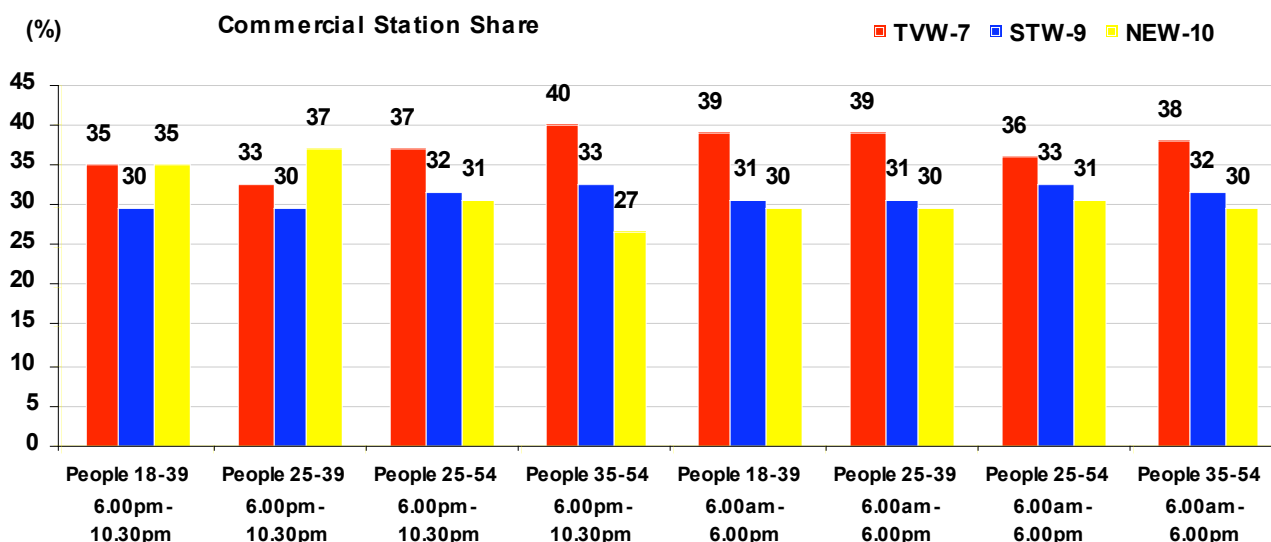


WEEK IN REVIEW

w/c February 28 – March 6, 2010

Television



Top 5 Prime Time Programmes – People 18-39

1. Thursday	2030-2100	Cougar Town	TVW-7	11.6
2. Tuesday	2040-2150	Top Gear – Special	STW-9	10.6
3. Tuesday	1930-2040	Top Gear – EP1	STW-9	10.1
4. Monday	1930-2000	Two and Half Men	STW-9	10.1
5. Monday	2040-2140	Desperate Housewives	TVW-7	9.0

Top 5 Prime Time Programmes People 25-39

1. Thursday	2030-2100	Cougar Town	TVW-7	13.5
2. Tuesday	2040-2150	Top Gear – Special	STW-9	11.5
3. Monday	1930-2000	Two and Half Men	STW-9	11.3
4. Tuesday	1930-2040	Top Gear – EP 1	STW-9	11.3
5. Tuesday	1930-2030	My Kitchen Rules	TVW-7	9.9

Top 5 Prime Time Programmes People 25-54

1. Tuesday	2040-2140	NCIS	NEW-10	11.4
2. Monday	1930-2000	Two and Half Men	STW-9	11.3
3. Tuesday	2040-2150	Top Gear – Special	STW-9	11.0
4. Tuesday	1930-2040	Top Gear – EP 1	STW-9	10.9
5. Monday	1930-2030	My Kitchen Rules	TVW-7	10.7

Top 5 Prime Time Programmes People 35-54

1. Tuesday	2040-2140	NCIS	NEW-10	13.3
2. Monday	1930-2030	My Kitchen Rules	TVW-7	12.0
3. Wednesday	2040-2140	Criminal Minds	TVW-7	11.4
3. Monday	1930-2000	Two and Half Men	STW-9	10.9

5. Tuesday	2040-2150	Top Gear – Special	STW-9	10.6
------------	-----------	--------------------	-------	------

TVW-7 won the week overall (0600-2400) for Total People with a commercial share of 38.5%, followed by STW-9 with 33.3% and NEW-10 with 28.2%. TVW-7 dominated the top fifteen with their News, Today Tonight, Criminal Minds, My Kitchen Rules and Airways. Cougar Town achieved good results this week slipping into top position with People 18-39 (up 14,000 viewers) and 25-39 (up 12,000 viewers). Desperate Housewives and Grey's Anatomy continue to perform well making the top twelve for People 18-39, 25-39 and 25-54. STW-9's top performing programmes for Total People were Top Gear – EP1, Two and Half Men and Top Gear – Special. Top Gear EP1 lost its number one position for Total People from its launch two weeks previously to now take third place; however it remains in the top five for People 18-39, 25-39, 25-54. NCIS on NEW-10 was the highest rating programme for Total People with an average of 201,000 viewers. It was also number one for People 25–54 and 35-54. The Biggest Loser (AUS) and So You Think You Can Dance also performed well making the top ten with Total People. The Vancouver Live 2010 Winter Olympics: Closing Ceremony on Monday afternoon reached an average audience of 84,000 taking ninth spot in the day time segment. Ten News at Five dominated the top seven spots followed by TVW-7's Deal or No Deal.

