

Macworld

Conference & Expo®



DATES OF EVENT:
 Conference: January 8-12, 2007
 Exhibits: January 9-12, 2007

LOCATION: San Francisco, CA

EVENT PRODUCER/MANAGER:
 Company Name: IDG World Expo
 Address: 3 Speen Street
 Framingham, MA 01701
 Phone: 800.645.EXPO
 Fax: 508.620.6690
 Website (Show): www.macworldexpo.com

REGISTRATION COMPANY: Registration Control Systems
 Phone: 800.235.3332

YEAR EVENT ESTABLISHED: 1985

FREQUENCY: Annual

DATES OF NEXT EVENT:
 Conference: January 14-18, 2008
 Exhibits: January 15-18, 2008

LOCATION: San Francisco, CA

1. STATEMENT OF MARKET SERVED

Products and services geared to professionals in media and creative content development for corporate and home applications, and consumers using the Mac at home. The expo brings together the Mac OS audiences in creative services, education, application development, entertainment, small office/home office and Internet-based environments.

2. STATEMENT OF VERIFICATION METHODOLOGY:

All Conference and Exhibit Attendees, Media & Analysts, and Speakers included in this Audit Report were verified as having actually attended the event. Pre-registered attendees were mailed badges before the event. Attendees were verified by one or more of the following methods: registering onsite, swiping their badge at badge-holder pick-up, swiping their badge at any exhibitor's booth or conference access control. A review of the entire database to eliminate duplicate records and check for missing data was performed.

3. AUDITED ATTENDEE ANALYSIS								
Year which Event was Held	Event Location	Conference Attendees	Exhibit Only Attendees	Sub-Total: Conference & Exhibit Only Attendees	Speakers	Media	Exhibitors, Non-Exhibiting Sponsors and their Support Staff*	Total
2007	San Francisco, CA	4,418	36,373	40,791	81	977	3,723	45,572
2006	San Francisco, CA	4,188	30,651	34,839	144	889	2,569	38,441
2005	San Francisco, CA	3,358	28,864	32,222	132	1,150	2,485	35,989
2004	San Francisco, CA	2,918	26,071	28,989	149	763	2,508	32,409

* Not Audited. Verified and on-site counts taken from the registration database provided by the registration company.

4a. PRIMARY BUSINESS/INDUSTRY

PRIMARY BUSINESS/INDUSTRY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY BUSINESS/INDUSTRY
Advertising/Public Relations	1,340	3.3	3.4
Aerospace/Defense Contractor	294	0.7	0.7
Agriculture/Forestry	125	0.3	0.3
Architectural/Engineering/Construction	872	2.1	2.2
Arts/Fine Arts/Culture	880	2.2	2.2
Biotechnology	400	1.0	1.0
Chemicals/Mining/Petroleum/Textiles	64	0.2	0.2
Consultant/Business Service	1,893	4.6	4.7
Design/Creative Services	2,260	5.5	5.7
Education Higher Ed/Corporate Training	2,240	5.5	5.6
Education K-12	2,256	5.5	5.6
Energy/Transportation/Utilities	195	0.5	0.5
Entrepreneur/Home Business	545	1.3	1.4
Film/Video/TV	2,353	5.8	5.9
Finance/Banking/Investment	992	2.4	2.5
Gaming/Game Development	293	0.7	0.7
Government/Military/Public Administration	954	2.3	2.4
Healthcare/Medical/Pharmaceutical	1,204	3.0	3.0
ISP/Web Host/IT Services	275	0.7	0.7
Legal/Insurance/Accounting	428	1.0	1.1
Manufacturing (computer related)	1,231	3.0	3.1
Manufacturing (non computer related)	658	1.6	1.6
Marketing/Sales	1,189	2.9	3.0
Media/Publication/Broadcasting	718	1.8	1.8
Music/Audio	1,000	2.5	2.5
None/Not applicable	1,511	3.7	3.8
Non-Profit/Trade Association	347	0.9	0.9
Photography/Digital Imaging	1,598	3.9	4.0
Printing/Publishing/Production	1,038	2.5	2.6
Reseller/System Integrator	441	1.1	1.1
Retail/Wholesale Distributor	1,154	2.8	2.9
Software Application Development	2,264	5.6	5.7
Student	2,311	5.7	5.8
Telecommunications Carrier	338	0.8	0.8
Travel/Hospitality/Recreation/Food Services	274	0.7	0.7
Web Administration/Content Development	320	0.8	0.8
Web Design	882	2.2	2.2
Total Conference and Exhibit Only Attendees Identified by Primary Business/Industry	39,967	98.0	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Business/Industry	824	2.0	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	40,791	100.0	

