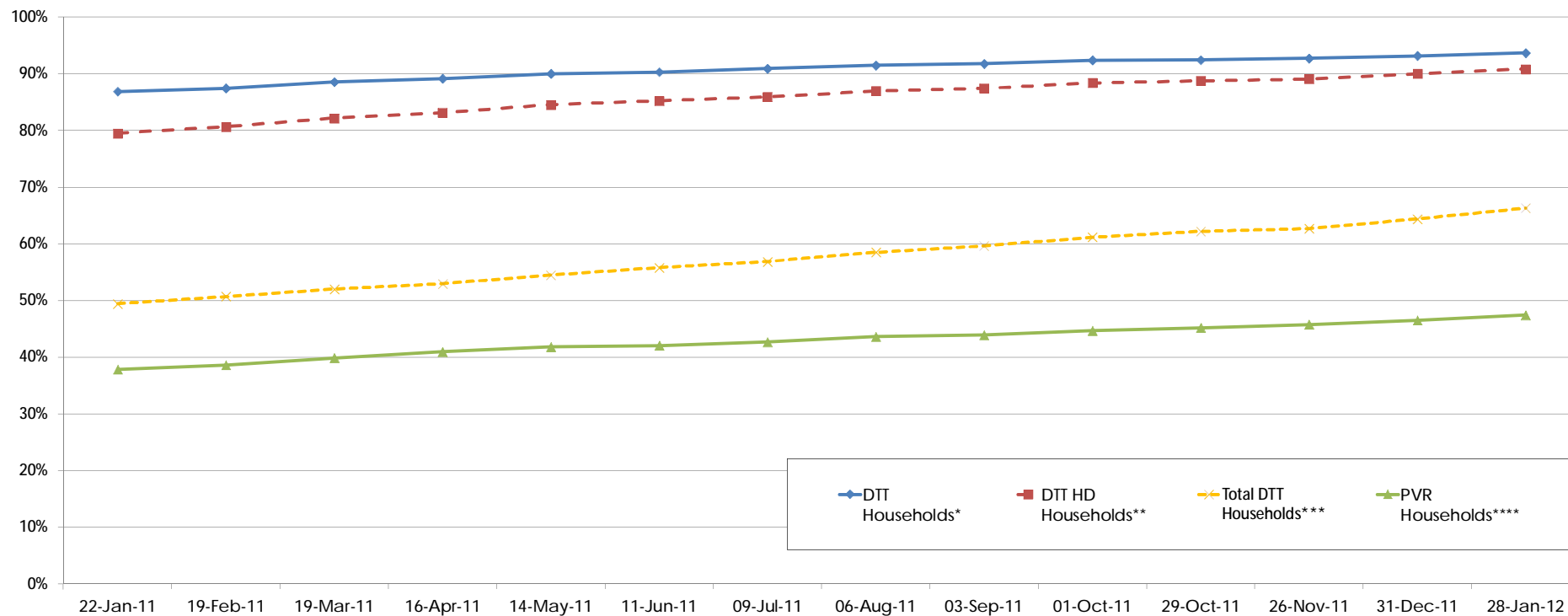


Percentage of Households Estimates Metropolitan 5 City



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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*	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	28-Jan-12
Sydney	81%	82%	84%	84%	85%	86%	86%	87%	88%	89%	89%	90%	91%	91%
Melbourne	88%	88%	89%	89%	91%	92%	92%	93%	93%	94%	94%	94%	95%	95%
Brisbane	88%	89%	90%	92%	92%	92%	92%	93%	93%	93%	93%	93%	93%	94%
Adelaide	89%	90%	91%	91%	92%	91%	92%	92%	92%	92%	93%	93%	93%	94%
Perth	91%	91%	92%	92%	92%	92%	93%	94%	94%	94%	94%	95%	95%	95%
5 City	87%	87%	89%	89%	90%	90%	91%	91%	92%	92%	92%	93%	93%	94%

DTT HD Households**	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	28-Jan-12
Sydney	75%	75%	78%	78%	80%	80%	81%	83%	84%	85%	85%	86%	87%	88%
Melbourne	81%	83%	84%	85%	86%	87%	88%	88%	89%	90%	90%	90%	91%	92%
Brisbane	78%	80%	81%	84%	85%	85%	85%	87%	88%	88%	89%	88%	89%	91%
Adelaide	82%	83%	85%	86%	87%	88%	89%	90%	89%	90%	90%	91%	92%	92%
Perth	84%	84%	85%	85%	87%	87%	88%	89%	89%	91%	91%	91%	92%	92%
5 City	79%	81%	82%	83%	85%	85%	86%	87%	87%	88%	89%	89%	90%	91%

Total DTT Households***	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	28-Jan-12
Sydney	46%	48%	49%	48%	50%	51%	52%	53%	55%	56%	56%	57%	60%	62%
Melbourne	49%	51%	52%	53%	55%	58%	58%	60%	61%	63%	64%	64%	66%	67%
Brisbane	49%	50%	52%	55%	56%	57%	57%	60%	62%	63%	64%	64%	65%	67%
Adelaide	51%	52%	53%	54%	56%	57%	58%	59%	59%	60%	63%	63%	65%	66%
Perth	54%	54%	55%	57%	57%	59%	62%	63%	64%	66%	67%	67%	69%	70%
5 City	49%	51%	52%	53%	54%	56%	57%	59%	60%	61%	62%	63%	64%	66%

PVR Households****	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	28-Jan-12
Sydney	40%	40%	42%	42%	42%	42%	42%	44%	44%	44%	44%	45%	46%	47%
Melbourne	36%	37%	39%	39%	41%	42%	43%	43%	43%	44%	44%	44%	45%	45%
Brisbane	38%	39%	41%	43%	44%	44%	45%	47%	46%	47%	47%	47%	48%	49%
Adelaide	38%	38%	38%	40%	40%	40%	41%	41%	41%	43%	44%	44%	45%	46%
Perth	37%	38%	39%	40%	41%	42%	42%	43%	45%	45%	47%	48%	49%	51%
5 City	38%	39%	40%	41%	42%	42%	43%	44%	44%	45%	45%	46%	47%	47%

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