TIVO – PHASE TWO

In the USA, TiVo have announced that they will begin selling a new set-top box, possibly as early as April, called TiVo Premiere. The new device, more slender than previous hardware from TiVo, will put regular programme listings from cable and satellite on the same page as related material from the Web. For example, a prominent search box on the service allows users to look for, say, "The Office," and quickly find the regular TV listings of forthcoming episodes as well as older episodes for rent on Netflix and Blockbuster, outtakes and deleted scenes from YouTube, and merchandise related to the show for sale at Amazon.com

RADIO MARKET

Commercial Radio Australia has announced that radio revenue was up again in February (+2.4%) for the fourth consecutive month. Perth had the strongest growth, up 6.28%, followed by Sydney up 5.52%, Brisbane up 2.3% and Melbourne, up 1.15%. Adelaide was the only exception decreasing by 4.71%.

NOVA COMMERCIAL CHANGES

Nova has been active in Perth since December 2002 and always been proud of the fact that they ran reduced commercial content compared to their competitors. They scheduled six breaks an hour of two commercials in their 5:30am to 9:00am breakfast and afternoon segments. This will now change to three breaks of five commercials effective March 22. During the day, Nova will run two ad breaks an hour consisting of five to seven commercials. This decision is an obvious reaction to the current high demand in the marketplace and the adverse affect their reduced inventory would create as a result.

NIELSEN SURVEY

A Nielsen survey of 27,000 people in 54 countries, with 500 respondents from Australia, looked into when people would be willing to pay for online content. Top line results were as follows:

- Although people are willing to pay for some kinds of content online, newspapers and internet news is not high on the list
- People are more willing to pay for professionally produced audio and video content like TV shows, music and movies.
- Only 1% of Australian's surveyed had ever paid for online news in any form
- 68% said they would never pay for newspapers online
- 78% would not pay for online only news content
- just over half said they would consider paying for movies

- just under half would pay for current TV shows or books
- less than one in five were willing to pay for consumer generated content such as blogs, consumer generated video or social communities

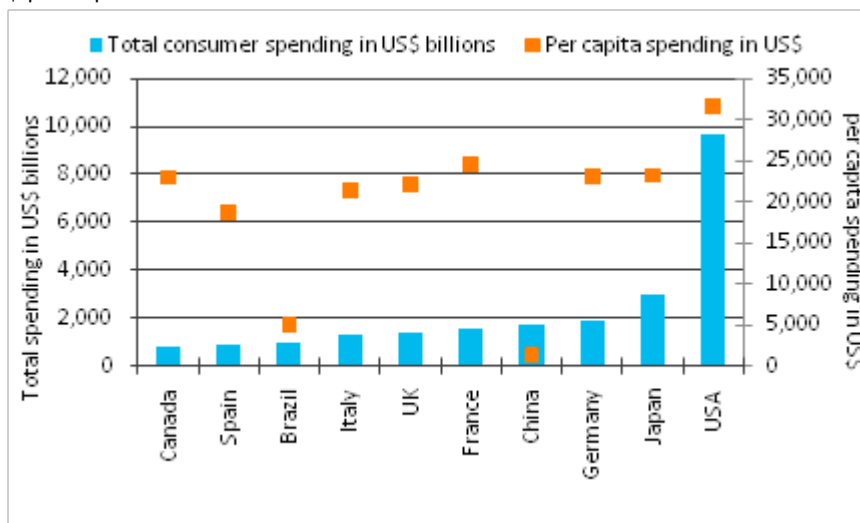
10 LARGEST CONSUMER MARKETS

According to the National Statistics Office, the following markets rank in the top 10:

- Not surprisingly, the USA is number one with total spending of US\$9,674 billion in 2009.
- Japan is the world's second largest consumer market, accounting for less than a third of US consumer expenditure with US\$2,962 billion in 2009
- The USA accounted for 28.6% of the world's consumer spending (in US\$ terms) as of 2009 - yet its share had declined from 32.1% in 2004, as a result of the rise of consumers in emerging economies
- Among the ten largest consumer markets, the USA also has the highest per capita spending at US\$31,554 annually per person in 2009
- Five countries in Western Europe belonged to the ten largest consumer markets: Germany, France, UK, Italy and Spain. Together, these five countries made up 73.1% of the EU's consumer spending in 2009, and 20.4% of the world's total spending
- The sharpest decline in per capita consumer spending of these countries in 2009 was registered in Spain (-6.4%), the UK (-3.7%) and Italy (-2.8%)
- Germany was the only country of the eight where per capita spending increased in real terms by 1.1% in 2009, due to stimulus measures that encouraged spending and held down unemployment.

Consumer spending total and per capita terms in ten largest consumer markets: 2009

US\$ billions, US\$ per capita



Source: Euromonitor International from National statistical offices/OECD/Eurostat

DID YOU KNOW...?

Ten tonnes of space dust falls on the Earth every day



The word "snorkel" comes from the German word "schoerkerl" which was a tube used by submarine crews in WW2