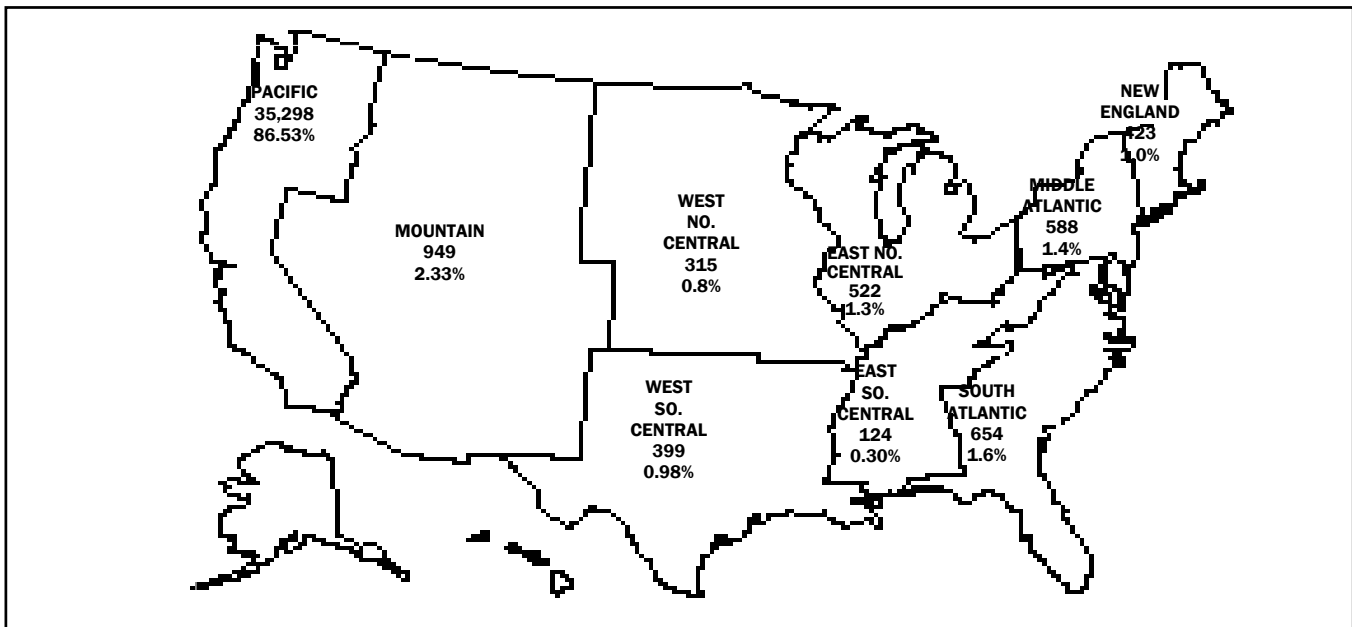
4b. TITLE/FUNCTION CLASSIFICATIONS			
TITLE/FUNCTION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY TITLE/FUNCTION
Architect/Engineer	1,689	4.1	4.2
CEO	2,863	7.0	7.2
Chief Financial Officer	312	0.8	0.8
CIO/CTO/CSO/COO	633	1.6	1.6
Consultant	2,416	5.9	6.0
Director	1,221	3.0	3.1
Editorial-Writer	450	1.1	1.1
Educator-Teacher	2,326	5.7	5.8
Graphic Designer/Artist/Art Director	3,987	9.8	10.0
IT/IS Support	1,736	4.3	4.3
Marketing/PR/Communications	1,330	3.3	3.3
Network Manager/Administrator	294	0.7	0.7
Operations	999	2.4	2.5
President	1,467	3.6	3.7
Professional Services (Lawyer/Doctor)	691	1.7	1.7
Purchasing/Corporate Buyer	217	0.5	0.5
R&D/Scientific	568	1.4	1.4
Retired	1,224	3.0	3.1
Sales/Business Development	1,443	3.5	3.6
Self-Employed	3,016	7.4	7.5
Software Programmer/Developer/Engineer	1,583	3.9	4.0
Student	3,031	7.4	7.6
Systems Programmer/Analyst	310	0.8	0.8
Technology	1,010	2.5	2.5
Vice President	590	1.4	1.5
Web Admin/Content Developer	329	0.8	0.8
Web Designer	797	2.0	2.0
Other	3,493	8.6	8.7
Total Conference and Exhibit Only Attendees Identified by Title/Function Classifications	40,025	98.1	100.0
Total Conference and Exhibit Only Attendees Not Identified by Title/Function Classifications	766	1.9	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	40,791	100.0	

