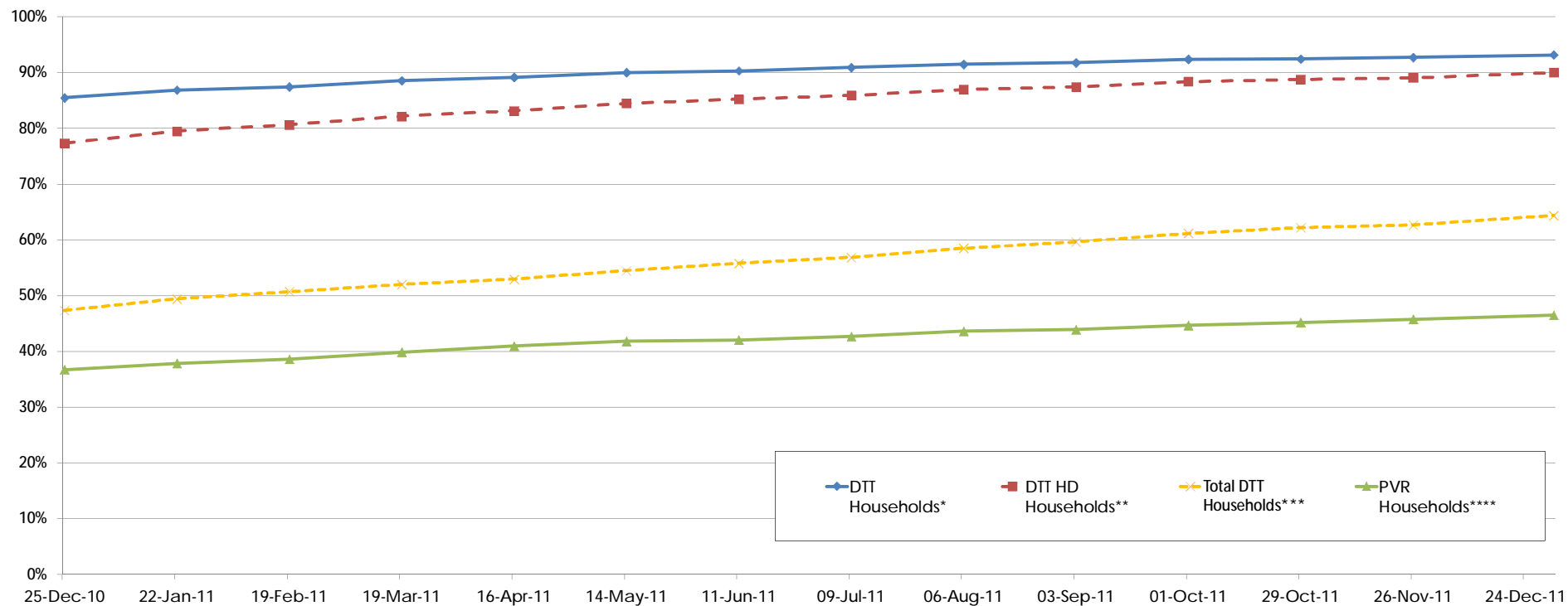


### Percentage of Households Estimates Metropolitan 5 City



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\* Digital Terrestrial (SD or HD) Households - homes capable of receiving Digital Terrestrial Television (Standard Definition or High Definition); they can include homes with access to Subscription Television

\*\* Digital Terrestrial HD Households - homes capable of receiving Digital Terrestrial Television High Definition; they can include homes with access to Subscription Television

\*\*\* Total DTT Households - homes capable of receiving Digital Terrestrial Television at each working television within the home via Internal DTT tuner or attached device with DTT tuner.

\*\*\*\* Personal Video Recorder (PVR) Households - homes with at least one PVR device with a hard drive. Branded examples include Foxtel iQ, Austar MyStar and TiVo

Source: OzTAM Metropolitan TAM Panels. Estimates as at last day of each period.

