANALYSIS REPORT

### Mobile category in Print

The articles selection is been done from all dailies titles during 1-22 September 2008 according to the keywords mentioning the companies operation in Albania. 117 articles analyzed are listed in the PDF named PressReview-mobile\_catgory-Sep\_08.

The results of Press Review analysis are shown in the charts and tables below.



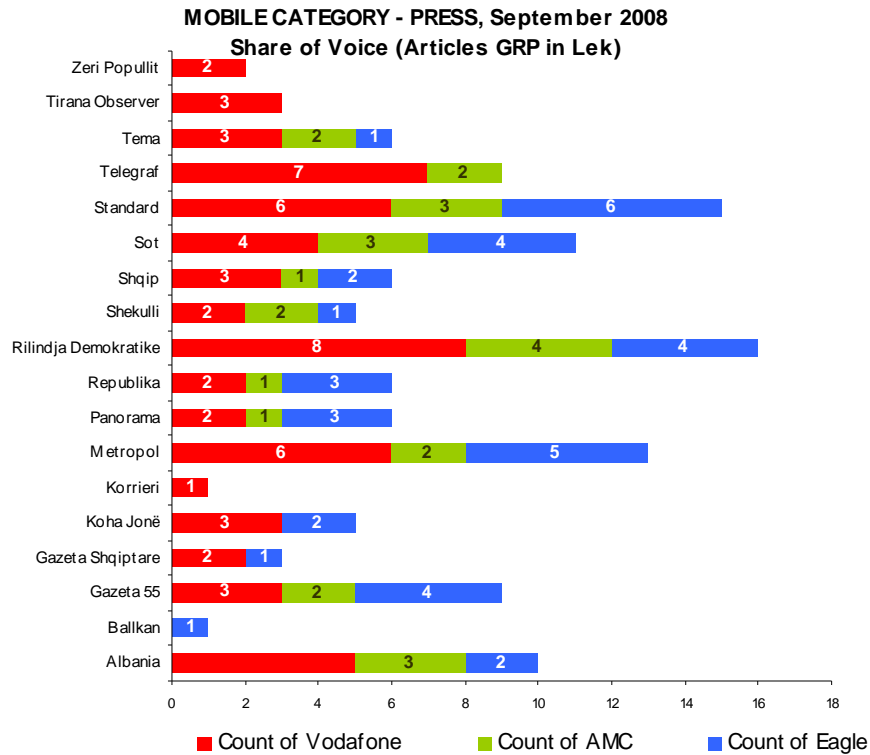
SHARE OF TOTAL KEYWORD HITS, ARTICLES COST AND GRP REACHED FROM ARTICLES MENTIONING THE MOBILE CATEGORY COMPANIES

Companies mentioned	Share of voice (Articles No.)	Article Size	Articles Image Size	Articles Word	GRP %	Articles Cost	Positive Hits	Neutra l Hits	Negative Hits	Keyword Hits
All Companies	16	3814	144	8057	26.59	110,196Lek	4	11	1	
AMC	32	4729	111	9782	52.47	138,568Lek	28	4		361
AMC, Vodafone	10	2499	167	4148	13.16	70,700Lek	5	3		
Eagle	23	4746	601	8706	30.20	127,264Lek	21		2	118
Vodafone	36	6353	1282	9711	40.24	183,179Lek	31	5		397
<b>Grand Total</b>	<b>117</b>	<b>22141</b>	<b>2305</b>	<b>40404</b>	<b>162.67</b>	<b>629,906Lek</b>	<b>89</b>	<b>23</b>	<b>3</b>	<b>515</b>

DETAILS OF ARTICLES MENTIONING THE MOBILE CATEGORY COMPANIES

SourceName	Count of Vodafone	Count of AMC	Count of Eagle	Sum of ArticleSize	Sum of ImageSize	Sum of WordCount	Sum of Price of article	Sum of GRP %
Albania	5	3	2	1437	167	2859	38,770Lek	2.73
Ballkan			1	239	0	465	3,415Lek	0.34125
Gazeta 55	3	2	4	2100	600	2577	48,300Lek	2.73
Gazeta Shqiptare	2		1	600	10	1036	24,690Lek	16.45
Koha Jonë	3		2	1713	177	2835	61,171Lek	4.27
Korrieri	1			388	16	851	20,118Lek	3
Metropol	6	2	5	1369	125	3007	41,111Lek	5.9
Panorama	2	1	3	1336	112	2843	51,583Lek	56.7
Republika	2	1	3	1946	417	3399	40,049Lek	2.0475
Rilindja Demokratike	8	4	4	1648	0	3423	43,952Lek	6.72
Shekulli	2	2	1	343	0	527	16,687Lek	18.1
Shqip	3	1	2	625	48	1712	21,256Lek	19.96
Sot	4	3	4	1818	161	3544	42,123Lek	2.73
Standard	6	3	6	1755	60	3491	50,825Lek	7.44
Telegraf	7	2		2078	304	3074	48,147Lek	2.73
Tema	3	2	1	1046	108	1835	37,353Lek	2.68
Tirana Observer	3			790	0	1416	22,784Lek	3.75
Zeri Popullit	2			910	0	1510	17,572Lek	4.4
<b>Grand Total</b>	<b>62</b>	<b>26</b>	<b>39</b>	<b>22141</b>	<b>2305</b>	<b>40404</b>	<b>629,906Lek</b>	<b>162.67875</b>

DETAILS OF NEWSPAPERS MENTIONING THE MOBILE CATEGORY COMPANIES



NEWSPAPERS NUMBER OF ARTICLES MENTIONING THE MOBILE CATEGORY COMPANIES

Rubrics	Count of Vodafone	Count of AMC	Count of Eagle	Article Size	Image Size	Word Count
Ekonomi - Economy	46	21	33	16781	2180	30155
Kronikë - Chronicle	8	3		928	0	1893
Kulturë - Culture			2	761	0	1546
Politikë - Politics	3	1	4	1796	125	3662
Sociale - Social	5	1		1875	0	3148
<b>Grand Total</b>	<b>62</b>	<b>26</b>	<b>39</b>	<b>22141</b>	<b>2305</b>	<b>40404</b>

NEWSPAPERS CATEGORIES OF ARTICLES MENTIONING THE MOBILE CATEGORY COMPANIES