4c. COMPANY SIZE			
COMPANY SIZE	TOTAL ATTENDEES	PERCENT OF ATTENDEES	PERCENT IDENTIFIED BY REGISTRATION INFORMATION
Under 50	21,077	51.7	52.5
50-99	2,510	6.2	6.2
100-499	3,258	8.0	8.1
500-999	1,218	3.0	3.0
1000-4,999	2,076	5.1	5.2
5,000-9,999	1,146	2.8	2.9
Over 10,000	3,142	7.7	7.8
Unknown	5,753	14.1	14.3
Total Conference and Exhibit Only Attendees Identified by Company Size	40,180	98.5	100.0
Total Conference and Exhibit Only Attendees Not Identified by Company Size	611	1.5	
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	40,791	100.0	

5. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

State	TOTAL	PERCENT
NEW ENGLAND	423	1.0
Maine	19	
New Hampshire	38	
Vermont	34	
Massachusetts	276	
Rhode Island	11	
Connecticut	45	
MIDDLE ATLANTIC	588	1.4
New York	365	
New Jersey	97	
Pennsylvania	126	
EAST NO. CENTRAL	522	1.3
Ohio	94	
Indiana	51	
Illinois	197	
Michigan	95	
Wisconsin	85	
WEST NO. CENTRAL	315	0.8
Minnesota	133	
Iowa	19	
Missouri	81	
North Dakota	2	
South Dakota	3	
Nebraska	41	
Kansas	36	
SOUTH ATLANTIC	654	1.6
Delaware	11	
Maryland	81	
Washington, DC	33	
Virginia	142	
West Virginia	3	
North Carolina	66	
South Carolina	14	
Georgia	85	
Florida	219	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	124	0.30
Kentucky	13	
Tennessee	69	
Alabama	39	
Mississippi	3	
WEST SO. CENTRAL	399	0.98
Arkansas	32	
Louisiana	16	
Oklahoma	28	
Texas	323	
MOUNTAIN	949	2.33
Montana	14	
Idaho	49	
Wyoming	15	
Colorado	193	
New Mexico	74	
Arizona	199	
Utah	206	
Nevada	199	
PACIFIC	35,298	86.53
Alaska	32	
Washington	350	
Oregon	303	
California	34,511	
Hawaii	102	
UNITED STATES	39,272	96.28
INTERNATIONAL	1,519	3.72
Canada	320	
Mexico	65	
Other International	1,088	
Not Identified	46	
Total Conference & Exhibit Attendees	40,791	100.00



*Map for Paragraph 8

Macworld Conference & Expo[®]

Conference Registration

January 8-12, 2007 • San Francisco, CA
The Moscone Center

Early Bird Registration Deadline: 12/11/06

Please complete ENTIRE form. Incomplete forms will be returned unprocessed. Please use one form per person. Make photocopies for additional people.

