

Television • Audience • Measurement

REGIONAL TOOLKIT 2010

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Survey Calendar Summary - 2010

| Survey | Weeks Surveyed | Survey Commences (Sun) | Survey Concludes (Sat) |
|-----------|----------------|------------------------|------------------------|
| Summer | Weeks 1 – 6 | 27 December 2009 | 06 February 2010 |
| Survey 1 | Weeks 7 – 10 | 07 February 2010 | 06 March 2010 |
| Survey 2 | Weeks 11 – 13 | 07 March 2010 | 27 March 2010 |
| Easter | Weeks 14-15 | 28 March 2010 | 10 April 2010 |
| Survey 2 | Week 16 | 11 April 2010 | 17 April 2010 |
| Survey 3 | Weeks 17 – 20 | 18 April 2010 | 15 May 2010 |
| Survey 4 | Weeks 21 – 24 | 16 May 2010 | 12 June 2010 |
| Survey 5 | Weeks 25 – 28 | 13 June 2010 | 10 July 2010 |
| Survey 6 | Weeks 29 – 32 | 11 July 2010 | 07 August 2010 |
| Survey 7 | Weeks 33 – 36 | 08 August 2010 | 04 September 2010 |
| Survey 8 | Weeks 37 – 40 | 05 September 2010 | 02 October 2010 |
| Survey 9 | Weeks 41 – 44 | 03 October 2010 | 30 October 2010 |
| Survey 10 | Weeks 45 – 48 | 31 October 2010 | 27 November 2010 |
| Summer | Weeks 49 – 52 | 28 November 2010 | 25 December 2010 |

The full Survey Calendar can be downloaded at:

<http://www.agbnielsen.net/whereweare/countries/australia/australia.asp?lang=english>

Universe Estimates - 2010

| | Total Households (000's) | Total Individuals (000's) | Number of Homes Installed |
|--------------------------------|--------------------------|---------------------------|---------------------------|
| Total QUEENSLAND (AM-A) | 673.0 | 1696.0 | 535 |
| CAIRNS | 100.0 | 245.0 | 80 |
| TOWNSVILLE | 86.0 | 226.0 | 70 |
| MACKAY | 67.0 | 175.6 | 70 |
| ROCKHAMPTON | 81.0 | 211.4 | 70 |
| MARYBOROUGH | 238.0 | 577.0 | 165 |
| TOOWOOMBA | 101.0 | 261.0 | 80 |
| Total NNSW (AM-B) | 818.0 | 2021.0 | 475 |
| NORTHERN RIVERS | 387.0 | 932.0 | 220 |
| TAMWORTH/TAREE | 138.0 | 340.0 | 80 |
| NEWCASTLE | 293.0 | 749.0 | 175 |
| Total SNSW (AM-C) | 542.0 | 1378.0 | 380 |
| CANBERRA | 185.0 | 475.0 | 123 |
| ORANGE DUBBO WAGGA | 156.0 | 398.0 | 118 |
| WOLLONGONG | 201.0 | 505.0 | 139 |
| Total VICTORIA (AM-D) | 455.0 | 1151.0 | 435 |
| ALBURY | 74.0 | 184.0 | 68 |
| SHEPPARTON | 69.0 | 173.0 | 69 |
| BENDIGO | 93.0 | 231.0 | 88 |
| BALLARAT | 132.0 | 341.0 | 127 |
| GIPPSLAND | 87.0 | 222.0 | 83 |
| Total TASMANIA | 201.0 | 503.0 | 190 |
| LAUNCESTON | 99.0 | 248.0 | 95 |
| HOBART | 102.0 | 255.0 | 95 |

Universe Estimates - 2010

| 000's | QLD (AM-A) | NNSW (AM-B) | SNSW (AM-C) | VIC (AM-D) | TAS | Total REG |
|-------------------|------------|-------------|-------------|------------|-------|-----------|
| Total Individuals | 1,696.0 | 2,021.0 | 1,378.0 | 1,151.0 | 503.0 | 6,749.0 |
| Total Households | 673.0 | 818.0 | 542.0 | 455.0 | 201.0 | 2,689.0 |
| Children 0-4 | 110.5 | 117.1 | 84.4 | 69.5 | 33.2 | 414.7 |
| Children 5-12 | 185.8 | 202.5 | 140.1 | 119.1 | 50.7 | 698.2 |
| Children 13-17 | 121.1 | 138.2 | 96.8 | 82.5 | 34.2 | 472.8 |
| People 16+ | 1,327.2 | 1,620.0 | 1,096.5 | 913.5 | 398.9 | 5,356.1 |
| People 16-39 | 531.5 | 612.1 | 437.2 | 328.3 | 148.8 | 2,057.9 |
| People 16-54 | 888.3 | 1,026.7 | 719.9 | 568.2 | 254.7 | 3,457.8 |
| People 25+ | 1,126.4 | 1,379.7 | 924.3 | 779.6 | 340.0 | 4,550.0 |
| People 25-54 | 687.5 | 786.4 | 547.7 | 434.3 | 195.8 | 2,651.7 |
| People 40+ | 795.7 | 1,007.9 | 659.3 | 585.2 | 250.1 | 3,298.2 |
| Men 16+ | 665.9 | 794.1 | 543.0 | 449.9 | 194.8 | 2,647.7 |
| Men 16-24 | 103.4 | 122.9 | 89.4 | 68.7 | 30.2 | 414.6 |
| Men 16-39 | 270.7 | 308.9 | 222.6 | 165.1 | 74.3 | 1,041.6 |
| Men 16-54 | 447.8 | 511.7 | 362.7 | 283.6 | 126.1 | 1,731.9 |
| Men 18+ | 641.1 | 765.1 | 522.4 | 432.7 | 187.6 | 2,548.9 |
| Men 18-24 | 78.6 | 93.9 | 68.8 | 51.5 | 23.0 | 315.8 |
| Men 25+ | 562.5 | 671.2 | 453.6 | 381.2 | 164.6 | 2,233.1 |
| Men 25-39 | 167.3 | 186.0 | 133.2 | 96.4 | 44.1 | 627.0 |
| Men 25-54 | 344.4 | 388.8 | 273.3 | 214.9 | 95.9 | 1,317.3 |
| Men 40+ | 395.2 | 485.2 | 320.4 | 284.8 | 120.5 | 1,606.1 |
| Men 40-54 | 177.1 | 202.8 | 140.1 | 118.5 | 51.8 | 690.3 |
| Men 55+ | 218.1 | 282.4 | 180.3 | 166.3 | 68.7 | 915.8 |

Universe Estimates - 2010

| 000's | QLD (AM-A) | NNSW (AM-B) | SNSW (AM-C) | VIC (AM-D) | TAS | Total REG |
|------------------------------|------------|-------------|-------------|------------|-------|-----------|
| Women 16+ | 661.3 | 825.9 | 553.5 | 463.6 | 204.1 | 2,708.4 |
| Women 16-24 | 97.4 | 117.4 | 82.8 | 65.2 | 28.7 | 391.5 |
| Women 16-39 | 260.8 | 303.2 | 214.6 | 163.2 | 74.5 | 1,016.3 |
| Women 16-54 | 440.5 | 515.0 | 357.2 | 284.6 | 128.6 | 1,725.9 |
| Women 18+ | 637.5 | 798.1 | 534.3 | 447.2 | 197.3 | 2,614.4 |
| Women 18-24 | 73.6 | 89.6 | 63.6 | 48.8 | 21.9 | 297.5 |
| Women 25+ | 563.9 | 708.5 | 470.7 | 398.4 | 175.4 | 2,316.9 |
| Women 25-39 | 163.4 | 185.8 | 131.8 | 98.0 | 45.8 | 624.8 |
| Women 25-54 | 343.1 | 397.6 | 274.4 | 219.4 | 99.9 | 1,334.4 |
| Women 40+ | 400.5 | 522.7 | 338.9 | 300.4 | 129.6 | 1,692.1 |
| Women 40-54 | 179.7 | 211.8 | 142.6 | 121.4 | 54.1 | 709.6 |
| Women 55+ | 220.8 | 310.9 | 196.3 | 179.0 | 75.5 | 982.5 |
| Grocery Buyers | 673.0 | 818.0 | 542.0 | 455.0 | 201.0 | 2,689.0 |
| Grocery Buyers Working | 347.6 | 388.5 | 283.1 | 231.4 | 97.3 | 1,347.9 |
| Grocery Buyers Not Working | 325.4 | 429.5 | 258.9 | 223.6 | 103.7 | 1,341.1 |
| Grocery Buyers Under 40 | 204.4 | 206.5 | 148.3 | 112.4 | 54.4 | 726.0 |
| Grocery Buyers 40+ | 468.6 | 611.5 | 393.7 | 342.6 | 146.6 | 1,963.0 |
| Grocery Buyer No Kids | 450.5 | 560.8 | 368.9 | 310.8 | 139.9 | 1,830.9 |
| Grocery Buyer Kids | 222.5 | 257.2 | 173.1 | 144.2 | 61.1 | 858.1 |
| Grocery Buyers Children 0-12 | 174.4 | 187.6 | 136.8 | 108.1 | 47.7 | 654.6 |
| Grocery Buyers Children 0-17 | 222.5 | 257.2 | 173.1 | 144.2 | 61.1 | 858.1 |
| Grocery Buyers Children 5-12 | 123.2 | 137.7 | 99.2 | 79.9 | 34.7 | 474.7 |
| Grocery Buyers Children 5-17 | 175.5 | 210.0 | 137.5 | 117.5 | 49.3 | 689.8 |

Universe Estimates - 2010

| 000's | QLD (AM-A) | NNSW (AM-B) | SNSW (AM-C) | VIC (AM-D) | TAS | Total REG |
|----------------------------------------|------------|-------------|-------------|------------|-------|-----------|
| 1 Person Households | 159.2 | 191.0 | 124.0 | 101.7 | 50.5 | 626.4 |
| 2 Person Households | 246.4 | 316.0 | 193.6 | 179.3 | 73.1 | 1,008.4 |
| 3 Person Households | 113.2 | 125.3 | 87.3 | 69.9 | 33.6 | 429.3 |
| 4 Person Households | 98.6 | 121.7 | 82.0 | 65.1 | 27.0 | 394.4 |
| 5+ Person Households | 55.6 | 64.0 | 55.1 | 39.0 | 16.8 | 230.5 |
| FTA Only Households | 501.0 | 571.1 | 383.0 | 369.1 | 157.2 | 1,981.4 |
| STV Subscription Households* | 172.0 | 246.9 | 159.0 | 85.9 | 43.8 | 707.6 |
| People in FTA Only Households | 1,190.0 | 1,311.4 | 931.9 | 911.1 | 368.5 | 4,712.9 |
| People in STV Subscription Households* | 506.0 | 709.6 | 446.1 | 239.9 | 134.5 | 2,036.1 |
| 1 TV Households | 229.7 | 235.3 | 155.2 | 129.4 | 52.3 | 801.9 |
| 2 TVs Households | 250.8 | 295.0 | 198.1 | 168.8 | 69.6 | 982.3 |
| 3+ TVs Households | 192.5 | 287.7 | 188.7 | 156.8 | 79.1 | 904.8 |

