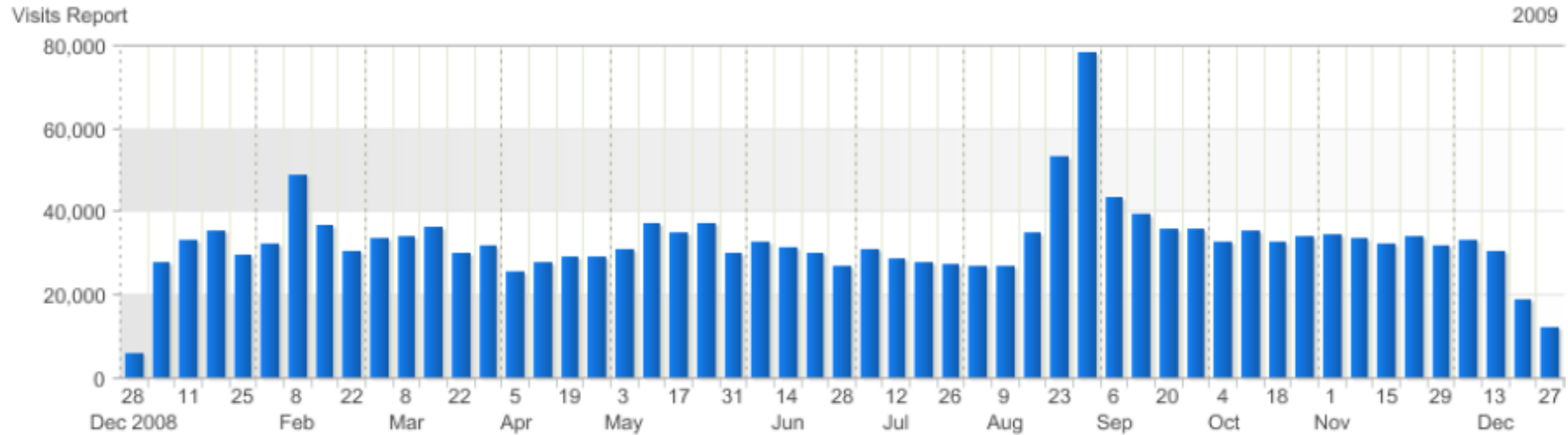


ESC Web Site: 2009 Figures (1/2)

▪ Visits report:



▪ Pages views: Over 10.7 million in 2009

▪ Time spent on site: 1 to 10 minutes for 40% of visits, 1 à 30 minutes for 20% of visits

The ESC Web Site attracts between 20 000 and 40 000 visits/week throughout the year with 2 peaks generated by the ESC Congress:

- **In February: the abstract submission deadline (~ 50 000 visits/week)**
- **At the end of August: the ESC Congress (~ 80 000 visits/week)**

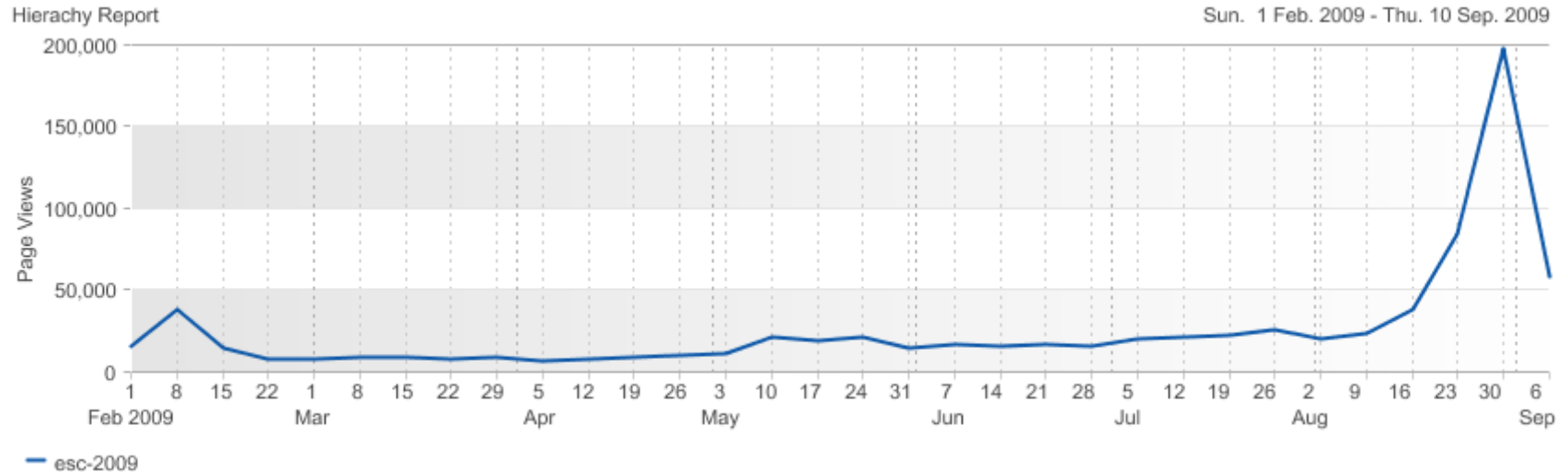
ESC Web Site: 2009 Figures (2/2)