1. ATTENDEE INFORMATION

First Name _____ M.I. _____ Last Name _____
 Title _____ Company _____
 Street Address _____ P.O. Box/Apt./Ste./Jtc. _____
 City _____ State/Province _____ Zip Code/Postal Code _____
 Country _____ E-mail _____
 Telephone () _____ Fax () _____

Submit your Registration Form via:
MAIL: Macworld Conference & Expo
 PO Box 3321
 Boston, MA 02241-3321
 (through 12/11/06 ONLY)
FAX: (805) 654-1676
 Faxed registration forms must include credit card information. (through 12/18/06 ONLY)
 OR register online at macworldexpo.com through 1/12/07

Please indicate if the phone number above is: Business Residential

YES! I would like to receive product information or news from Macworld On Tour's exhibitors or approved third parties via e-mail. I prefer to receive: HTML Text

2. CONFERENCE PACKAGES

Package	Early Bird Pricing	Regular Pricing
Platinum Plus (Best Value) - can only be combined with MacLabs	\$1,495	\$1,695
Super Pass - can only be combined with MacLabs and Market Symposium	\$1,395	\$1,595
Power Tools Conferences (PT1 or PT2)	\$795 each	\$895 each
MacIT Conference Program	\$995	\$1,095
Users Conference Program	\$215	\$315
Market Symposium (MS)	\$295	\$395
Hands-on MacLabs - participants are required to provide own computer	\$345	\$445
Digital Photography Day - Valid January 10 or 12	\$199	\$299
Exhibit Hall	\$25	\$45
Macworld Party Ticket	\$40	\$40
Macworld Magazine Package - 12 month subscription	\$15	\$15

