

**DIGITAL AUDIENCE** European TV viewers are growing when it comes to digital channels. **While traditional television has more or less static numbers, digital TV has made inroads.** Per capita daily viewing time (in minutes) and the relative percentage increase: 228 EU, 2.7%, **Italy 246, 3.4%**, France 212, 3.4%, Spain 234, 3.5%, Germany 223, 5.2%, United Kingdom 243, 8.0%. *Source Consulting ITMedia*

**SMOKY ALLURE** Despite anti-smoking campaigns, cigarettes retain their popularity, with **12 million cigarettes smoked per minute globally.** 50%: Percentage of smokers (men) in developed countries. **5.4 million:** Victims of smoking a year, expected to reach seven million in 2020. **\$44 billion:** The 2010 profit for the four major multinational tobacco companies (Philip Morris, British American Tobacco, Japan Tobacco and Imperial Tobacco). *Source The Independent*

### FOOD LOSSES

Whether bad mozzarella or E. coli, food emergencies can cost billions of euros in damages, €5 billion to be precise, based on this list. Hormone-treated beef (1988): €150 million; mad cow disease (1994-2001): €2.6 billion; dioxin (1998-2010): €370 million; FMD (2001): €200; swine fever (2002): €250 million; AI (2003-2008): €750 million; swine flu (2009): €250 million; blue mozzarella (2010): €120 million; e. coli (2011): €150 million. *Source Los Angeles Times*

### YACHT RENT

Is your super-yachts more than 55 meters long? If so, be advised that the world's top three most expensive marinas are in Italy.

**€2,585:** Cost of a high season daily docking in Marina Grande Capri.

€2,574: Porto Cervo.

€2,100: Portofino, on the Amalfi Coast.

Puerto Jose Banus in Marbella is in fourth place (€2,069), followed by Ibiza (€1643) and Saint-Tropez (€1,356). The ACI Marina, near Split, sat in ninth place (€1,001), while Saint Thomas in the Virgin Islands ran €889. *Source Engel&Völkers*

### VIRTUAL CITIZENS

Does Jakarta seem more crowded than New Delhi?

Social networking can seem to multiply residents.

The world's **10** most populated cities, if social networking numbers are put first, would be:

1. **Jakarta 17,484,300 inhabitants (80.2% registered on Facebook)**
2. Istanbul 9,602,100 inhabitants (85.5%)
3. **Mexico City 9,339,320 (50.6%)**
4. London 7,645,680 (91.9%)
5. **Bangkok 7,419,340 (89.5%)**
6. Buenos Aires 6,568,940 (53%)
7. **Ankara, 6,549,680 (171.9%)**
8. Kuala Lumpur 6,514,780 (119%)
9. **Bogota 6,400,520 (86%)**
10. Madrid 5,961,500 (116%)

*Source Facebook*

### SCANDAL COSTS

**6.5:** Average percentage points lost by a politician involved in a sex scandal in the U.S., 7.7% by a Republican and 4.9% by a Democrat. *Source New York Times*

### APPLE COSTS

**\$7 million:** Cost of the glass-cubed Apple Store glass cube on Fifth Avenue in New York City. **\$6,661,000:** Costs to remove it (for "renovations") and replace it. *Source Huffington Post*

**OVER UNDER** The most charitable people on earth are Australians and New Zealanders. **Italians rank 29<sup>th</sup>.** The top-10:

1. Australia 57% (percentage of the population active in charity and similar aid).
2. **New Zealand 57%**
3. Ireland 56%
4. **Canada 56%**
5. U.S. and Switzerland 55%
6. **United Kingdom 53%**
7. Austria 52%
8. **Sierra Leone 50%**
9. Malta 48%
10. **Iceland 47%** *Source World Giving Index*

### SEX ADDICTION

Sex addiction is a real disease. But not all clinics deal with it and treatment can be costly.

Take the month-long \$40,000 at the Sierra Tucson facility in Arizona, or the \$7,500 cost for 15 days at the Sexual Recovery Institute in Los Angeles.

There are 12 "detox" steps (same as Alcoholics Anonymous).

As for the leading addicts, French writer George Simenon had 10,000 women, Warren Beatty 12,775 (one per day for 35 years). *Source Los Angeles Times*

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