DTT Households*	25-Dec-10	22-Jan-11	19-Feb-11	19-Mar-11	16-Apr-11	14-May-11	11-Jun-11	09-Jul-11	06-Aug-11	03-Sep-11	01-Oct-11	29-Oct-11	26-Nov-11	31-Dec-11
Sydney	80%	81%	82%	84%	84%	85%	86%	86%	87%	88%	89%	89%	90%	91%
Melbourne	87%	88%	88%	89%	89%	91%	92%	92%	93%	93%	94%	94%	94%	95%
Brisbane	85%	88%	89%	90%	92%	92%	92%	92%	93%	93%	93%	93%	93%	93%
Adelaide	89%	89%	90%	91%	91%	92%	91%	92%	92%	92%	92%	93%	93%	93%
Perth	89%	91%	91%	92%	92%	92%	92%	93%	94%	94%	94%	94%	95%	95%
5 City	85%	87%	87%	89%	89%	90%	90%	91%	91%	92%	92%	92%	93%	93%

DTT HD Households**	25-Dec-10	22-Jan-11	19-Feb-11	19-Mar-11	16-Apr-11	14-May-11	11-Jun-11	09-Jul-11	06-Aug-11	03-Sep-11	01-Oct-11	29-Oct-11	26-Nov-11	31-Dec-11
Sydney	72%	75%	75%	78%	78%	80%	80%	81%	83%	84%	85%	85%	86%	87%
Melbourne	79%	81%	83%	84%	85%	86%	87%	88%	88%	89%	90%	90%	90%	91%
Brisbane	76%	78%	80%	81%	84%	85%	85%	85%	87%	88%	88%	89%	88%	89%
Adelaide	81%	82%	83%	85%	86%	87%	88%	89%	90%	89%	90%	90%	91%	92%
Perth	82%	84%	84%	85%	85%	87%	87%	88%	89%	89%	91%	91%	91%	92%
5 City	77%	79%	81%	82%	83%	85%	85%	86%	87%	87%	88%	89%	89%	90%

Total DTT Households***	25-Dec-10	22-Jan-11	19-Feb-11	19-Mar-11	16-Apr-11	14-May-11	11-Jun-11	09-Jul-11	06-Aug-11	03-Sep-11	01-Oct-11	29-Oct-11	26-Nov-11	31-Dec-11
Sydney	44%	46%	48%	49%	48%	50%	51%	52%	53%	55%	56%	56%	57%	60%
Melbourne	47%	49%	51%	52%	53%	55%	58%	58%	60%	61%	63%	64%	64%	66%
Brisbane	47%	49%	50%	52%	55%	56%	57%	57%	60%	62%	63%	64%	64%	65%
Adelaide	48%	51%	52%	53%	54%	56%	57%	58%	59%	59%	60%	63%	63%	65%
Perth	52%	54%	54%	55%	57%	57%	59%	62%	63%	64%	66%	67%	67%	69%
5 City	47%	49%	51%	52%	53%	54%	56%	57%	59%	60%	61%	62%	63%	64%

PVR Households****	25-Dec-10	22-Jan-11	19-Feb-11	19-Mar-11	16-Apr-11	14-May-11	11-Jun-11	09-Jul-11	06-Aug-11	03-Sep-11	01-Oct-11	29-Oct-11	26-Nov-11	31-Dec-11
Sydney	39%	40%	40%	42%	42%	42%	42%	42%	44%	44%	44%	44%	45%	46%
Melbourne	34%	36%	37%	39%	39%	41%	42%	43%	43%	43%	44%	44%	44%	45%
Brisbane	38%	38%	39%	41%	43%	44%	44%	45%	47%	46%	47%	47%	47%	48%
Adelaide	36%	38%	38%	38%	40%	40%	40%	41%	41%	41%	43%	44%	44%	45%
Perth	36%	37%	38%	39%	40%	41%	42%	42%	43%	45%	45%	47%	48%	49%
5 City	37%	38%	39%	40%	41%	42%	42%	43%	44%	44%	45%	45%	46%	47%

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