3. ATTENDEE PROFILE

- Q001 JOB FUNCTION (CHECK ONE)**
- 101 Architect-Engineer
 - 104 CEO
 - 105 Chief Financial Officer
 - 107 CIO, CTO, CSO, CDO
 - 109 Consultant
 - 111 Director
 - 112 Editorial-Writer
 - 113 Educator-Teacher
 - 116 Graphic Designer-Artist-Art Director
 - 118 IT/IS, Support
 - 121 Marketing-PR-Communications
 - 122 Network Manager/Administrator
 - 124 Operations
 - 128 President
 - 132 Professional Svcs (Lawyer, Doctor etc.)
 - 133 Purchasing-Corporate Buyer
 - 134 R&D-Scientific
 - 135 Retired
 - 136 Sales-Business Development
 - 137 Self-Employed
 - 139 Software Programmer/Developer/Engineer
 - 140 Student
 - 143 Systems Programmer/Analyst
 - 144 Technology
 - 145 Vice President
 - 148 Web Admin-Content Developer
 - 149 Web Designer
 - 151 Other (Please Specify) _____
- Q002 PRIMARY BUSINESS/INDUSTRY AT YOUR LOCATION (CHECK ONE)**
- 152 Advertising-Public Relations
 - 153 Aerospace-Defense Contractor
 - 154 Agriculture-Forestry
 - 156 Architecture-Engineering-Construction
 - 157 Arts-Fine Arts-Culture
 - 158 Biotechnology
 - 160 Chemicals-Mining-Petroleum-Textiles
 - 162 Consultant-Business Service
 - 163 Design-Creative Services
 - 164 Education-Higher Ed/Corporate Training
 - 165 Education: K-12
 - 166 Energy-Transportation-Utilities
 - 167 Entrepreneur-Home Business
 - 169 Film-Video-TV
 - 170 Finance-Banking-Investment-V.C.
 - 171 Gaming-Game Development
 - 172 Government-Military-Public Administration
 - 173 Healthcare-Medical-Pharmaceutical
 - 177 ISP-Web Host-IT Services Outsourcer
 - 178 Legal-Insurance-Accounting
 - 179 Manufacturing (computer related)
 - 180 Manufacturing (non-computer related)
 - 181 Marketing-Sales
 - 182 Media-Publication-Broadcasting
 - 183 Music-Audio
 - 184 None-Not Applicable
 - 185 Nonprofit/Trade Association-User Group
 - 186 Photography-Digital Imaging
 - 187 Printing-Publishing-Production
 - 190 Reseller-VAR-Sys Integrator
 - 191 Retail-Wholesale-Distributor
 - 192 Software/Application Development-ISV
 - 193 Student
 - 194 Telecommunications-Carrier
 - 195 Travel-Hospitality-Recreation-Food Services
 - 196 Web Administration-Content Development
 - 197 Web Design
 - 198 Other (Please Specify) _____
- Q003 ANNUAL PURCHASING BUDGET (CHECK ONE)**
- 199 \$0 - \$25,000
 - 200 \$25,001 - \$100,000
 - 201 \$100,001 - \$500,000
 - 202 \$500,001 - \$1,000,000
 - 203 > \$1M
 - 204 N/A
- Q004 PURCHASING ROLE (CHECK ONE)**
- 205 Final Decision Maker
 - 206 Recommended brands/vendors
 - 207 Specify brands/vendors
 - 208 All of the above
 - 209 None
- Q005 NUMBER OF EMPLOYEES IN COMPANY/ORGANIZATION (CHECK ONE)**
- 210 Under 50
 - 211 50 - 99
 - 212 100 - 499
 - 213 500 - 999
 - 214 1,000 - 4,999
 - 215 5,000 - 9,999
 - 216 >10,000
 - 217 Unknown
- Q006 PURPOSE FOR ATTENDING (CHECK ONE)**
- 218 Professionally for my company/organization
 - 219 Personally as a consumer
 - 220 Both
- Q007 PRODUCTS/SERVICES INTERESTED IN PURCHASING (CHECK ALL THAT APPLY)**
- 246 Accelerators-Cards-Memory
 - 247 Assistive Technologies
 - 248 Computers-Desktop Envs
 - 249 Digital Cameras & Video Recorders
 - 250 Displays-Monitors-Projection
 - 251 FireWire
 - 252 Input Devices
 - 253 Music & Audio
 - 254 Mobile Computing
 - 255 Networking & Connectivity
 - 256 Printers & Printing Hardware/Tools
 - 257 Servers & Server Management
 - 258 Storage-Drives-Players
 - 259 USB
 - 260 Other Hardware Software
 - 261 2D/3D Graphics & Animation
 - 262 Assistive Technologies
 - 263 Business & Vertical Markets
 - 264 Design & Print
 - 265 Development Tools
 - 267 Education
 - 268 Games
 - 269 Home: General Use & Recreation
 - 270 Internet & Email
 - 271 Kids
 - 272 Languages & Literature
 - 273 Mobile Computing
 - 274 Networking & Connectivity
 - 275 Productivity & Utilities
 - 276 Science & Technology
 - 277 Security
 - 278 Server Software
 - 279 Video-Photography-Multimedia
 - 280 Web Publishing
 - 281 Other Software
 - 282 Accessories & Ergonomics
 - 283 Directories-Publications-Websites
 - 284 Employment-HR-Staffing
 - 285 VAR-System Integrator
 - 286 Retailer-Wholesaler
 - 287 Other Services & Accessories
- Q011 PLEASE INDICATE YOUR HOUSING PLANS (CHECK ONE)**
- 348 Use my own Travel Agent
 - 349 Book accommodations myself
 - 350 Use Event Management Housing
 - 351 Live locally
 - 352 Staying with friends/family
 - 353 Not ready yet

4. PAYMENT INFORMATION

Payment must accompany form for registration to be complete. **DON'T PAY FOR THIS EVENT TWICE!** You will be charged for all registrations received and will not be refunded for duplicate registrations. Please use one method of registration only. PO's are not accepted. All Registration fees are non-refundable and credentials are non-transferable. A \$20 fee will be charged for all returned checks. *Discounts must be noted at time of initial registration. No refunds or credits will be issued for a discount after the initial registration.

