

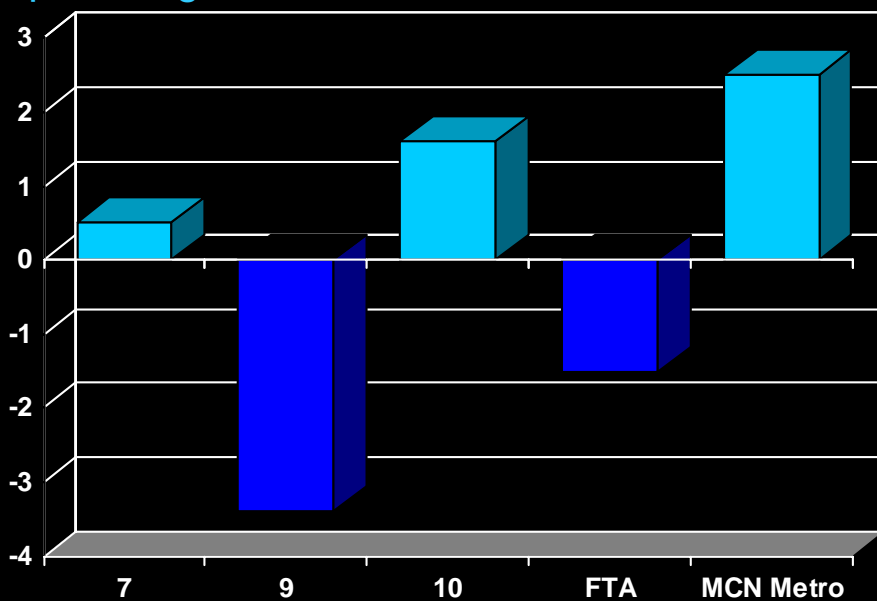


HALF YEAR RATINGS SUMMARY

Wk 1-26 2009

Strongest Audience Growth

MCN's Audience continues to grow at an even stronger pace with respective growth of 2.5%

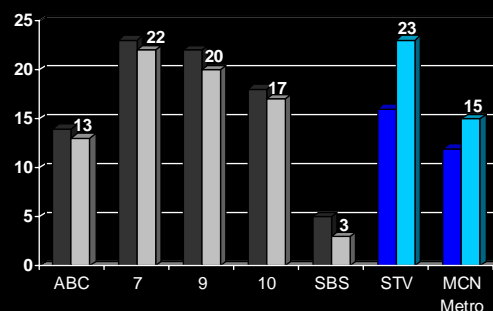


...MCN's growth has also continued its increase in *traditional primetime* by 2.5% whilst 'FTA has lost another 1.5% of their audience

Highest Metro Share

For the second year straight STV is the #1 network across the half year period with a 23% metro share of viewing up 1 share point from STLY

Prime Time Vs Total



Metro MCN Share

	Total People			P 25-54			P 16-24			T 13-17		
	2008	2009	Dif.	2008	2009	Dif.	2008	2009	Dif.	2008	2009	Dif.
MCN	15.0	15.4	0.4	15.6	15.7	0.2	20.5	22.5	2.0	19.6	22.1	2.5

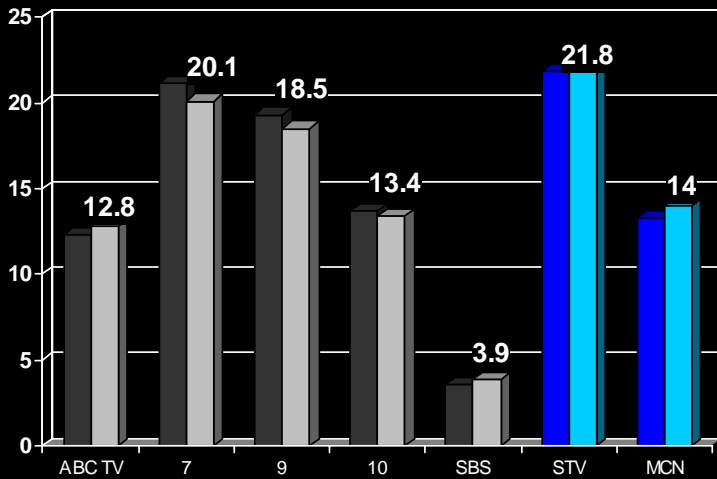
Source: Growth/Share = OzTAM All Metro Homes, S-S 0600-2400/ 1800-2230, Wk 1-26 2009 Vs Wk 1-26 2008, Ttl People, P25-54, P55-64, 16-24, GB + CH, OG1, Projections, % Change & Share to All.



HALF YEAR RATINGS SUMMARY

Wk 1-26 2009

Highest Regional Share



...In regional markets
MCN had the #3
 share at **14.0%**

Growth in Subscribers (Q3)

STV now has 6.8 million subscribers, a third of all Australian's at **33.4%**
 Q3 2009 Potentials

Demographic	Q3 2009	Q3 2008	Difference
Total Individuals	33.4%	32.4%	3.10% (6.8m)
P 16-39	34.2%	33.8%	1.20% (2.3m)
P 25-54	34.4%	33.3%	3.3% (2.9m)
GB + CH	36.0%	33.6%	7.1% (0.9m)

...household subscription numbers have grown **5%** when compared to Q3 2008

Top Programmes (Average Audience)



431,000



351,000



359,000



239,000

Source: Share = OzTAM All Regional Homes, S-S 0600-2400, Wk 1-26 2009 Vs Wk 1-26 2008, Total People, Share to All. Potentials = OzTAM Establishment Survey Q3 2009 Vs Q3 2008. Top Programmes - OzTAM National STV Homes, S-S 0600-2400, Wk 1-26 2009, Total People, Projections (Highest Ranking Episode +2 inclusive).