- **Visitors:** Nearly 1 million unique visitors in 2009 (Geo-segmentation below)



**ESC Web site visitors are not limited to Europeans but represent a global community
(with Americans = 2nd visitors /year)**

ESC Congress Section of the Web Site Pre-ESC Congress (weekly figures)



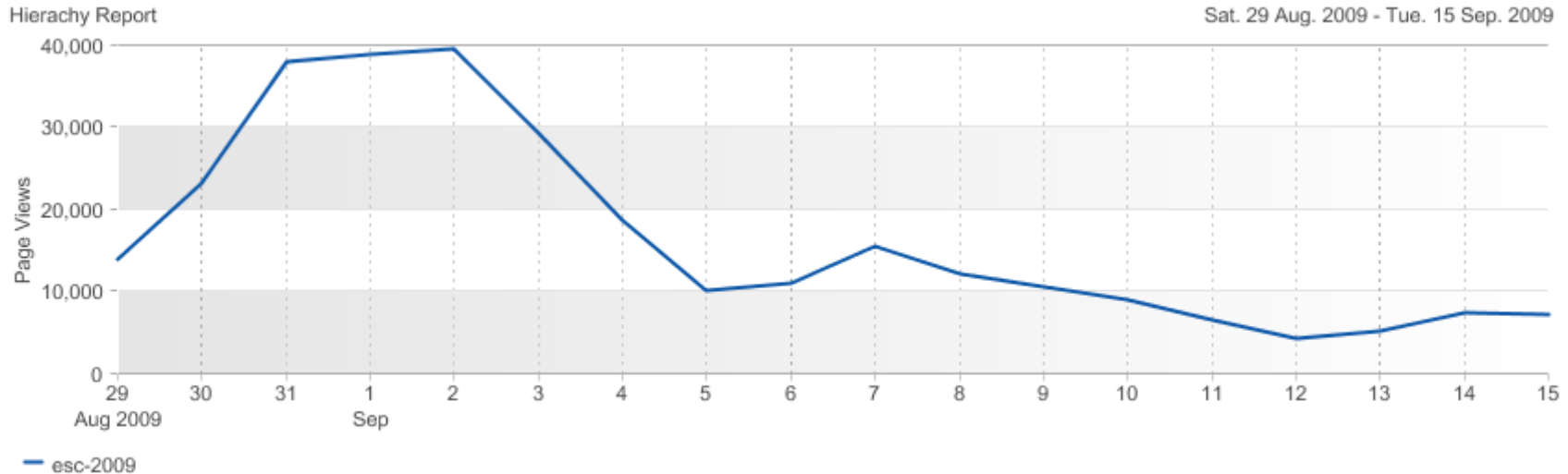
Graph Generated by SiteCatalyst using Report Accelerator at 10:25 AM FWT, 20 Jan 2010

Pre-ESC Congress figures:

- A peak for the abstract submission deadline (~ 38 000 page views/week)
- Visits increase significantly early May before the ESC Congress (and reach 198 000 page views/week during the congress)

NB: These figures only include visits to the ESC Congress section of the ESC Web Site (e.g. Congress homepage, scientific sessions, general information registration and exhibition & industry supported educational sessions). These figures do not include visits to other congresses, nor the Guidelines, etc.