* STV estimates as at start of Q1

Universe Estimates - 2010

| Queensland | | | | | | | |
|-------------------|--------|------------|--------|-------------|-------------|-----------|-----------|
| 000'S | CAIRNS | TOWNSVILLE | MACKAY | ROCKHAMPTON | MARYBOROUGH | TOOWOOMBA | Total QLD |
| Total Individuals | 245.0 | 226.0 | 175.6 | 211.4 | 577.0 | 261.0 | 1,696.0 |
| Total Households | 100.0 | 86.0 | 67.0 | 81.0 | 238.0 | 101.0 | 673.0 |
| Children 0-4 | 17.0 | 15.5 | 12.1 | 15.2 | 33.1 | 17.6 | 110.5 |
| Children 5-12 | 26.5 | 25.1 | 19.4 | 25.1 | 60.2 | 29.5 | 185.8 |
| Children 13-17 | 17.0 | 16.9 | 11.9 | 16.1 | 39.7 | 19.5 | 121.1 |
| People 16+ | 191.3 | 175.5 | 137.0 | 161.6 | 459.6 | 202.2 | 1,327.2 |
| People 16-39 | 80.3 | 81.9 | 62.1 | 70.9 | 157.5 | 78.8 | 531.5 |
| People 16-54 | 134.8 | 127.2 | 101.5 | 115.9 | 278.3 | 130.6 | 888.3 |
| People 25+ | 163.4 | 143.1 | 115.6 | 134.9 | 399.0 | 170.4 | 1,126.4 |
| People 25-54 | 106.9 | 94.8 | 80.1 | 89.2 | 217.7 | 98.8 | 687.5 |
| People 40+ | 111.0 | 93.6 | 74.9 | 90.7 | 302.1 | 123.4 | 795.7 |
| Men 16+ | 96.9 | 88.7 | 72.8 | 83.2 | 224.7 | 99.6 | 665.9 |
| Men 16-24 | 14.4 | 16.8 | 11.2 | 13.7 | 31.0 | 16.3 | 103.4 |
| Men 16-39 | 40.5 | 42.1 | 33.2 | 36.3 | 78.6 | 40.0 | 270.7 |
| Men 16-54 | 67.8 | 64.7 | 54.2 | 59.7 | 136.2 | 65.2 | 447.8 |
| Men 18+ | 93.5 | 85.1 | 70.4 | 79.8 | 216.7 | 95.6 | 641.1 |
| Men 18-24 | 11.0 | 13.2 | 8.8 | 10.3 | 23.0 | 12.3 | 78.6 |
| Men 25+ | 82.5 | 71.9 | 61.6 | 69.5 | 193.7 | 83.3 | 562.5 |
| Men 25-39 | 26.1 | 25.3 | 22.0 | 22.6 | 47.6 | 23.7 | 167.3 |
| Men 25-54 | 53.4 | 47.9 | 43.0 | 46.0 | 105.2 | 48.9 | 344.4 |
| Men 40+ | 56.4 | 46.6 | 39.6 | 46.9 | 146.1 | 59.6 | 395.2 |
| Men 40-54 | 27.3 | 22.6 | 21.0 | 23.4 | 57.6 | 25.2 | 177.1 |
| Men 55+ | 29.1 | 24.0 | 18.6 | 23.5 | 88.5 | 34.4 | 218.1 |

Universe Estimates - 2010

| Queensland | | | | | | | |
|------------------------------|--------|------------|--------|-------------|-------------|-----------|-----------|
| 000'S | CAIRNS | TOWNSVILLE | MACKAY | ROCKHAMPTON | MARYBOROUGH | TOOWOOMBA | Total QLD |
| Women 16+ | 94.4 | 86.8 | 64.2 | 78.4 | 234.9 | 102.6 | 661.3 |
| Women 16-24 | 13.5 | 15.6 | 10.2 | 13.0 | 29.6 | 15.5 | 97.4 |
| Women 16-39 | 39.8 | 39.8 | 28.9 | 34.6 | 78.9 | 38.8 | 260.8 |
| Women 16-54 | 67.0 | 62.5 | 47.3 | 56.2 | 142.1 | 65.4 | 440.5 |
| Women 18+ | 91.0 | 83.4 | 61.8 | 75.2 | 227.3 | 98.8 | 637.5 |
| Women 18-24 | 10.1 | 12.2 | 7.8 | 9.8 | 22.0 | 11.7 | 73.6 |
| Women 25+ | 80.9 | 71.2 | 54.0 | 65.4 | 205.3 | 87.1 | 563.9 |
| Women 25-39 | 26.3 | 24.2 | 18.7 | 21.6 | 49.3 | 23.3 | 163.4 |
| Women 25-54 | 53.5 | 46.9 | 37.1 | 43.2 | 112.5 | 49.9 | 343.1 |
| Women 40+ | 54.6 | 47.0 | 35.3 | 43.8 | 156.0 | 63.8 | 400.5 |
| Women 40-54 | 27.2 | 22.7 | 18.4 | 21.6 | 63.2 | 26.6 | 179.7 |
| Women 55+ | 27.4 | 24.3 | 16.9 | 22.2 | 92.8 | 37.2 | 220.8 |
| Grocery Buyers | 100.0 | 86.0 | 67.0 | 81.0 | 238.0 | 101.0 | 673.0 |
| Grocery Buyers Working | 59.8 | 47.4 | 37.3 | 45.7 | 104.4 | 53.0 | 347.6 |
| Grocery Buyers Not Working | 40.2 | 38.6 | 29.7 | 35.3 | 133.6 | 48.0 | 325.4 |
| Grocery Buyers Under 40 | 34.0 | 32.5 | 23.0 | 26.1 | 59.7 | 29.1 | 204.4 |
| Grocery Buyers 40+ | 66.0 | 53.5 | 44.0 | 54.9 | 178.3 | 71.9 | 468.6 |
| Grocery Buyer No Kids | 68.4 | 56.1 | 44.1 | 51.2 | 164.3 | 66.4 | 450.5 |
| Grocery Buyer Kids | 31.6 | 29.9 | 22.9 | 29.8 | 73.7 | 34.6 | 222.5 |
| Grocery Buyers Children 0-12 | 24.6 | 24.0 | 17.8 | 23.3 | 56.9 | 27.8 | 174.4 |
| Grocery Buyers Children 0-17 | 31.6 | 29.9 | 22.9 | 29.8 | 73.7 | 34.6 | 222.5 |
| Grocery Buyers Children 5-12 | 17.7 | 17.2 | 12.2 | 17.4 | 38.8 | 19.9 | 123.2 |
| Grocery Buyers Children 5-17 | 24.8 | 23.7 | 17.2 | 24.3 | 58.3 | 27.2 | 175.5 |

Universe Estimates - 2010

| Queensland | | | | | | | |
|------------------------------|--------|------------|--------|-------------|-------------|-----------|-----------|
| 000'S | CAIRNS | TOWNSVILLE | MACKAY | ROCKHAMPTON | MARYBOROUGH | TOOWOOMBA | Total QLD |
| 1 Person Households | 24.9 | 18.9 | 14.7 | 18.6 | 57.2 | 24.9 | 159.2 |
| 2 Person Households | 36.5 | 29.0 | 23.2 | 28.0 | 95.7 | 34.0 | 246.4 |
| 3 Person Households | 17.5 | 14.9 | 11.6 | 13.2 | 39.1 | 16.9 | 113.2 |
| 4 Person Households | 15.3 | 13.1 | 10.8 | 12.2 | 35.9 | 11.3 | 98.6 |
| 5+ Person Households | 5.8 | 10.1 | 6.7 | 9.0 | 10.1 | 13.9 | 55.6 |
| FTA Only Households | 74.1 | 62.9 | 46.1 | 61.7 | 180.8 | 75.4 | 501.0 |
| STV Subscription Households* | 25.9 | 23.1 | 20.9 | 19.3 | 57.2 | 25.6 | 172.0 |
| 1 TV Households | 41.9 | 27.7 | 21.2 | 27.0 | 75.8 | 36.1 | 229.7 |
| 2 TVs Households | 33.0 | 30.4 | 24.5 | 27.4 | 97.3 | 38.2 | 250.8 |
| 3+ TVs Households | 25.1 | 27.9 | 21.3 | 26.6 | 64.9 | 26.7 | 192.5 |

* STV estimates as at start of Q1

Universe Estimates - 2010

| NNSW | | | | |
|-------------------|-----------------|----------------|-----------|------------|
| 000'S | NORTHERN RIVERS | TAMWORTH/TAREE | NEWCASTLE | Total NNSW |
| Total Individuals | 932.0 | 340.0 | 749.0 | 2,021.0 |
| Total Households | 387.0 | 138.0 | 293.0 | 818.0 |
| Children 0-4 | 52.5 | 18.7 | 45.9 | 117.1 |
| Children 5-12 | 90.5 | 34.6 | 77.4 | 202.5 |
| Children 13-17 | 62.5 | 24.3 | 51.4 | 138.2 |
| People 16+ | 752.3 | 272.4 | 595.3 | 1,620.0 |
| People 16-39 | 286.4 | 90.2 | 235.5 | 612.1 |
| People 16-54 | 482.4 | 158.4 | 385.9 | 1,026.7 |
| People 25+ | 642.1 | 234.7 | 502.9 | 1,379.7 |
| People 25-54 | 372.2 | 120.7 | 293.5 | 786.4 |
| People 40+ | 465.9 | 182.2 | 359.8 | 1,007.9 |
| Men 16+ | 369.2 | 133.5 | 291.4 | 794.1 |
| Men 16-24 | 56.6 | 19.2 | 47.1 | 122.9 |
| Men 16-39 | 144.5 | 45.1 | 119.3 | 308.9 |
| Men 16-54 | 239.6 | 78.5 | 193.6 | 511.7 |
| Men 18+ | 356.0 | 128.3 | 280.8 | 765.1 |
| Men 18-24 | 43.4 | 14.0 | 36.5 | 93.9 |
| Men 25+ | 312.6 | 114.3 | 244.3 | 671.2 |
| Men 25-39 | 87.9 | 25.9 | 72.2 | 186.0 |
| Men 25-54 | 183.0 | 59.3 | 146.5 | 388.8 |
| Men 40+ | 224.7 | 88.4 | 172.1 | 485.2 |
| Men 40-54 | 95.1 | 33.4 | 74.3 | 202.8 |
| Men 55+ | 129.6 | 55.0 | 97.8 | 282.4 |

Universe Estimates - 2010

| NNSW | | | | |
|------------------------------|-----------------|----------------|-----------|------------|
| 000'S | NORTHERN RIVERS | TAMWORTH/TAREE | NEWCASTLE | Total NNSW |
| Women 16+ | 383.1 | 138.9 | 303.9 | 825.9 |
| Women 16-24 | 53.6 | 18.5 | 45.3 | 117.4 |
| Women 16-39 | 141.9 | 45.1 | 116.2 | 303.2 |
| Women 16-54 | 242.8 | 79.9 | 192.3 | 515.0 |
| Women 18+ | 370.5 | 134.1 | 293.5 | 798.1 |
| Women 18-24 | 41.0 | 13.7 | 34.9 | 89.6 |
| Women 25+ | 329.5 | 120.4 | 258.6 | 708.5 |
| Women 25-39 | 88.3 | 26.6 | 70.9 | 185.8 |
| Women 25-54 | 189.2 | 61.4 | 147.0 | 397.6 |
| Women 40+ | 241.2 | 93.8 | 187.7 | 522.7 |
| Women 40-54 | 100.9 | 34.8 | 76.1 | 211.8 |
| Women 55+ | 140.3 | 59.0 | 111.6 | 310.9 |
| Grocery Buyers | 387.0 | 138.0 | 293.0 | 818.0 |
| Grocery Buyers Working | 189.4 | 65.8 | 133.3 | 388.5 |
| Grocery Buyers Not Working | 197.6 | 72.2 | 159.7 | 429.5 |
| Grocery Buyers Under 40 | 97.3 | 30.1 | 79.1 | 206.5 |
| Grocery Buyers 40+ | 289.7 | 107.9 | 213.9 | 611.5 |
| Grocery Buyer No Kids | 272.3 | 94.4 | 194.1 | 560.8 |
| Grocery Buyer Kids | 114.7 | 43.6 | 98.9 | 257.2 |
| Grocery Buyers Children 0-12 | 81.8 | 31.2 | 74.6 | 187.6 |
| Grocery Buyers Children 0-17 | 114.7 | 43.6 | 98.9 | 257.2 |
| Grocery Buyers Children 5-12 | 58.5 | 24.8 | 54.4 | 137.7 |
| Grocery Buyers Children 5-17 | 92.8 | 37.5 | 79.7 | 210.0 |

