

Media Coverage Report
&
Overview of the
Programmes/Events

for the Launch of Happiness
Now (English Version)

Hong Kong, China
October 2005

Produced by

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December 2005

Overview of the Programmes/Events from October 15-21 for Andrew Matthews in Hong Kong

Updated December 19, 2005

Activity/Event		Number Attended/ Target Audience Reached	Comments
Central Library Sat., Oct. 15		Nearly 300 persons – general public, school children, some parents	Autographing 1 hour
		Media exposure in 5 local mass Chinese press and the South China Morning Post, HK Magazine	South China Morning Post & Ming Pao reporters attended
South Island School Mon., Oct. 17		Nearly 150 students of the General Studies class	1 st contact with the English School Foundation (19 schools (20,000 students) attended by children of expats, international executives posted to Hong Kong)
Matilda International Hospital Mon., Oct. 17		50-60 staff	One of the prestigious hospitals of Hong Kong
Univ of Hong Kong Management (Finance and Business) Alumni Association and Univ of Hong Kong MBA Programme Tuesday, Oct. 18		80 pax - executives in Hong Kong corporations and local companies Total database is in the 1000s	Organiser is one of the true fans of Andrew Matthews – and found out that Andrew was in Hong Kong through PCCW
City University of Hong Kong, English and Communications Programme Wed., Oct. 19		70 students – aged 20-21	Students of the English and Communications Programme for Prof. Anne Peirson-Smith's class

Overview of the Events from October 15-21 for Andrew Matthews in Hong Kong

<i>Activity/Event</i>		<i>Number Attended/ Target Audience Reached</i>	<i>Comments</i>
American Chamber of Commerce of Hong Kong, Thursday, Oct. 20		50-60 executives for breakfast meeting - Attended by current and past chairman of AMCHAM Total membership: 4,000 corporate members	Exposure to a few business leaders in the HK community – Some HR Directors attended whose companies were approached for speaking engagements
Rotary Club Kowloon at the Felix Restaurant Thursday, Oct. 20		30 male executives (Old Boys' Club) Note: There are 45 Rotary Clubs in Hong Kong	Cartoons will benefit Kely Support Group through auction
Tang King Po School Friday, Oct. 21		500+ students	Person in charge – Catherine Leung During the month of October full programme organised – please note that this is the only school in Hong Kong doing such a programme Fanny Law visited Tang King Po in early November
Summation of Total Number of People and Types of Audience Reached		1,000+ executives and students who listened to Andrew's talk and also each organisation's database of members – so, 10,000 people received the event notice and information	

Note:

I have omitted the number of people attending the book signings at:

- Popular Bookstore
- Page One
- Hong Kong Book Centre – Student Standard and Sing Pao
- Bookazine

as I did not attend them fully.

Also in contact with:

- English Schools Foundation (20,000 students)
- King George V School (another ESF School)
- Hong Kong International School (another ESF school)
- Hong Kong Junior Chamber
- Hong Kong Jayceettes
- Diocesan Boy's School (DBS)
- Cellarmaster Wines(Peter Chu) et al,

however, due to time schedule, events could not be scheduled properly.

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	<i>Type of Publication</i>	<i>Circulation</i>	<i>Media and Advertising Value</i>
Number of Interviews	14		Includes radio, TV and print
Number of Articles	16		Includes event notices
Number of Media Reached	24		
Number of English Articles (including student newspapers)	8	1.5 million	HK\$750,000
Number of Chinese Articles	5	1.5 million	HK\$500,000
Approximate Total of Media Value of Press interviews in October	Business, Mass and Student publications	Approximately reaching 3.1 million readers/listeners	Approximately HK\$1.5 million (US\$200,000) Return on Investment Approximately 40-50 to 1

- ◆ Advertising or media value derived by how much it would cost to purchase an advertisement in the newspaper or magazine which is the same size as the article.
- ◆ Includes pre-publicity done by the Central Library, World Publishing and anna fang public relations
- ◆ Includes articles published in newspapers distributed to students in schools.

