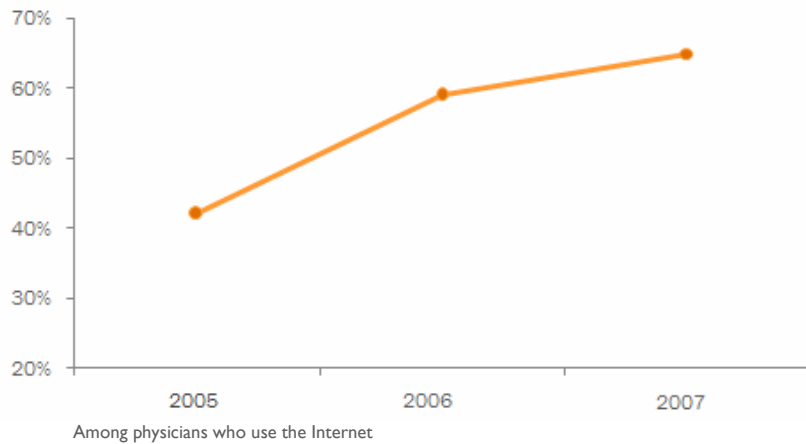


EUROPEAN PHARMACEUTICAL MARKETING

2008 Trends & Facts

Physicians Who Spend 5+ Hours per Week Online



Almost 80% of European physicians subscribe to a medical or professional email newsletter - the average physician having more than 6 subscriptions.

With the absence of major health and medical portals in many countries, consumers and physicians are turning to their local Wikipedia for medical information.

Physician Mobile Device Ownership

