



### About TBI

Now in its 19th year of publication, **Television Business International (TBI)** remains the leading trade magazine for the international TV business, covering the production, distribution, broadcasting and financing of TV programming around the world.

With an unrivalled network of international correspondents, each issue offers in-depth analysis of key industry news and programming trends, including reports on key territories, company and buyer profiles, and coverage of ancillary markets, such as DVD, licensing and merchandising and publishing. In addition, the magazine provides regular news on new media opportunities, from mobile applications to interactive TV developments.

A typical issue will include:

- News analysis and financial watch
- Columns by highly regarded industry commentators
- Feature articles on specific programme genres
- Country updates or full territory reports
- Company profiles
- Q&A interviews with leading industry players
- Pre-market previews of new programming
- Key data including programme pricing, ratings and scheduling analysis

### TBI products

TBI also publishes the annual best-selling TBI Yearbook, TBI Buyers' Briefing, TBI World Programme Prices Guide, TBI Formats, Corporate Profiles, Territory Supplements and organises the European Media Leaders' Summit and the TBI Kids' Summit.

### TBI circulation

**Each issue of TBI is sent out to 6,500 recipients**

Europe: 53.6%  
North America (USA, Canada, Mexico): 28.3%  
Asia Pacific: 9.5%  
Rest of the World: 8.6%

#### Show distribution

In addition to its postal circulation, TBI is present at television trade shows through stand and/or hotel and/or exhibition bin distribution.

### Register for TBI

To receive regular copies of TBI register your details on <http://bookshop.informamedia.com/tbisubs>

### TBI readers

#### By sector

- Broadcasters, including national and regional public broadcasters, commercial TV networks, cable and satellite channels and cable and satellite operators
- Producers and distributors
- Licensing agents
- Financial institutions
- Trade associations and government/regulatory bodies
- Internet /new media companies/mobile operators

#### By job title

- Senior Management: Owner/Chairman/President/CEO
- Programming Executives: Head of Programming/Programming Scheduler/Head of Acquisitions/Programme Buyer/Commissioning Editors/Department Heads
- Producers: Head of Co-productions/Executive Producers
- Distributors: Managing Director/VP Marketing/Head of Sales
- Finance: Media Analyst/CFO/Business Development Director
- Other: Head of Licensing, Mobile Content Developers

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