Universe Estimates - 2010

| NNSW | | | | |
|------------------------------|-----------------|----------------|-----------|------------|
| 000'S | NORTHERN RIVERS | TAMWORTH/TAREE | NEWCASTLE | Total NNSW |
| 1 Person Households | 91.1 | 33.1 | 66.8 | 191.0 |
| 2 Person Households | 153.0 | 56.7 | 106.3 | 316.0 |
| 3 Person Households | 64.8 | 16.9 | 43.6 | 125.3 |
| 4 Person Households | 63.0 | 14.8 | 43.9 | 121.7 |
| 5+ Person Households | 15.1 | 16.5 | 32.4 | 64.0 |
| FTA Only Households | 272.1 | 98.3 | 200.7 | 571.1 |
| STV Subscription Households* | 114.9 | 39.7 | 92.3 | 246.9 |
| 1 TV Households | 126.9 | 42.8 | 65.6 | 235.3 |
| 2 TVs Households | 136.9 | 47.2 | 110.9 | 295.0 |
| 3+ TVs Households | 123.2 | 48.0 | 116.5 | 287.7 |

* STV estimates as at start of Q1

Universe Estimates - 2010

| SNSW | | | | |
|-------------------|----------|--------------------|------------|------------|
| 000'S | CANBERRA | ORANGE DUBBO WAGGA | WOLLONGONG | Total SNSW |
| Total Individuals | 475.0 | 398.0 | 505.0 | 1,378.0 |
| Total Households | 185.0 | 156.0 | 201.0 | 542.0 |
| Children 0-4 | 31.4 | 25.0 | 28.0 | 84.4 |
| Children 5-12 | 45.9 | 44.0 | 50.2 | 140.1 |
| Children 13-17 | 31.8 | 29.6 | 35.4 | 96.8 |
| People 16+ | 379.1 | 311.4 | 406.0 | 1,096.5 |
| People 16-39 | 172.3 | 120.3 | 144.6 | 437.2 |
| People 16-54 | 272.3 | 199.6 | 248.0 | 719.9 |
| People 25+ | 315.7 | 261.7 | 346.9 | 924.3 |
| People 25-54 | 208.9 | 149.9 | 188.9 | 547.7 |
| People 40+ | 206.8 | 191.1 | 261.4 | 659.3 |
| Men 16+ | 188.5 | 154.9 | 199.6 | 543.0 |
| Men 16-24 | 32.9 | 25.8 | 30.7 | 89.4 |
| Men 16-39 | 87.6 | 61.4 | 73.6 | 222.6 |
| Men 16-54 | 137.3 | 101.1 | 124.3 | 362.7 |
| Men 18+ | 181.7 | 148.7 | 192.0 | 522.4 |
| Men 18-24 | 26.1 | 19.6 | 23.1 | 68.8 |
| Men 25+ | 155.6 | 129.1 | 168.9 | 453.6 |
| Men 25-39 | 54.7 | 35.6 | 42.9 | 133.2 |
| Men 25-54 | 104.4 | 75.3 | 93.6 | 273.3 |
| Men 40+ | 100.9 | 93.5 | 126.0 | 320.4 |
| Men 40-54 | 49.7 | 39.7 | 50.7 | 140.1 |
| Men 55+ | 51.2 | 53.8 | 75.3 | 180.3 |

Universe Estimates - 2010

| SNSW | | | | |
|------------------------------|----------|--------------------|------------|------------|
| 000'S | CANBERRA | ORANGE DUBBO WAGGA | WOLLONGONG | Total SNSW |
| Women 16+ | 190.6 | 156.5 | 206.4 | 553.5 |
| Women 16-24 | 30.5 | 23.9 | 28.4 | 82.8 |
| Women 16-39 | 84.7 | 58.9 | 71.0 | 214.6 |
| Women 16-54 | 135.0 | 98.5 | 123.7 | 357.2 |
| Women 18+ | 184.2 | 150.7 | 199.4 | 534.3 |
| Women 18-24 | 24.1 | 18.1 | 21.4 | 63.6 |
| Women 25+ | 160.1 | 132.6 | 178.0 | 470.7 |
| Women 25-39 | 54.2 | 35.0 | 42.6 | 131.8 |
| Women 25-54 | 104.5 | 74.6 | 95.3 | 274.4 |
| Women 40+ | 105.9 | 97.6 | 135.4 | 338.9 |
| Women 40-54 | 50.3 | 39.6 | 52.7 | 142.6 |
| Women 55+ | 55.6 | 58.0 | 82.7 | 196.3 |
| Grocery Buyers | 185.0 | 156.0 | 201.0 | 542.0 |
| Grocery Buyers Working | 114.0 | 79.1 | 90.0 | 283.1 |
| Grocery Buyers Not Working | 71.0 | 76.9 | 111.0 | 258.9 |
| Grocery Buyers Under 40 | 55.1 | 43.5 | 49.7 | 148.3 |
| Grocery Buyers 40+ | 129.9 | 112.5 | 151.3 | 393.7 |
| Grocery Buyer No Kids | 126.6 | 102.9 | 139.4 | 368.9 |
| Grocery Buyer Kids | 58.4 | 53.1 | 61.6 | 173.1 |
| Grocery Buyers Children 0-12 | 46.3 | 40.5 | 50.0 | 136.8 |
| Grocery Buyers Children 0-17 | 58.4 | 53.1 | 61.6 | 173.1 |
| Grocery Buyers Children 5-12 | 33.1 | 28.6 | 37.5 | 99.2 |
| Grocery Buyers Children 5-17 | 46.5 | 41.4 | 49.6 | 137.5 |

Universe Estimates - 2010

| SNSW | | | | |
|------------------------------|----------|--------------------|------------|------------|
| 000'S | CANBERRA | ORANGE DUBBO WAGGA | WOLLONGONG | Total SNSW |
| 1 Person Households | 42.2 | 36.8 | 45.0 | 124.0 |
| 2 Person Households | 62.5 | 56.4 | 74.7 | 193.6 |
| 3 Person Households | 31.0 | 22.7 | 33.6 | 87.3 |
| 4 Person Households | 31.9 | 21.3 | 28.8 | 82.0 |
| 5+ Person Households | 17.4 | 18.8 | 18.9 | 55.1 |
| FTA Only Households | 125.3 | 113.1 | 144.6 | 383.0 |
| STV Subscription Households* | 59.7 | 42.9 | 56.4 | 159.0 |
| 1 TV Households | 55.5 | 45.9 | 53.8 | 155.2 |
| 2 TVs Households | 64.4 | 52.7 | 81.0 | 198.1 |
| 3+ TVs Households | 65.1 | 57.4 | 66.2 | 188.7 |

* STV estimates as at start of Q1

Universe Estimates - 2010

| VICTORIA | | | | | | |
|-------------------|--------|------------|---------|----------|-----------|----------------|
| 000'S | ALBURY | SHEPPARTON | BENDIGO | BALLARAT | GIPPSLAND | Total VICTORIA |
| Total Individuals | 184.0 | 173.0 | 231.0 | 341.0 | 222.0 | 1,151.0 |
| Total Households | 74.0 | 69.0 | 93.0 | 132.0 | 87.0 | 455.0 |
| Children 0-4 | 11.1 | 10.6 | 13.9 | 20.8 | 13.1 | 69.5 |
| Children 5-12 | 19.0 | 18.0 | 24.4 | 35.2 | 22.5 | 119.1 |
| Children 13-17 | 13.2 | 12.3 | 16.4 | 24.5 | 16.1 | 82.5 |
| People 16+ | 146.1 | 137.1 | 182.9 | 270.5 | 176.9 | 913.5 |
| People 16-39 | 54.0 | 47.2 | 65.8 | 98.7 | 62.6 | 328.3 |
| People 16-54 | 92.7 | 83.1 | 113.5 | 170.6 | 108.3 | 568.2 |
| People 25+ | 124.0 | 118.3 | 156.0 | 230.2 | 151.1 | 779.6 |
| People 25-54 | 70.6 | 64.3 | 86.6 | 130.3 | 82.5 | 434.3 |
| People 40+ | 92.1 | 89.9 | 117.1 | 171.8 | 114.3 | 585.2 |
| Men 16+ | 72.0 | 68.5 | 89.7 | 132.9 | 86.8 | 449.9 |
| Men 16-24 | 11.4 | 9.9 | 13.5 | 20.9 | 13.0 | 68.7 |
| Men 16-39 | 27.5 | 24.0 | 32.7 | 49.7 | 31.2 | 165.1 |
| Men 16-54 | 46.5 | 41.9 | 56.3 | 85.4 | 53.5 | 283.6 |
| Men 18+ | 69.2 | 65.9 | 86.3 | 127.7 | 83.6 | 432.7 |
| Men 18-24 | 8.6 | 7.3 | 10.1 | 15.7 | 9.8 | 51.5 |
| Men 25+ | 60.6 | 58.6 | 76.2 | 112.0 | 73.8 | 381.2 |
| Men 25-39 | 16.1 | 14.1 | 19.2 | 28.8 | 18.2 | 96.4 |
| Men 25-54 | 35.1 | 32.0 | 42.8 | 64.5 | 40.5 | 214.9 |
| Men 40+ | 44.5 | 44.5 | 57.0 | 83.2 | 55.6 | 284.8 |
| Men 40-54 | 19.0 | 17.9 | 23.6 | 35.7 | 22.3 | 118.5 |
| Men 55+ | 25.5 | 26.6 | 33.4 | 47.5 | 33.3 | 166.3 |

Universe Estimates - 2010

| VICTORIA | | | | | | |
|------------------------------|--------|------------|---------|----------|-----------|----------------|
| 000'S | ALBURY | SHEPPARTON | BENDIGO | BALLARAT | GIPPSLAND | Total VICTORIA |
| Women 16+ | 74.1 | 68.6 | 93.2 | 137.6 | 90.1 | 463.6 |
| Women 16-24 | 10.7 | 8.9 | 13.4 | 19.4 | 12.8 | 65.2 |
| Women 16-39 | 26.5 | 23.2 | 33.1 | 49.0 | 31.4 | 163.2 |
| Women 16-54 | 46.2 | 41.2 | 57.2 | 85.2 | 54.8 | 284.6 |
| Women 18+ | 71.5 | 66.2 | 90.0 | 132.8 | 86.7 | 447.2 |
| Women 18-24 | 8.1 | 6.5 | 10.2 | 14.6 | 9.4 | 48.8 |
| Women 25+ | 63.4 | 59.7 | 79.8 | 118.2 | 77.3 | 398.4 |
| Women 25-39 | 15.8 | 14.3 | 19.7 | 29.6 | 18.6 | 98.0 |
| Women 25-54 | 35.5 | 32.3 | 43.8 | 65.8 | 42.0 | 219.4 |
| Women 40+ | 47.6 | 45.4 | 60.1 | 88.6 | 58.7 | 300.4 |
| Women 40-54 | 19.7 | 18.0 | 24.1 | 36.2 | 23.4 | 121.4 |
| Women 55+ | 27.9 | 27.4 | 36.0 | 52.4 | 35.3 | 179.0 |
| Grocery Buyers | 74.0 | 69.0 | 93.0 | 132.0 | 87.0 | 455.0 |
| Grocery Buyers Working | 38.0 | 36.9 | 45.3 | 67.4 | 43.8 | 231.4 |
| Grocery Buyers Not Working | 36.0 | 32.1 | 47.7 | 64.6 | 43.2 | 223.6 |
| Grocery Buyers Under 40 | 18.8 | 16.9 | 22.5 | 33.7 | 20.5 | 112.4 |
| Grocery Buyers 40+ | 55.2 | 52.1 | 70.5 | 98.3 | 66.5 | 342.6 |
| Grocery Buyer No Kids | 49.5 | 49.0 | 62.7 | 89.8 | 59.8 | 310.8 |
| Grocery Buyer Kids | 24.5 | 20.0 | 30.3 | 42.2 | 27.2 | 144.2 |
| Grocery Buyers Children 0-12 | 18.7 | 14.6 | 22.7 | 30.8 | 21.3 | 108.1 |
| Grocery Buyers Children 0-17 | 24.5 | 20.0 | 30.3 | 42.2 | 27.2 | 144.2 |
| Grocery Buyers Children 5-12 | 13.2 | 12.0 | 16.4 | 21.7 | 16.6 | 79.9 |
| Grocery Buyers Children 5-17 | 19.2 | 17.4 | 24.1 | 33.8 | 23.0 | 117.5 |

