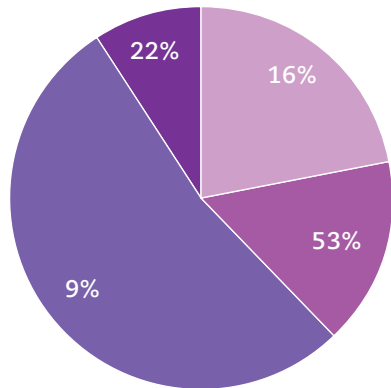


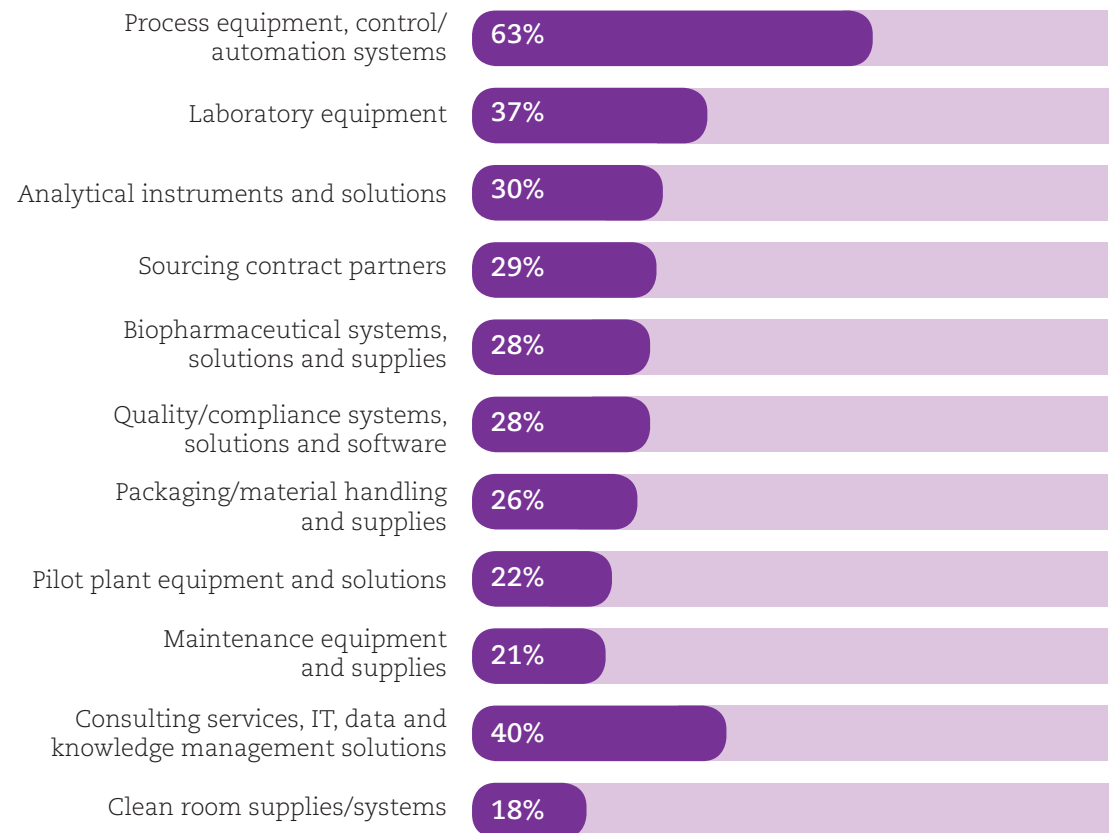
## Pharmaceutical Manufacturing Audience Responsibilities and Functions

### Audience Involvement in Vendor Solution Decision Making



- I'm the primary decision maker and make the final supplier selections
- I'm the primary decision maker but delegate the day-to-day selection of suppliers to others
- I provide my input to another person or team who makes the final decision
- No involvement in decision making process

### Areas of Audience Involvement



\*Data from Pharmaceutical Manufacturing's 2010 Digital Preference Study (140 completes) and 2010 Media Consumption Study (190 completes)