



Free-to-air Digital Update

7TWO has had a fairly low key launch, arguably under-performing against GO! over the past few nights.

Admittedly of digital households, the cume reach of all Digital+ Channels Sun-Tue of this week has been 4,539,000 or 31%, we expect this should increase towards the end of the week, with approx 36-37% of people tuning into some form of Digital TV each week (last 4 weeks).

Over the past six months 9,772,000 people (Metro 5 CAP) have tuned into some form of digital TV, suggesting that penetration could actually be around the 67% mark as opposed to the 55% as being reported.

Surprisingly ABC2 appears to be the quiet achiever, consistently reaching the highest amount of people on a weekly basis, possibly assisted by the universal availability on the Foxtel platform, interestingly the channel doesn't have an older skew.

So far 7TWO and ONE are both sharing a median age of 39 (based on three days data, not statistically reliable), and GO! is slightly younger, but probably not in the territory Nine has positioned it towards upon launch. The good news for advertisers is on broad demo's DIG+ can assist in building reach and audience by using a combination of the three main channels.

Share and Top 20 report for latest 3 days below.

WC 1/11/2009

| | Projections | Reach | Share to Selected % | Median Age |
|-------------|-------------|--------------|---------------------|------------|
| 7TWO | 29 | 2,117 | 21 | 39 |
| GO! | 58 | 2,691 | 41 | 31 |
| ONE | 25 | 1,890 | 17 | 39 |
| ABC2 | 27 | 2,122 | 19 | 34 |
| SBS TWO | 3 | 767 | 2 | 54 |
| TOT DIG+ | 142 | 4,539 | 100 | 36 |



TOP 20 1/11/2009 – 3/11/2009

| | | Projections | Reach | Share to Selected % | Median Age |
|-------------------------------|-------------|-------------|------------|---------------------|------------|
| WIPEOUT | GO! | 154 | 823 | 60 | 27 |
| JUNKYARD WARS-EV | ABC2 | 147 | 416 | 52 | 37 |
| DOCTOR WHO-LE | ABC2 | 128 | 195 | 46 | 40 |
| SURVIVOR: TOCANTINS | GO! | 117 | 426 | 42 | 38 |
| REAPER | 7TWO | 110 | 447 | 31 | 31 |
| FIA FORMULA ONE WORL | ONE | 108 | 246 | 38 | 39 |
| THE BIG BANG THEORY | GO! | 107 | 596 | 55 | 31 |
| KIDS WB SUNDAY | GO! | 105 | 447 | 70 | 9 |
| UGLY BETTY | 7TWO | 105 | 288 | 33 | 37 |
| MR BEAN WITH ROWAN | ABC2 | 95 | 228 | 39 | 33 |
| CLASS OF 3000 | GO! | 95 | 185 | 55 | 14 |
| MICHAEL JACKSON: HIS L | 7TWO | 88 | 279 | 41 | 35 |
| SCOOPY-DOO, WHERE AR | GO! | 87 | 201 | 42 | 14 |
| WELCOME TO 7TWO | 7TWO | 86 | 111 | 39 | 34 |
| DOCTOR WHO: CONFIDENTI | ABC2 | 85 | 132 | 39 | 39 |
| FIA FORMULA ONE WORL | ONE | 82 | 192 | 66 | 38 |
| THE NANNY | GO! | 75 | 366 | 39 | 31 |
| M-SEABISCUIT | 7TWO | 74 | 511 | 27 | 46 |
| THE VAMPIRE DIARIES | GO! | 74 | 401 | 41 | 33 |
| THE MAGIC ROUNDABOUT-A | ABC2 | 73 | 137 | 51 | 7 |

GO! – 8,
7TWO – 5,
ONE – 2,
ABC2 – 5

Sourced from OzTAM, Metro 5 Cap City Data - Sun 1/11/09 - Tue 3/11/09

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