Universe Estimates – 2010

| VICTORIA | | | | | | |
|------------------------------|--------|------------|---------|----------|-----------|----------------|
| 000'S | ALBURY | SHEPPARTON | BENDIGO | BALLARAT | GIPPSLAND | Total VICTORIA |
| 1 Person Households | 17.5 | 15.9 | 22.5 | 25.6 | 20.2 | 101.7 |
| 2 Person Households | 29.0 | 27.1 | 36.2 | 52.9 | 34.1 | 179.3 |
| 3 Person Households | 10.2 | 11.3 | 14.0 | 21.4 | 13.0 | 69.9 |
| 4 Person Households | 11.2 | 9.3 | 12.4 | 19.3 | 12.9 | 65.1 |
| 5+ Person Households | 6.1 | 5.4 | 7.9 | 12.8 | 6.8 | 39.0 |
| FTA Only Households | 56.7 | 57.5 | 78.9 | 105.5 | 70.5 | 369.1 |
| STV Subscription Households* | 17.3 | 11.5 | 14.1 | 26.5 | 16.5 | 85.9 |
| 1 TV Households | 20.3 | 20.7 | 24.0 | 38.0 | 26.4 | 129.4 |
| 2 TVs Households | 26.4 | 28.0 | 35.1 | 49.2 | 30.1 | 168.8 |
| 3+ TVs Households | 27.3 | 20.3 | 33.9 | 44.8 | 30.5 | 156.8 |

* STV Subscription Households estimates as at start of Q1

Universe Estimates - 2010

| TASMANIA | | | |
|-------------------|------------|--------|----------------|
| 000'S | LAUNCESTON | HOBART | Total TASMANIA |
| Total Individuals | 248.0 | 255.0 | 503.0 |
| Total Households | 99.0 | 102.0 | 201.0 |
| Children 0-4 | 16.1 | 17.1 | 33.2 |
| Children 5-12 | 25.7 | 25.0 | 50.7 |
| Children 13-17 | 17.3 | 16.9 | 34.2 |
| People 16+ | 195.9 | 203.0 | 398.9 |
| People 16-39 | 70.9 | 77.9 | 148.8 |
| People 16-54 | 123.0 | 131.7 | 254.7 |
| People 25+ | 167.5 | 172.5 | 340.0 |
| People 25-54 | 94.6 | 101.2 | 195.8 |
| People 40+ | 125.0 | 125.1 | 250.1 |
| Men 16+ | 95.7 | 99.1 | 194.8 |
| Men 16-24 | 14.5 | 15.7 | 30.2 |
| Men 16-39 | 35.4 | 38.9 | 74.3 |
| Men 16-54 | 61.1 | 65.0 | 126.1 |
| Men 18+ | 92.1 | 95.5 | 187.6 |
| Men 18-24 | 10.9 | 12.1 | 23.0 |
| Men 25+ | 81.2 | 83.4 | 164.6 |
| Men 25-39 | 20.9 | 23.2 | 44.1 |
| Men 25-54 | 46.6 | 49.3 | 95.9 |
| Men 40+ | 60.3 | 60.2 | 120.5 |
| Men 40-54 | 25.7 | 26.1 | 51.8 |
| Men 55+ | 34.6 | 34.1 | 68.7 |

Universe Estimates - 2010

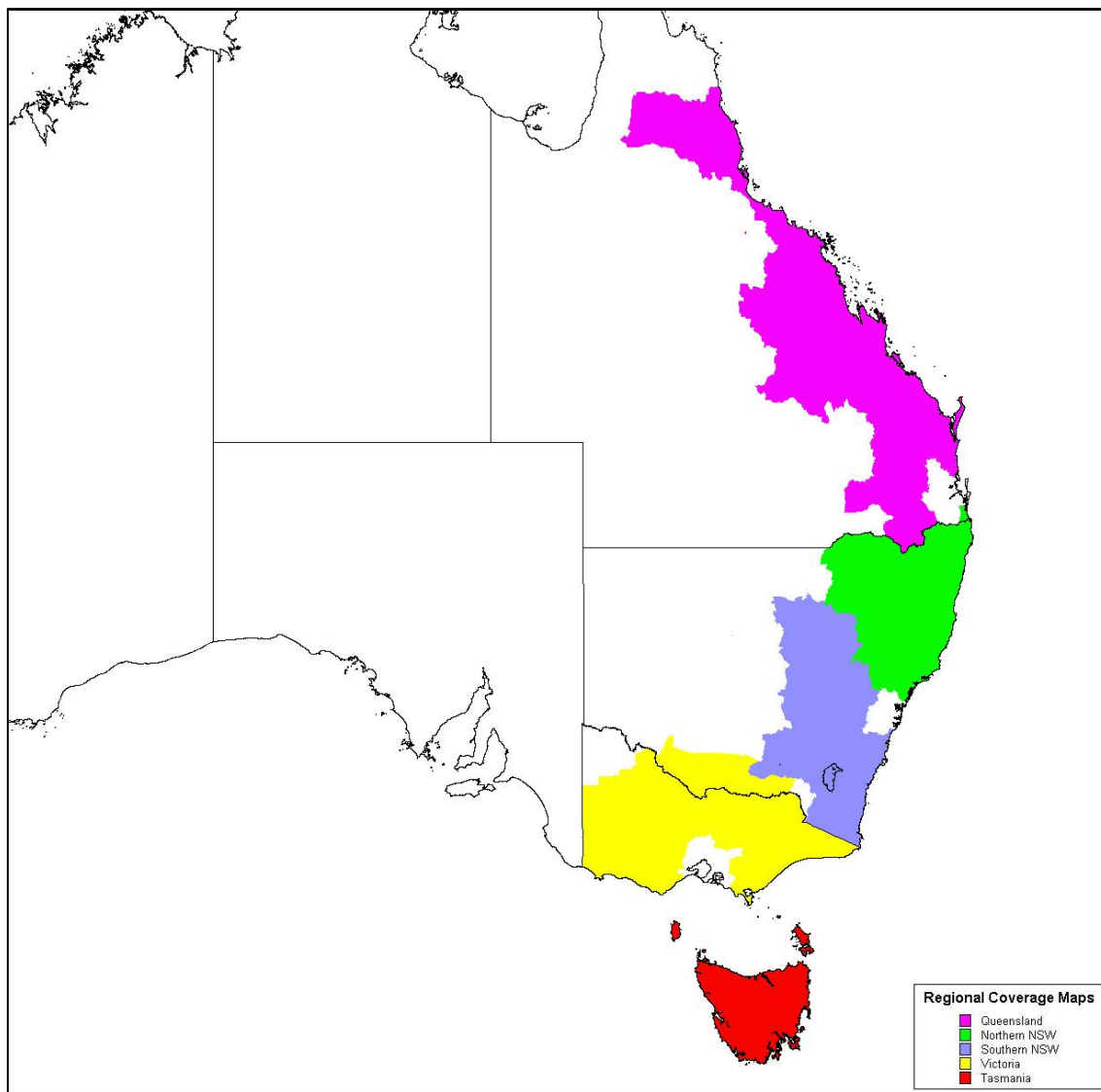
| TASMANIA | | | |
|------------------------------|------------|--------|----------------|
| 000'S | LAUNCESTON | HOBART | Total TASMANIA |
| Women 16+ | 100.2 | 103.9 | 204.1 |
| Women 16-24 | 13.9 | 14.8 | 28.7 |
| Women 16-39 | 35.5 | 39.0 | 74.5 |
| Women 16-54 | 61.9 | 66.7 | 128.6 |
| Women 18+ | 96.8 | 100.5 | 197.3 |
| Women 18-24 | 10.5 | 11.4 | 21.9 |
| Women 25+ | 86.3 | 89.1 | 175.4 |
| Women 25-39 | 21.6 | 24.2 | 45.8 |
| Women 25-54 | 48.0 | 51.9 | 99.9 |
| Women 40+ | 64.7 | 64.9 | 129.6 |
| Women 40-54 | 26.4 | 27.7 | 54.1 |
| Women 55+ | 38.3 | 37.2 | 75.5 |
| Grocery Buyers | 99.0 | 102.0 | 201.0 |
| Grocery Buyers Working | 46.0 | 51.3 | 97.3 |
| Grocery Buyers Not Working | 53.0 | 50.7 | 103.7 |
| Grocery Buyers Under 40 | 27.8 | 26.6 | 54.4 |
| Grocery Buyers 40+ | 71.2 | 75.4 | 146.6 |
| Grocery Buyer No Kids | 67.8 | 72.1 | 139.9 |
| Grocery Buyer Kids | 31.2 | 29.9 | 61.1 |
| Grocery Buyers Children 0-12 | 24.3 | 23.4 | 47.7 |
| Grocery Buyers Children 0-17 | 31.2 | 29.9 | 61.1 |
| Grocery Buyers Children 5-12 | 18.3 | 16.4 | 34.7 |
| Grocery Buyers Children 5-17 | 25.6 | 23.7 | 49.3 |

Universe Estimates - 2010

| TASMANIA | | | |
|------------------------------|------------|--------|----------------|
| 000'S | LAUNCESTON | HOBART | Total TASMANIA |
| 1 Person Households | 23.3 | 27.2 | 50.5 |
| 2 Person Households | 37.6 | 35.5 | 73.1 |
| 3 Person Households | 16.5 | 17.1 | 33.6 |
| 4 Person Households | 12.6 | 14.4 | 27.0 |
| 5+ Person Households | 9.0 | 7.8 | 16.8 |
| FTA Only Households | 77.7 | 79.5 | 157.2 |
| STV Subscription Households* | 21.3 | 22.5 | 43.8 |
| 1 TV Households | 25.2 | 27.1 | 52.3 |
| 2 TVs Households | 34.3 | 35.3 | 69.6 |
| 3+ TVs Households | 39.5 | 39.6 | 79.1 |