ESC Congress Derived Content Post-ESC Congress (weekly figures)



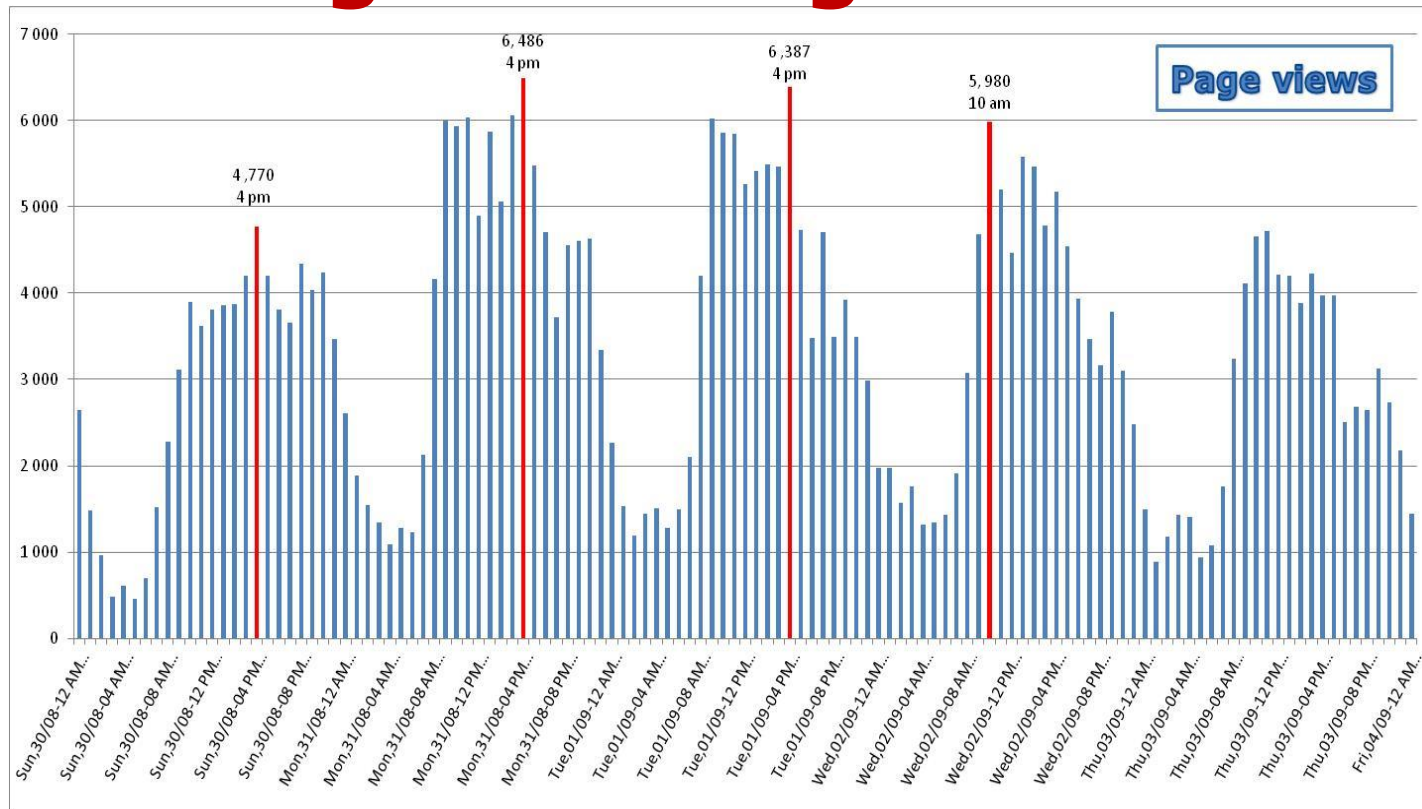
Graph Generated by SiteCatalyst using Report Accelerator at 10:27 AM FWT, 20 Jan 2010

Post-ESC Congress figures:

- Visits to the content of the ESC Congress do not stop right after the congress but remain between 6 000 and 16 000 visitors per week until the end of September.