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Media	Type of Publication	Circulation	Comments/ Media/Advertising Value
Event Notice in Listings Page of the South China Morning Post	Major English newspaper in Hong Kong	Circulations: 100,000 and 120,000 for scmp.com	Event notice for the Central library Event HK\$10,000
Event Notice in Business Diary of the South China Morning Post	Major English newspaper in Hong Kong	Circulations: 100,000 and 120,000 for scmp.com	Event notice for AMCHAM Event HK\$10,000
South China Morning Post (Features Section) Oct. 12, 2005	Major English newspaper in Hong Kong	Circulations: 100,000 and 120,000 for scmp.com	Published pre and post publicity for the Central Library event (and archived on scmp.com) Advertising value: HK\$100,000
Sunday South China Morning Post Oct. 16, 2005	Major English newspaper in Hong Kong	Circulations: 100,000 and 120,000 for scmp.com	Published pre and post publicity for the Central Library event (and archived on scmp.com) Advertising value: HK\$100,000
RTHK Radio 3 Oct. 19, 2005	One of 2 English radio stations in Hong Kong – again the government’s Radio station	Audience numbers: 100,000 for Radio 3 (Total audience for RTHK Chinese radio channels is 2 million)	Archived on rthk.org and broadcast last week - 11 minutes 2 nd round: 42:16 – 53:09
China Daily Hong Kong Edition “Simplicity is the secret to success” Dec. 6, 2005	Official English newspaper for the PRC	Circulation: 20,000 (The PRC edition’s circulation is 200,000- to mostly foreigners)	Full Newspaper Page in the China Daily HK\$100,000

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Media	Type of Publication	Circulation	Comments/ Media/Advertising Value
Hong Kong Business December 2005 issue "He packages a simple idea" 2 pages	The only English business magazine in Hong Kong	Circulation: 50,000	Advertising value: HK\$60,000 (HK\$30,000 per page)
Singapore Strait Times, Singapore Dec. 1, 2005	Mass newspaper - government controlled	Circulation: 400,000	Best Sellers' List Happiness Now was ranked 8 out of 10
Advertisement in: Student Standard	Oct. 12, 2005	Circulation: 10,000 (?)	Limited distribution in schools
Summary of Media Coverage Value for the English Media (Approximate Sub-Total)		Approximate Total: 1.5 million readers and listeners	Preliminary media and advertising value is HK\$400,000-500,000

Note:

- ◆ It appears that **Happiness Now** was on the Best Sellers' List of the Strait Times in Singapore for at least 8 weeks (at least in the top ten).
- ◆ Advertising or media value derived by how much it would cost to purchase an advertisement in the appropriate media.
- ◆ Please note that there are no longer any press from Australia based in Hong Kong. The news bureaus have been closed and have been relocated to Beijing/Shanghai or to Afghanistan. There are foreign correspondents' (from the international media) based in Beijing and Shanghai.

Media Coverage Report for Andrew Matthews in Hong Kong (Distribution in Schools Press Coverage)

Media	Type of Publication	Circulation	Comments/ Media/Advertising Value
<p><i>Student Publications Distributed to Schools with a subscription</i></p> <p>(Note: Students may read this – but does not guarantee that the parents read the newspapers – only if the student shares the newspaper with the parent)</p>			<p>English Street produced by the Hong Kong Economic Times has the largest circulation within the schools I feel it is more sophisticated than the SCMP Young Post</p>
<p>English Street (Hong Kong Economic Times) Nov. 16, 2005</p> <p>Two Page Spread</p>		<p>Circulation: 70,000 Distributed to 400 secondary schools and 100 primary schools who subscribe to the newspaper</p>	<p>This two page spread produced in collaboration with Tang King Po School</p>
<p>Young Post South China Morning Post “Staying Positive” Oct. 25, 2005</p> <p>Front Page story</p>			<p>Separate from the South China Morning Post’s Young Post which is distributed on Sundays in the regular newspaper. This is a special newspaper distributed in the schools</p>
<p>Student Standard Hong Kong Standard “The Pursuit of Happiness” Oct 25, 2005</p> <p>2 pages</p>		<p>Their marketing dept refused to give me their circulation numbers – I think it is quite low (matches with the circulation of the Hong Kong Standard)</p>	<p>I would guess that their circulation would be the smallest since the HK Standard has a much smaller circulation than the SCMP.</p>
<p>Summary of the approximate media value for this section</p>		<p>Approximate Circulation: 100,000</p>	<p>Approximate media and advertising value: HK\$250,000</p>