* STV estimates as at start of Q1

Regional Coverage Maps



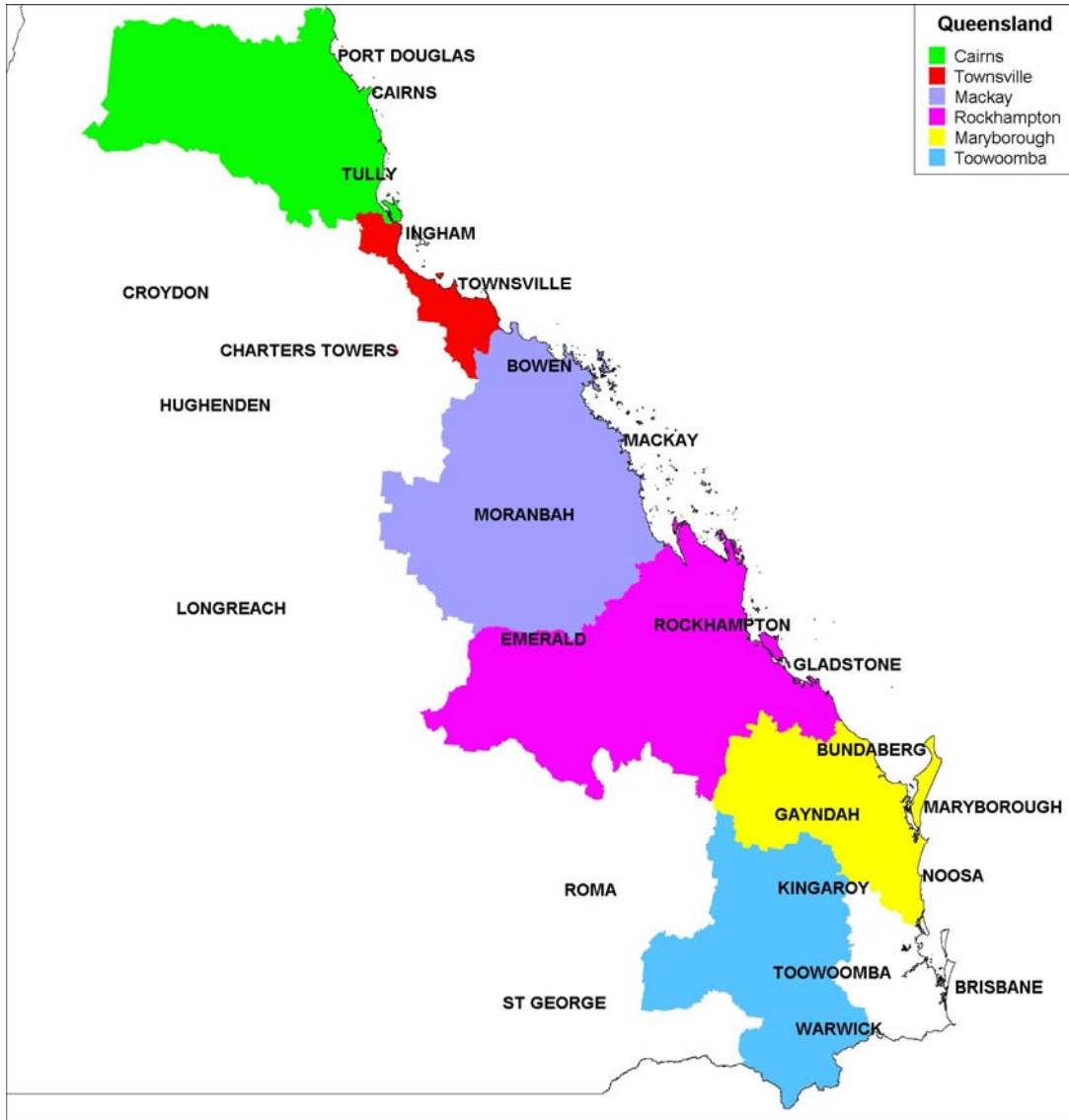
Based on 2006 Statistical Local Area Boundaries

Source: ABS

Produced by: Nielsen Television Audience Measurement

© Commonwealth of Australia, 2006

Coverage Map : (AM-A)



QUEENSLAND

Based on 2006 Statistical Local Area Boundaries

Source: ABS

Produced by: Nielsen Television Audience Measurement

© Commonwealth of Australia, 2006

TV Coverage Area by Postcode : (AM-A) QUEENSLAND

Cairns

4849, 4852, 4854-4861, 4865, 4868-4873,
4877-4888

Mackay

4707, 4709, 4721, 4723, 4737-4746,
4750-4751, 4753-4754, 4756-4757, 4798-
4805

Maryborough

4517-4519, 4550-4575, 4580-4581, 4600-
4601, 4620-4621, 4625-4627, 4630, 4650,
4655, 4659-4660, 4662, 4670, 4671, 4673

Rockhampton

4674, 4676-4678, 4680, 4694-4695,
4697, 4699-4706, 4710-4720, 4722

Toowoomba

4350, 4352-4365, 4370-4378, 4380-
4385, 4387-4388, 4390, 4400-4408,
4410-4413, 4421-4423, 4605-4606,
4608, 4610-4615

Townsville

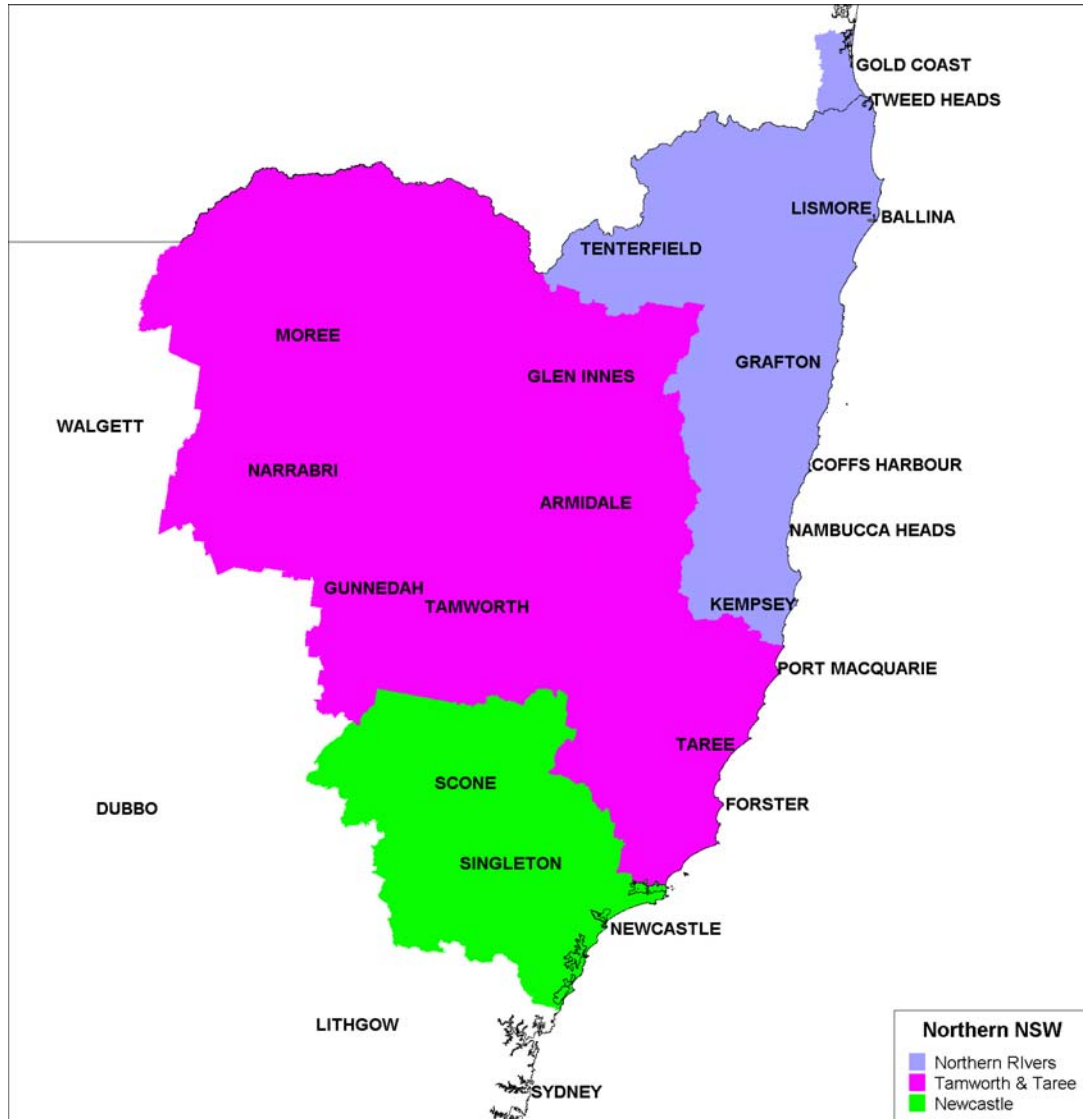
4806-4820, 4850

Based on 2010 Postcodes

Source: Australia Post

Produced by: Nielsen Television Audience Measurement

Coverage Map : (AM-B)



NORTHERN NSW

Based on 2006 Statistical Local Area Boundaries

Source: AGB

Produced by: Nielsen Television Audience Measurement

© Commonwealth of Australia, 2006

TV Coverage Area by Postcode : (AM-B) NORTHERN NSW

Newcastle

2258-2259, 2261-2265, 2267, 2278,
2280-2287, 2289-2300, 2302-2311, 2314-
2331, 2333-2339, 2420-2421

Tamworth

2340-2348, 2350-2356, 2358-2361,
2365, 2369-2370, 2380-2382, 2386-
2388, 2390, 2397-2406, 2408-2411

Northern Rivers

2371-2372, 2431, 2440-2442, 2447-2450,
2452-2456, 2460, 2462-2466, 2469-2490,
4209-4230

Taree

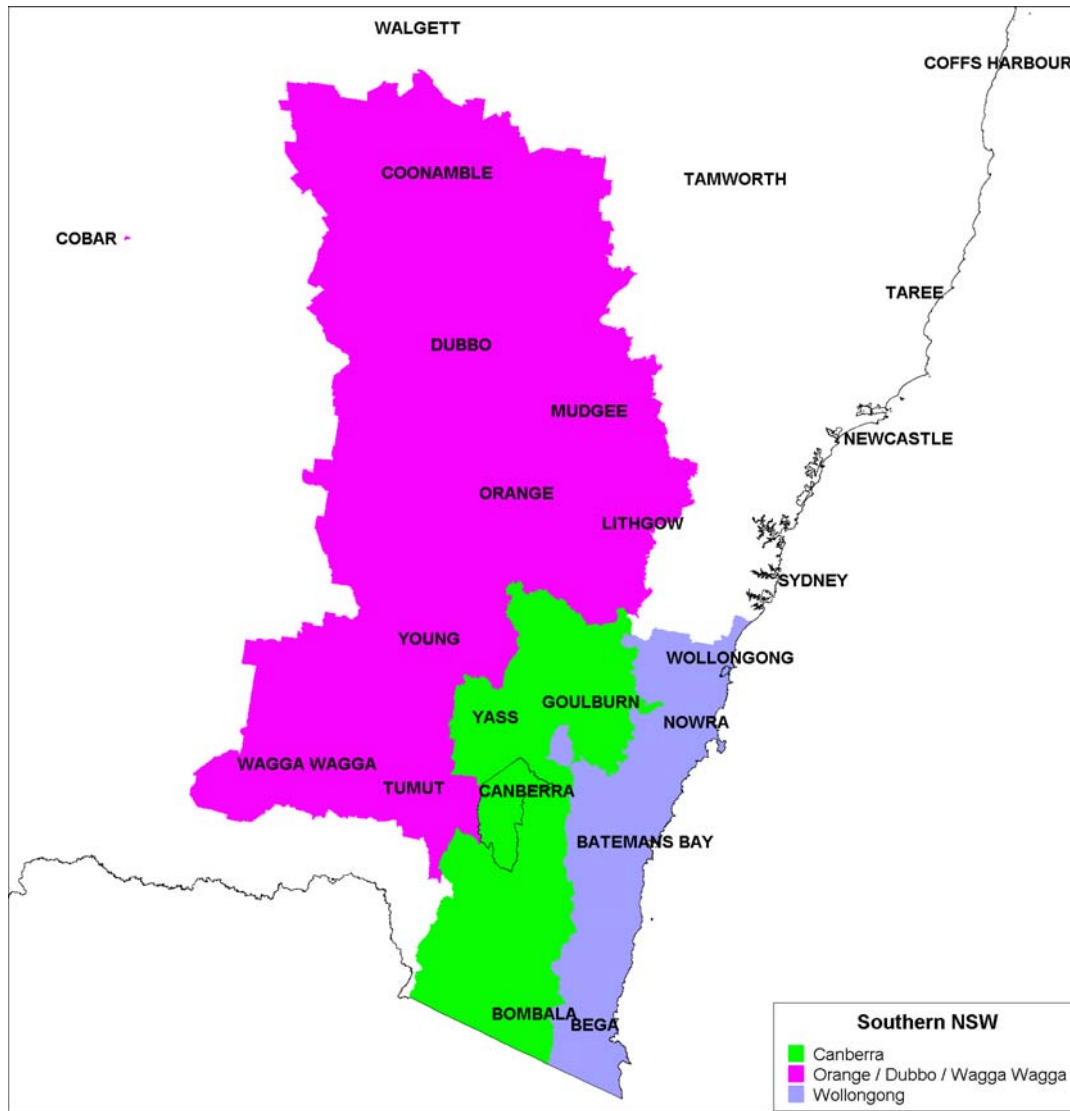
2312, 2415, 2422-2430, 2439, 2443-
2446

Based on 2010 Postcodes

Source: Australia Post

Produced by: Nielsen Television Audience Measurement

Coverage Map : (AM-C)



