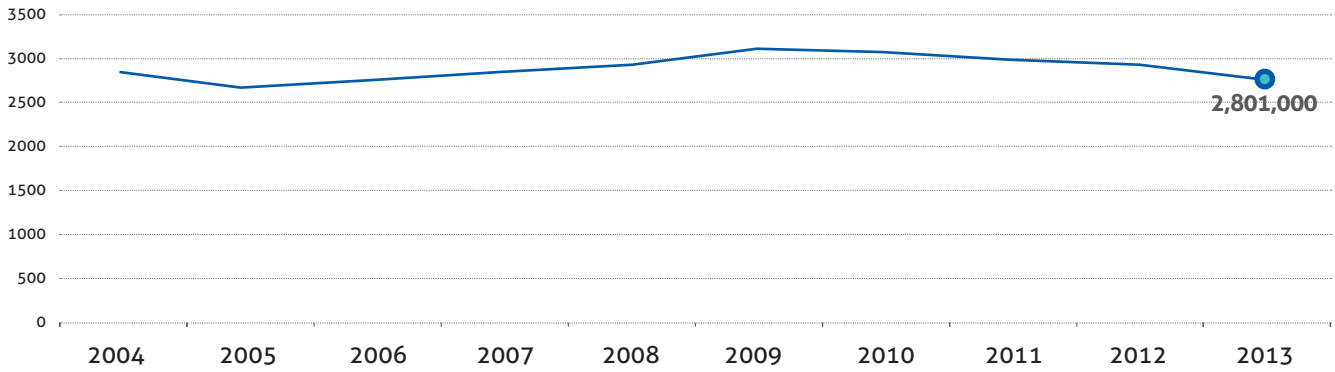
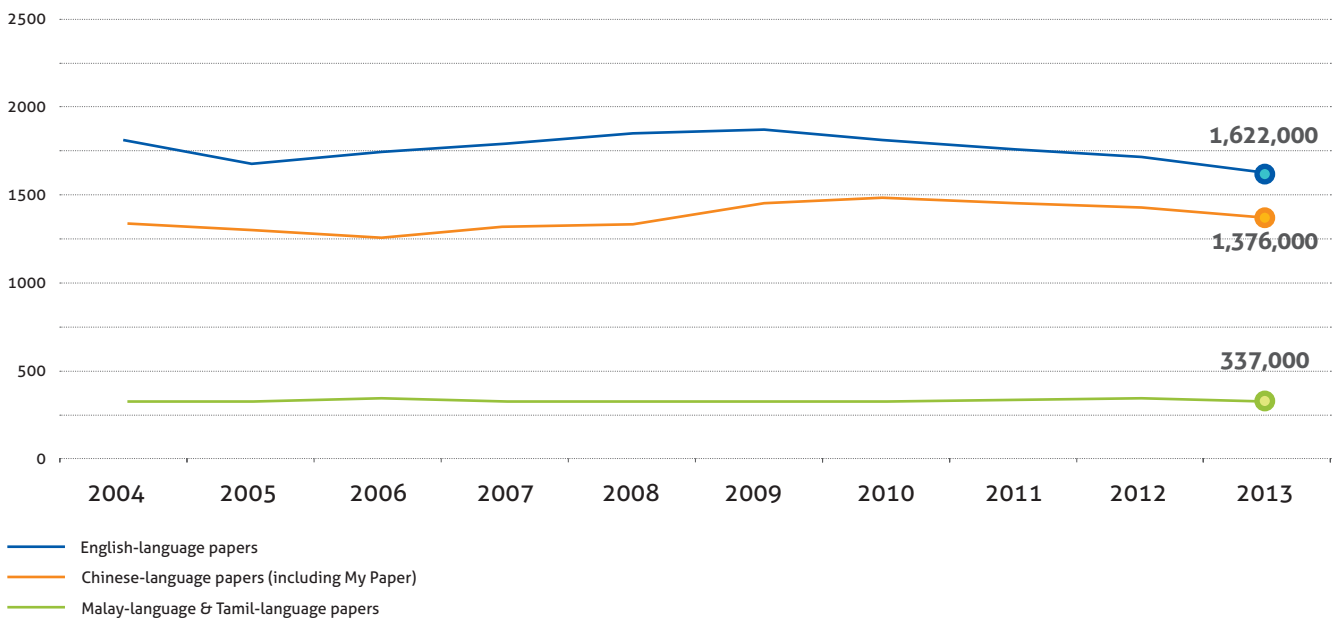


SPH NEWSPAPERS READERSHIP TRENDS

SPH Newspapers Net Readership Trends ('000)



SPH Newspapers Readership Trends ('000)



* *Streets ceased publication from January 2005.*

Remarks: Nielsen Fieldwork period July-June; year indicated refers to the year when fieldwork was completed.

Source: Nielsen Media Research, Media Index (2004-2013).