Check Enclosed (make check payable to IDG World Expo) Indicate Check # _____
 MasterCard Visa American Express Total Amount \$ _____
 Card Number _____ Expiration Date _____

Priority Code

Be sure to copy your priority code in the box above (priority code located in the e-mail or direct mail you may have received).

IF PAYER IS OTHER THAN REGISTRANT, PLEASE PRINT NAME AND/OR COMPANY NAME BELOW:

First Name _____ M.I. _____ Last Name _____
 Company Name _____ Cardholder Signature _____

Conference sessions and speakers are subject to change. Please visit macworldexpo.com for the latest information.

Please check here if you have any special needs that require attention (Attach a written description of your needs). macworldexpo.com • 1-800-645-EXPO

STATEMENT OF CERTIFICATION - AUDIT CONDUCTED BY BPA WORLDWIDE

We have examined the attendee records of subject show/event for the date and location of the show/event as reported in this BPA Events Audit Report. Our examination was made in accordance with generally accepted event auditing standards. This audit complies with standards set forth by the Exhibition and Event Industry Audit Commission (EEIAC), a not for profit corporation organized for the purpose of managing and overseeing the exhibition industry's independent audit process. The audit process includes pre-event review of systems, on-site inspection, post event confirmations of attendance, examination of accounting records, and any other auditing procedures considered necessary.

Based on such examinations, the statements set forth in this report present fairly and accurately the total attendance of this event in conformance with generally accepted event measurement principles.

BPA Worldwide
 Shelton, CT
 March 12, 2007

ID Number: E997X0J7



Key Findings

The following results are based on 679 respondents (17% net return) to an attendee survey. These results are projectable to the audited net attendance of 40,971. All comparisons to averages are Exhibit Surveys, Inc.'s all-show averages.

Product Interest & Buying Plans

Product/Service	%	
	Interested	Plan to Buy
Software	88	57
2D/3D Graphics & Animation	35	12
Assistive Technologies	9	2
Business & Vertical Markets	11	3
Design & Print	49	21
Development Tools	19	5
Education	24	8
Games	22	10
Home & Recreation	27	11
Internet & E-Mail	33	9
Kids	10	3
Language & Literature	13	3
Mobile Computing	36	15
Networking & Connectivity	31	12
Productivity & Utilities	36	15
Science & Technology	23	6
Security	20	7
Server Software	12	4
Video-Photography-Multimedia	47	23
Web Publishing	29	11
Other Software	21	9
Hardware	86	58
Accelerators-Cards-Memory	18	8
Assistive Technologies	7	2
Computers-Desktop Environments	28	15
Digital Cameras & Video Recorders	50	25
Displays-Monitors-Projection	32	14
FireWire	28	11
Input Devices	28	11
Music & Audio	42	19
Mobile Computing	33	13
Networking & Connectivity	25	10
Printers & Printing Hardware/Tools	43	20
Servers & Server Management	12	3
Storage-Drives-Players	38	19
USB	26	9
Other Hardware	17	6
Market Services & Accessories	30	11
Accessories & Ergonomics	21	8
Directories-Publications-Websites	9	1
Employment-HR-Staffing	4	1
VAR-System Integrator	3	--
Retailer-Wholesaler	8	1
Other Services & Accessories	6	1
Net Total	92	67

Product Interest & Buying Plans (continued)

- Product interest is the best indicator of an exhibitor's potential for success at a show. It determines an exhibitor's potential audience at the show which in turn drives strategy to answer the question: "Should we exhibit, and to what extent (booth size, number of personnel, etc.)?"
- Products of highest interest identify types of exhibitors who will benefit most from exhibiting and should be one of the major considerations in developing exhibit sales strategies.
- Total Buying Plans (TBP) is the percentage of attendees planning to buy one or more of the products or services measured as a result of the show. TBP for Macworld San Francisco 2007 is 67%, (our all-show average is 53%).