SOUTHERN NSW

Based on 2006 Statistical Local Area Boundaries

Source: ABS

Produced by: Nielsen Television Audience Measurement

© Commonwealth of Australia, 2006

Canberra

2579-2584, 2600-2612, 2614-2621, 2623-2633,
2900-2906, 2911-2914

Wollongong

2500, 2502, 2505-2506, 2508, 2515-
2520, 2522, 2525-2530, 2533-2541,
2545-2546, 2548-2551, 2575-2578, 2622

Orange, Dubbo, Wagga

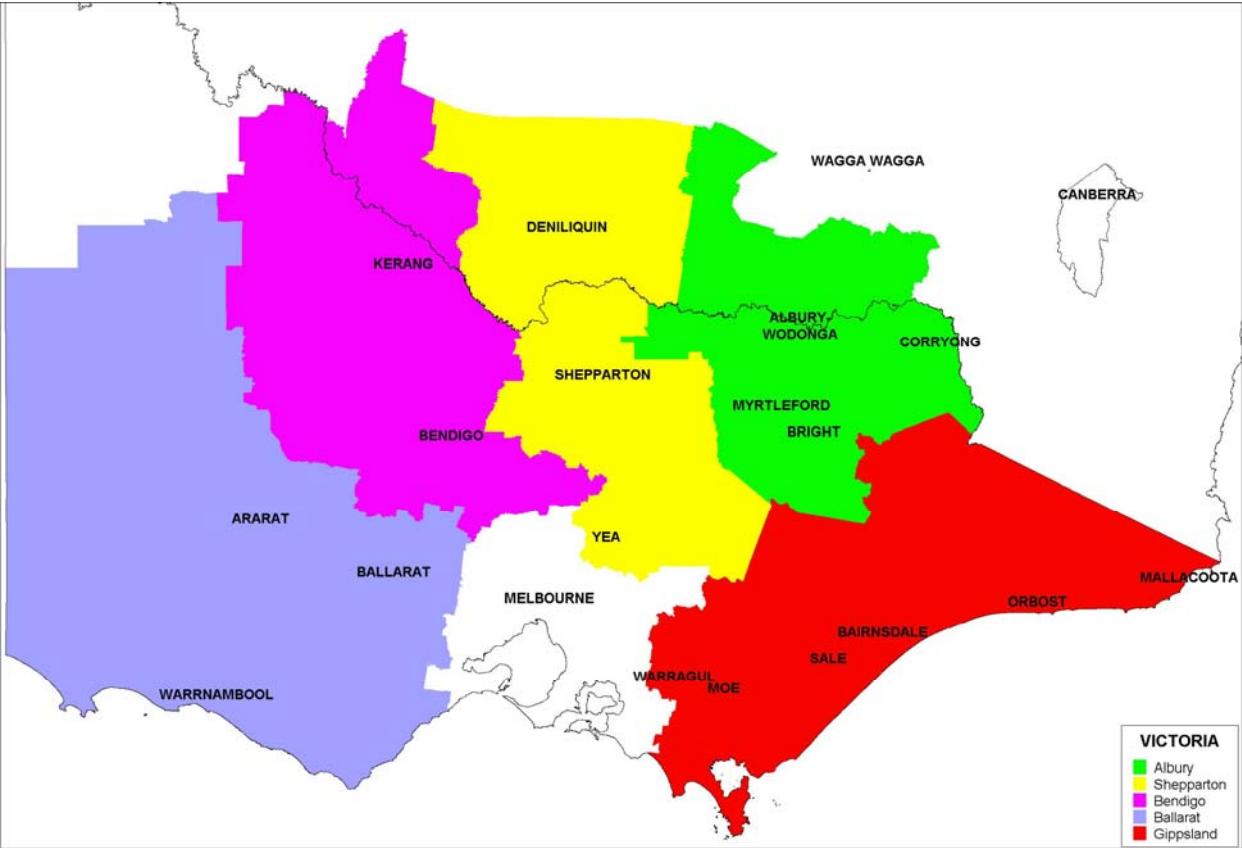
2357, 2379, 2395-2396, 2585-2588, 2590, 2594,
2649-2652, 2655-2656, 2661, 2663, 2665-2666,
2671, 2678, 2701-2702, 2720, 2722, 2725-2727,
2729-2730, 2787, 2790-2800, 2803-2810, 2820-
2821, 2823-2824, 2827-2831, 2835, 2842-2850,
2852, 2864-2871, 2874-2877

Based on 2010 Postcodes

Source: Australia Post

Produced by: Nielsen Television Audience Measurement

Coverage Map : (AM-D)



VICTORIA

Based on 2006 Statistical Local Area Boundaries
 Source: ABS
 Produced by: Nielsen Television Audience Measurement
 © Commonwealth of Australia, 2006

TV Coverage Area by Postcode : (AM-D) VICTORIA

Ballarat

3230-3233, 3235-3239, 3241-3243, 3249-3251, 3254, 3260, 3264-3287, 3289, 3292-3294, 3300-3305, 3309-3312, 3314-3315, 3317-3319, 3321-3325, 3328-3334, 3341-3342, 3345, 3350-3357, 3360-3361, 3363-3364, 3370, 3373-3375, 3377-3381, 3384-3385, 3387-3388, 3390-3393, 3395-3396, 3400-3402, 3407, 3409, 3412-3415, 3418-3420, 3423-3424, 3458, 3460-3461, 3467-3469, 3480, 3485, 3487-3489

Bendigo

2732-2736, 3371, 3444, 3446-3448, 3450-3451, 3453, 3462-3465, 3472, 3475, 3477-3478, 3482-3483, 3515-3518, 3520-3523, 3525, 3527, 3529-3531, 3533, 3537, 3540, 3542, 3544, 3546, 3550-3552, 3554-3558, 3561-3568, 3570-3573, 3575-3576, 3579-3581, 3583-3586, 3588-3591, 3594-3597, 3599, 3659-3662

Albury

2640-2647, 2658-2660, 2708, 3675-3678, 3682-3683, 3685, 3687-3691, 3694-3695, 3697-3701, 3704-3705, 3707-3709, 3727-3728, 3730, 3732-3733, 3735-3741, 3744, 3746-3747, 3749

Gippsland

3816, 3818, 3820-3825, 3831-3833, 3835, 3840-3842, 3844, 3847, 3850-3854, 3856-3860, 3862, 3864-3865, 3869-3871, 3873-3875, 3878, 3880, 3882, 3885-3893, 3895-3896, 3898, 3900, 3902-3904, 3909, 3953-3954, 3956-3960, 3962, 3964-3967, 3971

Shepparton

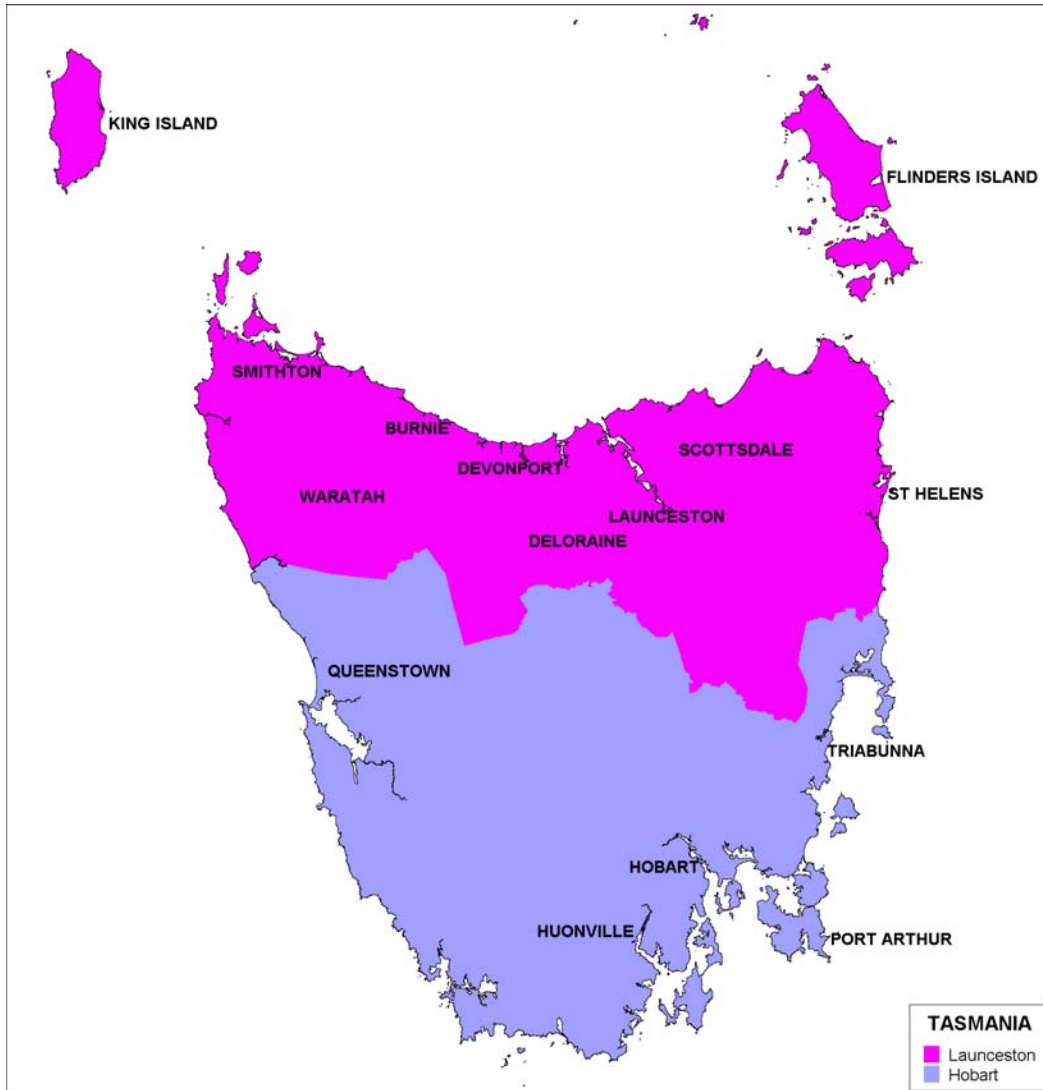
2710, 2712-2714, 2716, 2731, 3559, 3607-3608, 3610, 3612, 3614, 3616-3624, 3629-3641, 3643-3644, 3646-3647, 3649, 3663-3666, 3669-3673, 3711-3715, 3717-3720, 3722-3726, 3763, 3778-3779