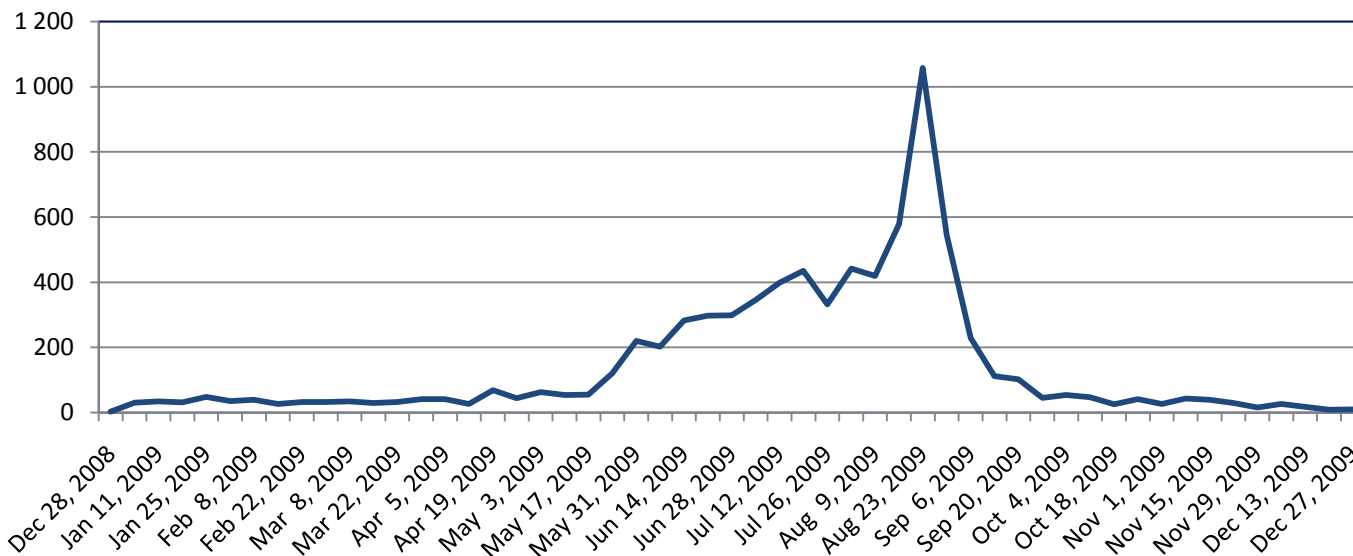
NB: These figures do not include the entire ESC Congress section of the ESC Web. They only include visits to the congress reports, the webcasts, the congress news topics and ESC TV 09.

Web Site traffic during ESC Congress 2009



This graphic representation of the page views at different times of the day during the ESC Congress highlights the fact that when the ESC Congress closes in the evening in Europe, the page views do not go down to zero, US visitors take over at European night-time and visits remain above 1 000.

Industry activities on the Industry & Scientific pages of the ESC Web Site for the ESC Congress 2009



Graphic representation of the page views for Satellite Symposia only (63 sessions)

• Satellite Symposia and Workshop pages (86 sessions in total):

8 743 page views (from the scientific & industry web pages)

• Hands-on tutorials (from 2 companies):

1 065 page views (relatively a lot of page views for only 2 companies)

• EBAC Programmes (5 sessions in total):

756 page views

• Exhibition Interactive Map:

7 334 page views

Warning:

One must add all the page views of the industry sessions on the Scientific Programme Online (SPO) (all visitors are invited to visit the SPO rather than the industry & scientific pages of the ESC Web Site).

FYI, for SPO: 1 577 204 pages views for all congresses in 2009

Industry Activities on the ESC Web Site

For your industry activities, we recommend the followings:

- 1. Consider your target audience** (the ESC Web Site attracts an international audience throughout the year)
- 2. Plan your online activities well in advance** (visits are not limited to the time of the congress but visit the congress pages from the beginning of the year to the end of September/mid-October)
- 3. Make your web content as attractive as possible** as the ESC Congress offers web visitors a variety of different and exciting content