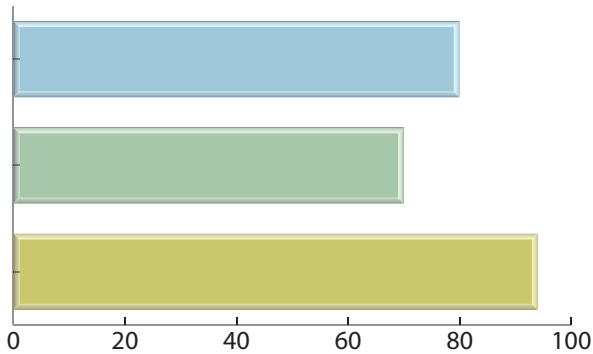


Speech Technology Magazine Data Points

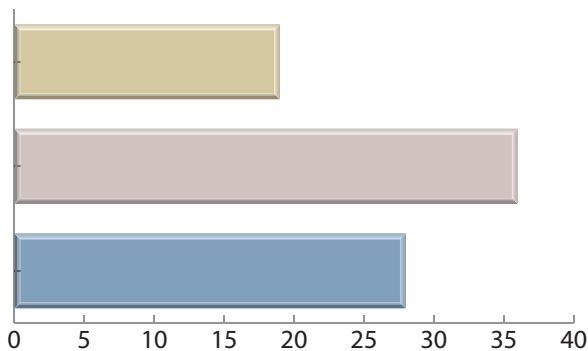
BPA Audited – 19,797 circulation

Who reads *Speech Technology* magazine?



- 80%** of readers are the company's champion for speech initiatives.
- 70%** of print readers also receive *Speech Technology's* eWeekly newsletter.
- 94%** of readers agree that *Speech Technology* magazine is an important source of information they cannot find anywhere else.

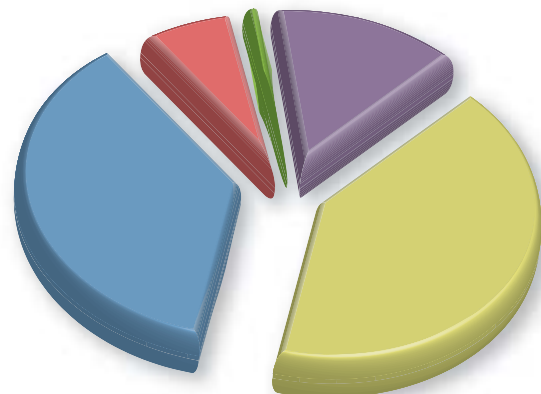
What type of purchasing influence do our readers have?



- 19%** Business decision makers
- 36%** Technology decision makers
- 28%** Both

How do our readers expect their budgets for speech-related products and services to fare next year?

- 14%** Increase significantly
- 41%** Increase moderately
- 37%** Stay the same
- 7%** Decrease moderately
- 1%** Decrease significantly



Source: *Speech Technology* Reader Survey October 2008





● **Budgets for Speech-Related Products and Services**

Average – \$390,000
21% – more than \$1 million
56% – more than \$100,000



● **Revenue of Readers' Companies**

Average revenue – \$1.42 billion
20% – more than \$5 billion
40% – more than \$500 million



● **Number of Employees in Readers' Companies**

Average size – 6,522 employees
49% more than 1,000 employees



● **Engaged Readers**

70% of subscribers have read at least the last 3 out of 4 issues
30% have contacted advertiser or visited their site
25% have used information to make a buying decision
54% have given an article to a coworker
60% have saved an issue for future referral

Who Makes Buying Decisions for Speech-Related Products and Services?

(more than one answer allowed)

| | Makes Final Decision | On Decision-Making Team |
|------------------------------------|----------------------|-------------------------|
| Sr. Corporate Executive/Manager | 54% | 27% |
| Customer Service Executive/Manager | 10% | 58% |
| IT Executive/Manager | 17% | 61% |
| Integrator/VAR/Consultant | 5% | 45% |
| Line of Business Executive/Manager | 12% | 57% |

Source: *Speech Technology Reader Survey* September 2008

"Top-notch. The most technology focused source available."
 — *Conversational Speech Specialist, IBM*

"Very informative and easy to understand."
 — *Mgr.-Call Centre Infrastructure, Sun Life Financial*

"Terrific insight into the present and future of speech technology."
 — *Senior Manager, Pepsi*

"An invaluable source of up-to-date information."
 — *Americas International IVR PM, Dell, Inc*

"Good reading and informative!"
 — *Director, Technology Services, RxAmerica*

"A perfect source to find industry specific information and case studies for speech applications and implementations."
 — *Group Leader-Customer Service, Wellmark Blue Cross Blue Shield*