Role in Buying

- An attendee who recommends products, specifies suppliers, or who makes final purchasing decisions is considered to be a buying influence. For each product category, Total Buying Influences is the percentage of attendees who have at least one buying role. Since attendees can have multiple buying roles, the sum of the percentages for specific roles may exceed the Total Buying Influences.

Product/Service Category	%				
	Final Say/ Authorize Purchases	Specify Supplier	Recommend/ Determine Need	Evaluate Specific Products/Brand	Net Buying Influence
Hardware	55	15	28	22	78
Market Services & Accessories	40	10	18	15	57
Software	55	15	28	23	79
Net	57	16	32	25	81
All-show Average	38	28	56	-	82

More specifically, a net total of 57% of the attendees have the final say in the purchase of at least one of the categories measured, 16% specify the supplier, 32% recommend one or more products for purchase, and 25% evaluate specific products or brands. For comparison, our all show average is 38% for final say, 28% for specify, 56% for recommend, and 82% for Net Buying Influences.

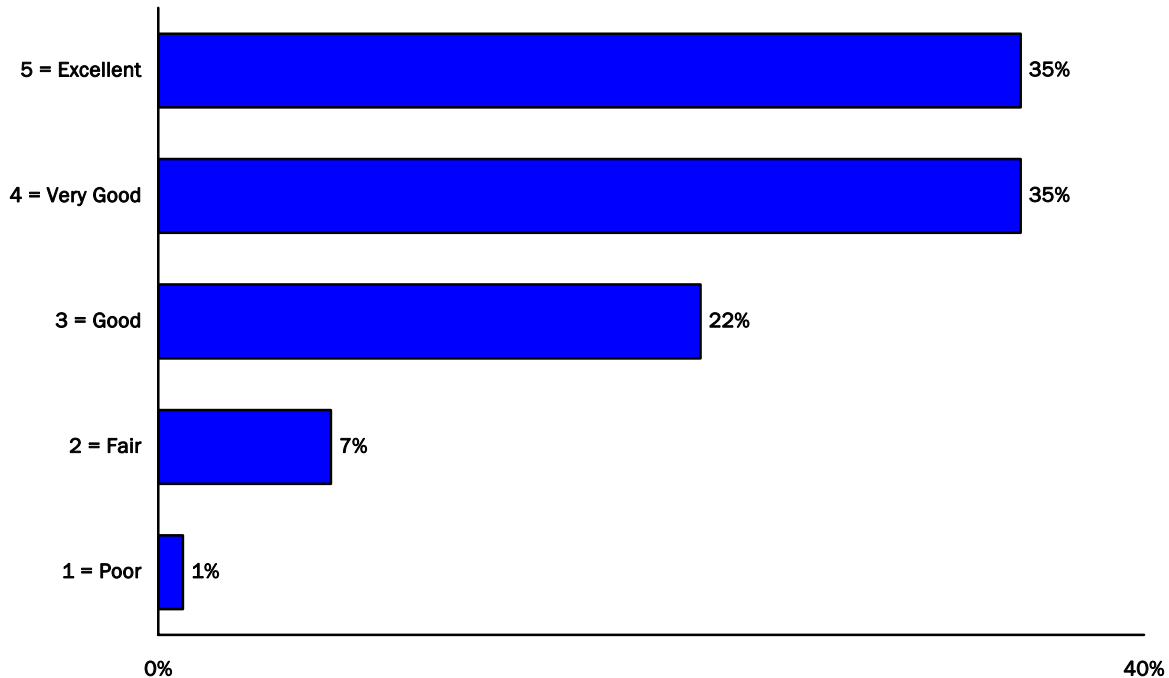
Reasons for Attending

- These results help to determine what will motivate people to attend the show and/or visit specific exhibits and should be used in developing content and attendance promotion.
- Exhibitors should use this information to determine the best way to attract attendees to their exhibit and to meet their needs for information.