Based on 2010 Postcodes

Source: Australia Post

Produced by: Nielsen Television Audience Measurement

Coverage Map : TASMANIA



TASMANIA

Based on 2006 Statistical Local Area Boundaries

Source: ABS

Produced by: Nielsen Television Audience Measurement

© Commonwealth of Australia, 2006

TV Coverage Area by Postcode : TASMANIA

Hobart

7000-7002, 7004-7012, 7015-7027, 7030, 7050-7055, 7109, 7112-7113, 7116-7117, 7119-7120, 7139-7140, 7150, 7155, 7162-7163, 7170-7180, 7182-7187, 7190, 7466-7470

Launceston

7209-7216, 7248-7250, 7252-7265, 7267-7268, 7270, 7275-7277, 7290-7292, 7300-7307, 7310, 7315-7316, 7320-7322, 7325, 7330-7331,

Based on 2010 Postcodes

Source: Australia Post

Produced by: Nielsen Television Audience Measurement

TPSS REPORTING

AGGREGATE MARKETS- 119 DEMOGRAPHICS

| | | | | | |
|----|---------------------|----|---------------------|----|---------------------|
| 1 | Households | 16 | People 16-24 | 31 | People 35-64 |
| 2 | Total Individuals | 17 | People 16-39 | 32 | People 40-54 |
| 3 | People 5+ | 18 | People 16-54 | 33 | People 40-64 |
| 4 | People 13+ | 19 | People 18-24 | 34 | People 50-64 |
| 5 | People 5-17 | 20 | People 18-29 | 35 | People 55-64 |
| 6 | People 0-17 | 21 | People 18-49 | 36 | People 30+ |
| 7 | People 0-24 | 22 | People 18-54 | 37 | People 40+ |
| 8 | People 0-39 | 23 | People 25-34 | 38 | People 55+ |
| 9 | People 0-54 | 24 | People 25-39 | 39 | People 65+ |
| 10 | People 10-15 | 25 | People 25-44 | 40 | Children 0-12 |
| 11 | People 16+ | 26 | People 25-54 | 41 | Children 2-9 |
| 12 | People 18+ | 27 | People 30-39 | 42 | Children 5-12 |
| 13 | People 18-39 | 28 | People 30-49 | 43 | Teens 10-17 |
| 14 | People 25+ | 29 | People 35-54 | 44 | Teens 13-17 |
| 15 | People 13-24 | 30 | People 35-49 | | |

N/A in Tasmania

Note: Aggregate market TPSS demographics data is supplied as a weekly ¼ hour average file

TPSS REPORTING

AGGREGATE MARKETS – 119 DEMOGRAPHICS

| | | | | | |
|----|------------------|----|--------------------|----|---------------------------------|
| 45 | Men 0-15 | 61 | Men 25-54 | 77 | Women 16-54 |
| 46 | Men 18+ | 62 | Men 30-49 | 78 | Women 18-29 |
| 47 | Men 25+ | 63 | Men 35-54 | 79 | Women 18-34 |
| 48 | Men 40+ | 64 | Men 40-54 | 80 | Women 18-39 |
| 49 | Men 13-24 | 65 | Men 40-64 | 81 | Women 18-49 |
| 50 | Men 16-24 | 66 | Men 50-64 | 82 | Women 18-54 |
| 51 | Men 16-39 | 67 | Men 55+ | 83 | Women 25-39 |
| 52 | Men 16-54 | 68 | Women 16+ | 84 | Women 25-44 |
| 53 | Men 16+ | 69 | Women 18+ | 85 | Women 25-54 |
| 54 | Men 18-29 | 70 | Women 25+ | 86 | Women 30-49 |
| 55 | Men 18-34 | 71 | Women 40+ | 87 | Women 25-54 + Child 0-17 |
| 56 | Men 18-39 | 72 | Women 0-15 | 88 | Women 35-54 |
| 57 | Men 18-49 | 73 | Women 13-24 | 89 | Women 40-54 |
| 58 | Men 18-54 | 74 | Women 13-29 | 90 | Women 40-64 |
| 59 | Men 25-39 | 75 | Women 16-24 | 91 | Women 50-64 |
| 60 | Men 25-44 | 76 | Women 16-39 | 92 | Women 55+ |

N/A in Tasmania

Note: Aggregate market TPSS demographics data is supplied as a weekly ¼ hour average file

TPSS REPORTING

AGGREGATE MARKETS – 119 DEMOGRAPHICS

| | | | |
|-----|----------------------------|-----|------------------------------|
| 93 | Grocery Buyer | 107 | GB + Child 5-12 |
| 94 | GB 18+ | 108 | GB + Child 5-17 |
| 95 | GB 40+ | 109 | Fem GB |
| 96 | GB 18-54 | 110 | Fem GB 25-49 |
| 97 | GB 25-54 | 111 | Occupation AB |
| 98 | GB 40-54 | 112 | Occupation AB 25-54 |
| 99 | GB 55+ | 113 | Occupation AB 35+ |
| 100 | GB Under 40 | 114 | Occupation AB 40+ |
| 101 | GB Working | 115 | Occupation ABC1 |
| 102 | GB Non Working | 116 | Occupation C1 |
| 103 | GB + 0 Child 0-17 | 117 | Occupation C1 16-39 |
| 104 | GB + Child 0-17 | 118 | Occupation C2DE |
| 105 | GB + 1-2 Child 0-17 | 119 | Occupation C2DE 16-39 |
| 106 | GB + Child 0-12 | | |

N/A in Tasmania

Note: Aggregate market TPSS demographics data is supplied as a weekly ¼ hour average file

TPSS REPORTING

SUB MARKETS – 21 DEMOGRAPHICS

| | | | |
|----|-------------------|----|--------------|
| 1 | Total Individuals | 12 | People 40+ |
| 2 | Total Households | 13 | Men 16-39 |
| 3 | Grocery Buyers | 14 | Women 16-39 |
| 4 | Men 16+ | 15 | People 16-39 |
| 5 | Women 16+ | 16 | Men 25-54 |
| 6 | People 16+ | 17 | Women 25-54 |
| 7 | Men 25+ | 18 | People 25-54 |
| 8 | Women 25+ | 19 | Men 16-54 |
| 9 | People 25+ | 20 | Women 16-54 |
| 10 | Men 40+ | 21 | People 16-54 |
| 11 | Women 40+ | | |

Note: Sub market TPSS demographics data is supplied as a 4 weekly ¼ hour average file by Survey Period.
Sub market ¼ hour TPSS data is not supplied for Weeks 1 and 2 of the year.

Regional Subscription TV Channels Timetable of Breakout

Those channels whose viewing data is not shown below as being available are included in the channel group 'Other STV'

| Channel | From 26th Aug 2007 | From 25th Nov 2007 | From 24th Feb 2008 | From 1st June 2008 | From 31st May 2009 | From 30th Aug 2009 | From 29th Nov 2009 |
|-------------------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| 111 HITS | | | | | ✓ | ✓ | ✓ |
| 111 HITS 2 | | | | | | | ✓ |
| 13th STREET | | | | | | | ✓ |
| Adults Only | | | | | | | |
| Adventure One | | | | | | | |
| AIR Audio Channels | | | | | | | |
| Al Jazeera | | | | | | | |
| Animal Planet | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Antenna | | | | | | | |
| Arena | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Arena +2 | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Art Arabic | | | | | | | |
| Aurora Community Channel | | | | | | | |
| Aust Christian Channel | | | | | | | |
| BBC Knowledge | | | | | | | ✓ |
| BBC World | | | ✓ | ✓ | ✓ | ✓ | ✓ |
| Biography Channel | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Bloomberg Television | | | ✓ | ✓ | ✓ | ✓ | ✓ |
| Boomerang | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Box Office | | | | | | | |
| Box Office Adults Only Select | | | | | | | |
| Box Office Main Event | | | | | | | |
| Box Office Preview | | | | | | | |
| Cartoon Network | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Cbeebies | | | | | | | ✓ |
| Channel V | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Channel V2 | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Club (V) | | | | | | | |
| CNBC | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| CNN International | | | | | | | |
| Comedy Channel | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Comedy Channel+2 | | | | ✓ | ✓ | ✓ | ✓ |
| Country Music Channel | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Crime & Investigation Network | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Discovery Channel | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Discovery Home and Health | | | ✓ | ✓ | ✓ | ✓ | ✓ |
| Discovery Science | | | ✓ | ✓ | ✓ | ✓ | ✓ |
| Discovery Travel & Living | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Discovery Turbo Max | | | | | | | ✓ |
| Disney Channel | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| E! | | | ✓ | ✓ | ✓ | ✓ | ✓ |
| ESPN | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |

Regional Subscription TV Channels Timetable of Breakout


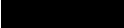
Those channels whose viewing data is not shown below as being available are included in the channel group 'Other STV'

| Channel | From 26th Aug 2007 | From 25th Nov 2007 | From 24th Feb 2008 | From 1st June 2008 | From 31st May 2009 | From 30th Aug 2009 | From 29th Nov 2009 |
|-----------------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| Eurosportnews | | | | | | | |
| EXPO | | | | | | | |
| Fashion TV | | | | | | | |
| FMC - Family Movie Channel | | | | | | | ✓ |
| FOX8 | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| FOX8+2 | | | | ✓ | ✓ | ✓ | ✓ |
| FOX Classics | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| FOX Classics+2 | | | | ✓ | ✓ | ✓ | ✓ |
| FOX Footy Channel | | | | | | | |
| FOX News | | | | | | | |
| FOX Sports News | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| FOX Sports 1 | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| FOX Sports 2 | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| FOX Sports 3 | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Fuel TV | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Games Channels | | | | | | | |
| Hallmark | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| History Channel | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| History Channel+2 | | | | | | | |
| How to Channel | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Lebanese Channel | | | | | | | |
| Lifestyle Channel | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Lifestyle Channel +2 | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Lifestyle FOOD | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Lifestyle FOOD +2 | | | | | | | ✓ |
| Lifestyle You | | | | | | | ✓ |
| Lifestyle You +2 | | | | | | | ✓ |
| Main Event | | | | | | | |
| MAX*** | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Movie Extra | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Movie Greats | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Movie One | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Movie Two | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| MTV | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Nat Geo Adventure | | | | | ✓ | ✓ | ✓ |
| National Geographic Channel | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Nickelodeon | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Nick Jnr | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| National Indigenous TV | | ✓ | | | | | |
| Ovation | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Playhouse Disney Channel | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| RAI | | | | | | | |

Regional Subscription TV Channels Timetable of Breakout

Those channels whose viewing data is not shown below as being available are included in the channel group 'Other STV'

| Channel | From 26th Aug 2007 | From 25th Nov 2007 | From 24th Feb 2008 | From 1st June 2008 | From 31st May 2009 | From 30th Aug 2009 | From 29th Nov 2009 |
|----------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| SCI FI | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| SCI FI +2 | | | | | | | ✓ |
| Service/Help Station | | | | | | | |
| Setanta Sports | | | ✓ | | | | |
| Showcase | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Showcase +2 | | | | | | | ✓ |
| Showtime | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Showtime 2 | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Showtime Action | | | | | | | ✓ |
| Showtime Comedy | | | | | | | ✓ |
| Showtime Drama | | | | | | | ✓ |
| Showtime Greats* ** | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | |
| Sky News Australia | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Sky Racing | | | | ✓ | ✓ | ✓ | ✓ |
| Starpics 1 | | | | | | | ✓ |
| Starpics 2 | | | | | | | ✓ |
| TCM | | | | | | ✓ | ✓ |
| TechTV | | | | | | | |
| The Style Network | | | | | | | ✓ |
| TV1 | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| TV1+2 | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| TVSN | | | | | | | |
| UKTV | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| UKTV+2 | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| VH1 | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| W | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| W2 | | | | ✓ | ✓ | ✓ | ✓ |
| Weather Channel | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| World Movies | | | ✓ | ✓ | ✓ | ✓ | ✓ |

-  No longer spilt out as a reported Channel in Regional STV. Channel is grouped under "Other STV".
-  Channel has ceased transmission

Regional Free-To Air Channels Breakout

| Channel | Broadcast Launch Date | Channel Breakout Date |
|---------|---------------------------------------|------------------------------|
| TDT | 1st Jan 2004 (Hobart) | 30th November 2008 |
| | August 2004 (Launceston) | |
| ABC2 | 7th March 2005 | 1st June 2008 |
| SBS TWO | 1st June 2009 | 28th June 2009 |
| ONE | 2nd July 2009 (ex Tasmania) | 27th December 2009 |
| | 30th July 2009 (Tasmania) | |
| GO! | 9th August 2009 | 29th November 2009 (ex NNSW) |
| | | 27th December 2009 (NNSW) |
| ABC3 | 4th December 2009 | 4th December 2009 |
| 7TWO | 1st November 2009 (QLD) | 27th December 2009 |
| | 23rd December 2009 (NNSW, SNSW & VIC) | |
| | 1st December 2009 (Tasmania) | |



Terms and Definitions

- **Universe Estimate**

The estimated population against which media audiences are calculated.