**Media Coverage Report
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(Chinese Press Coverage)**

Media	Type of Publication	Circulation	Comments/ Media/Advertising Value
Hong Kong Economic Times October 24, 2005	Management Page of the newspaper	Circulation: 80,000	Best written article of the Chinese media articles Advertising value: HK\$100,000
Hong Kong Economic Times Nov. 26, 2005		Circulation: 80,000	Best Seller's List as of that week Happiness Now ranked 8 out of 10
Ming Pao October 19, 2005	Hong Kong yuppie newspaper	Circulation: 95,578	Advertising value – HK\$50,000 Note: This reporter copied the brief I gave him in Chinese! Used only one quote from the interview
Ming Pao Weekly November 5, 2005		Circulation: 61,150	Advertising value- HK\$30,000
Sing Tao Daily October 19, 2005	Mass local Chinese newspaper	Circulation: 67,553	Advertising value – HK\$50,000
Advertisements in: Apple Daily HK Economic Times Sing Tao Daily Ming Pao Daily Oriental Daily News	Oct. 6-Oct. 13, 2005	Total circulation: 1.2 million	Size of ads were B5 Total Advertising value: HK\$250,000 (Each advertisement paid for by the Leisure and Cultural Services)
Total Media and Advertising Value for this Section - Chinese Media		Total Circulation in the Chinese media: 1.5 million	Nearly HK\$500,000

- Advertising or media value derived by how much it would cost to purchase an advertisement in the media.
- For the local Chinese press, a typical 2 col x 3" sized article is worth HK\$15,000.

Broadcasts and Articles Still to Come for Andrew Matthews' Book Launch from October 2005

To be published or broadcast in Q1 2006

<i>Media Interview</i>	<i>Type of Publication</i>	<i>Circulation</i>	<i>Comments or Articles to be Published</i>
CNBC Asia "Managing Asia"	The show - "Managing Asia"	50 million audience footprint in 15 countries of the Asia Pacific region	To be broadcast in early to mid-January 2006
RTHK TV (Chinese Channels)	The government's TV station called Radio Television Hong Kong (RTHK)	Audience numbers: 1.5 million (public affairs programming)	Broadcast date to be in March 2006 – "Reading Habits of Hong Kong People"
Human Resources Magazine	Attached to the Hong Kong Institute of Human Resources (HKIHRM)	8,000 circulation to its members – HR directors and executives	To be published in the January/February 2006 issue
South China Morning Post (Classified Post Section)	Classified Post on Saturdays	All Human Resources and executive management news published on this day – Saturday Circulations: 100,000 (hard copy) and 120,000 for scmp.com	To be published on Saturday, Feb. 4, 2006
The Peak Magazine Hong Kong Edition	Coffee Table magazine	The Peak is distributed on a controlled circulation basis. Complimentary copies are distributed on a monthly basis to individual readers and corporate companies. In addition to this, the magazine is readily available in-flight on six major airlines; <u>Lufthansa</u> , <u>Cathay Pacific</u> , <u>Air France</u> , <u>Malaysia Airlines</u> , <u>United</u> and <u>British Airways</u> . Distributed in some hotels	To be published in Jan or February 2006