Reasons	%
See new products and developments	94
See specific companies or products	74
Evaluate and compare products for future purchase	73
Keep up-to-date on general industry trends/issues	68
Make a purchase	42
Get technical data	40
Network with colleagues and/or vendors	25
Attend the conference program	14
Attend the keynote	10
Other	9

Value Received from Attending

- 70% of the attendees found the exhibition to be “excellent” or “very good”. The average rating is 3.9 (our all-show average is 3.7).



Other Shows Attended

- A total of 73% of the audience are exclusive attendees meaning they have not been to any other show in the past year. For comparison, our all-show average is 33%.

Show	%
No Other Event Attended in Past Year	73
MacExpo	10
NAB	4
CES	3
WWDC	3
DV Expo	2
NAMM	2
Apple Expo Paris	1
Educause	1
HOW Conference	1
NECC	1
Photo Plus Expo	1
TechXpo	1
CTIA Wireless Expo	--
Wedding Photographers	--
No Answer	6
All-show Average	33

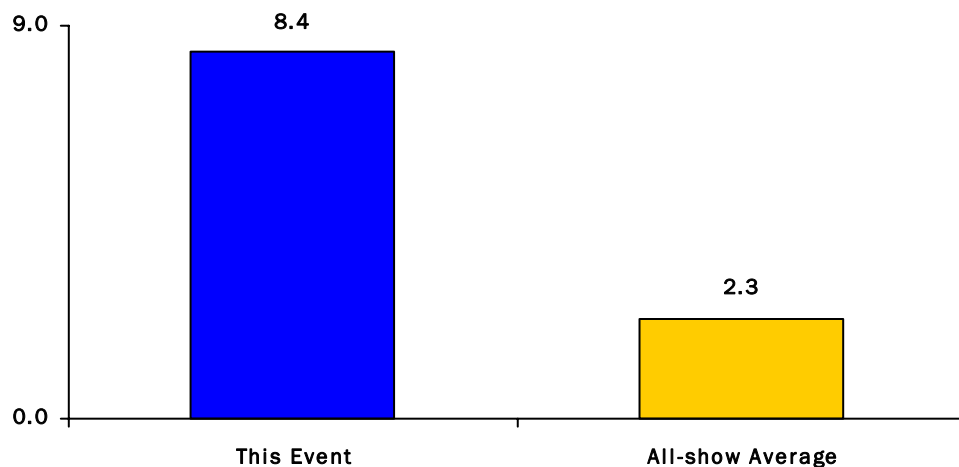
Halls Visited

- Almost all of the respondents (94%) visited both the North and South Halls.

Halls Visited	%
North Hall Only	2
South Hall Only	4
Both Halls	94

Traffic Density

- Traffic Density is a measure of the average number of attendees who could have occupied every 100 sq. ft. of exhibit space during the show. It therefore, takes into consideration such factors as total net attendance, total exhibit space, average number of hours the attendees spent at the exhibits, and the total number of hours the show was open.
- The Traffic Density for Macworld San Francisco 2007 was 8.4 (2.3 is average). This means that on average approximately five attendees could have occupied every 100 sq. ft. of exhibit space during the full period the show was open.



- Traffic Density measures the activity and synergism on the exhibit floor. Densities that are very high (over 5) make it difficult for effective face-to-face contact and thus adversely affects performance. Densities below 1.2 make it difficult for exhibitors to compete for the time and attention of attendees.