- **Minimum Sample Size**

Minimum expected panel size of the reporting panel for a defined demographic within a defined geographic area based on Universe Estimates. The reporting panel is 90% of the full panel.

- **Households Using Television (HUT)**

The number of Households with at least one television set switched on.

- **Rating**

The number of homes (or people) tuned to a particular station at a particular time. Usually expressed as a percentage.

- **Target Audience Rating Point (TARP)**

The average viewing audience for a demographic, usually expressed as a percentage.

- **Share**

The average viewing audience for a specific program or station, expressed as a percentage of the total TV viewing audience.

Terms and Definitions

- Reach

The number or percentage of different people who have seen 'x' minute(s) of a program or timeband.

Industry standard bases Program Reach on 5 consecutive minutes viewed.

- Effective Frequency

The number of exposures (1+, 2+, 3+ etc) deemed necessary for an advertising message to produce an effect

(i.e.. For the target market to take the desired action, or for the ad to cause the desired response)

- Effective Reach

The number or percentage of the target audience who are reached at, or above, the Effective Frequency level.

Eg. If the Effective Frequency is set at 3 and 55% of the target have seen the advertising campaign 3 or more times then the Effective Reach is 55%.

Terms and Definitions

- **Live**

Viewing of television programming at the time of broadcast.

- **As Live**

Viewing of recorded television programming on the same research day, at least 60 seconds after the time of the original broadcast (a research day is 2am to 2am).

- **Time Shift**

Viewing of recorded television programming up to seven days after broadcast.

- **Playback**

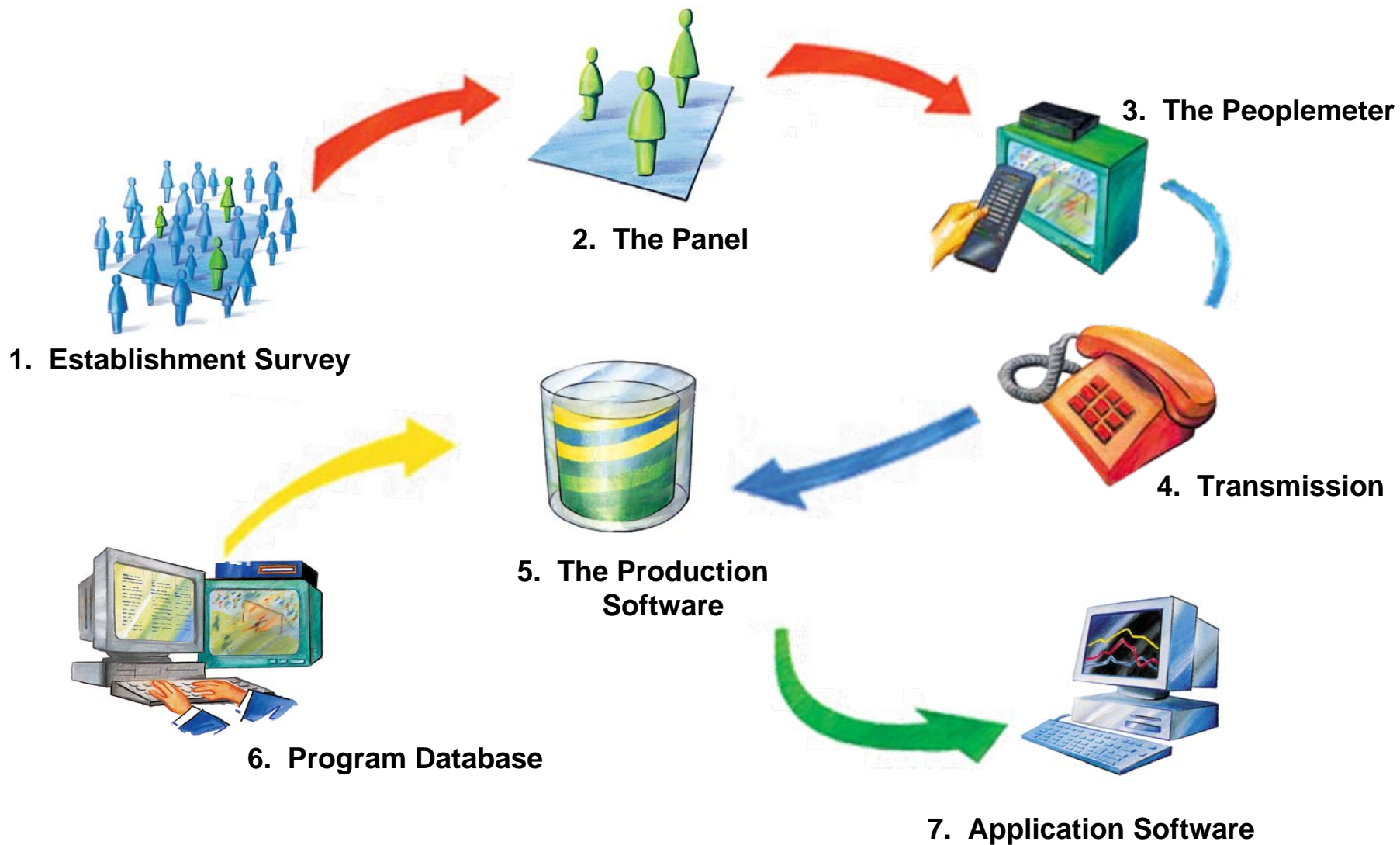
Viewing to a television program at a time later than the original time of broadcast. Can be measured as either 'As Live' and 'Time shift'.

- **Overnight**

The aggregate of Live and As Live viewing. Overnight files are released on the morning of the day after broadcast.

- **Consolidated**

The aggregate of Live, As Live and Time Shift viewing. Consolidated files are released seven days after the overnight files.



The Ratings Process



1. Establishment Survey

A large-scale annual survey conducted to define the population to be represented and its characteristics.

Panel homes are recruited from the respondents.



2. The Panel

Panel homes are selected according to a statistical design using information collected from the Establishment Survey and the ABS, guaranteeing the panel represents the Australian TV audience.

3. The Peplemeter ...

A peplemeter is installed on every TV set in each household.

It records and stores four pieces of information:

- ✓ Time
- ✓ Whether the TV set is on or off
- ✓ Channel tuned
- ✓ Persons viewing



The Ratings Process



4. Transmission

Every night, the data stored in the peplemeter is retrieved automatically via telephone using Nielsen Television Audience Measurement production software.



5. Production Software

"Pollux" performs the collection, processing, validation, weighting and final production of the household data into an individual by individual (unidentified), minute by minute database delivered overnight 365 days of the year.



6. Program Database

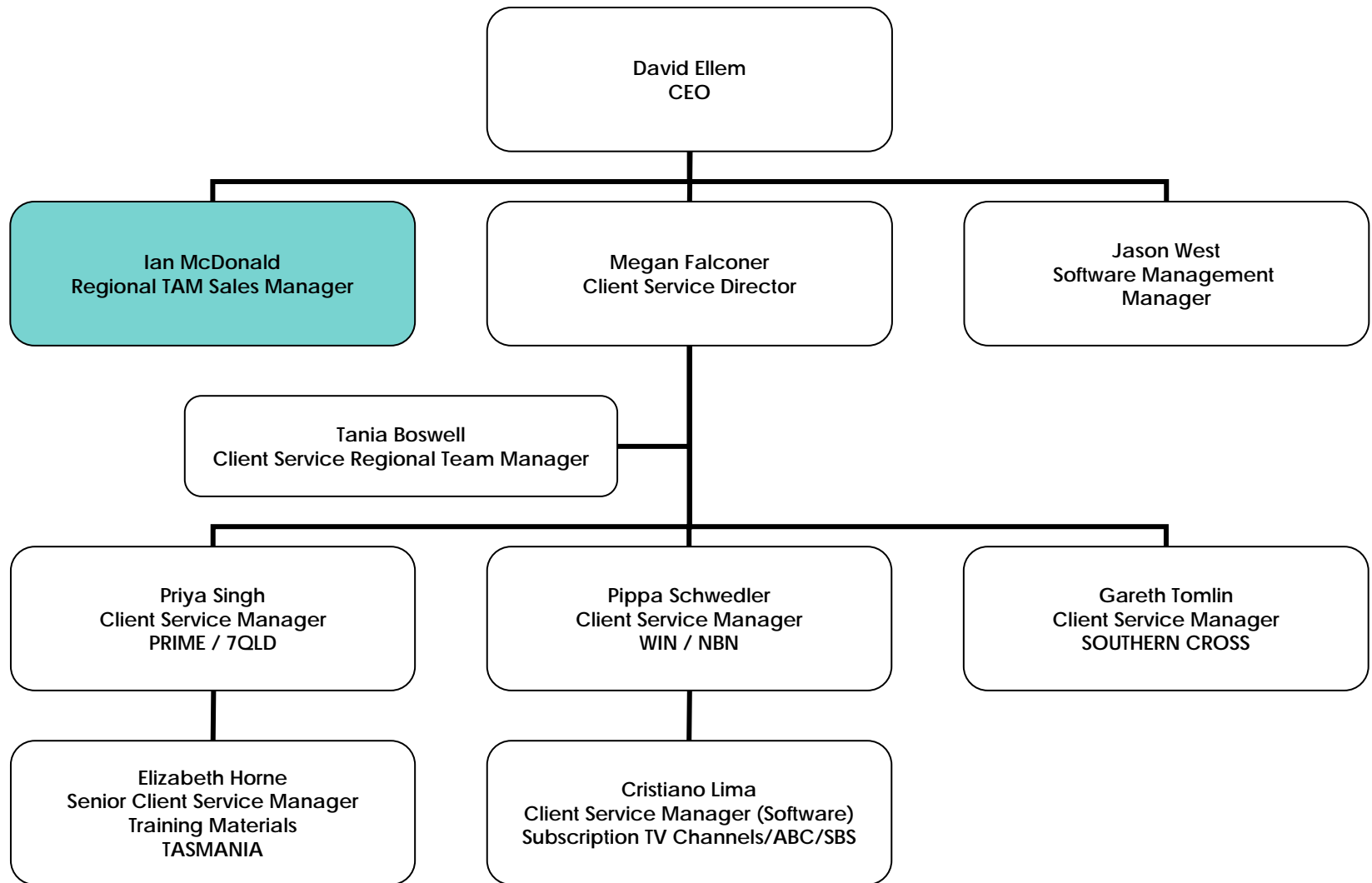
Using broadcast logs provided by the networks, a program database is built and fed into Pollux for integration with the viewing data.



7. Application Software

Each morning users download the complete database from AGB Nielsen's Media Research secure website. These users can then perform complex data analyses using application software such as "Arianna".

Regional Client Service Contacts



CONTACT DETAILS

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<http://www.regtam.com.au/download>

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