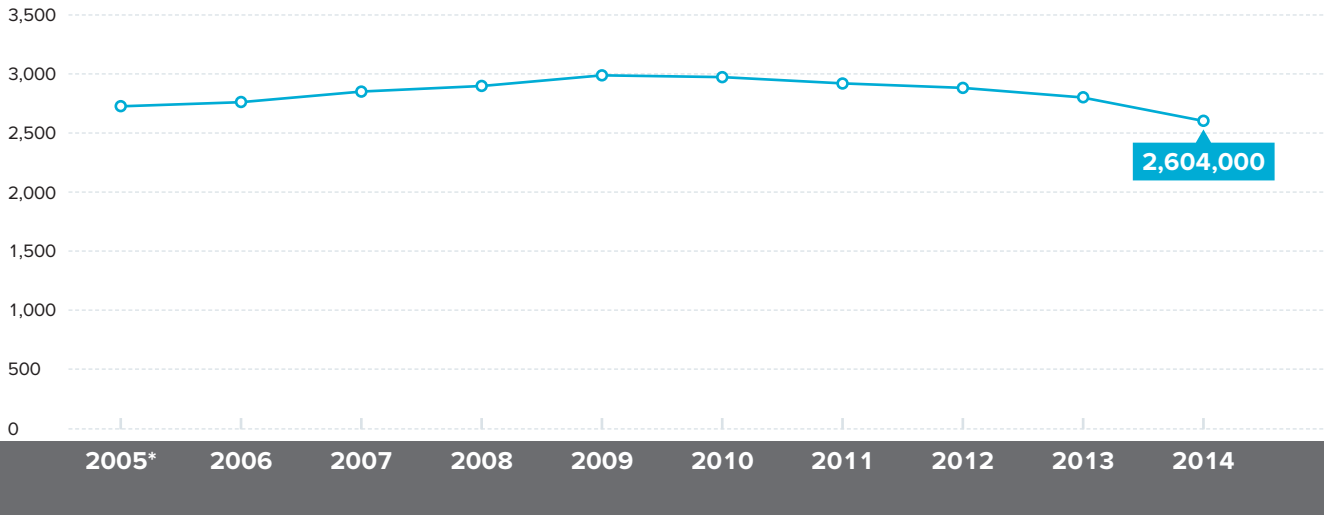
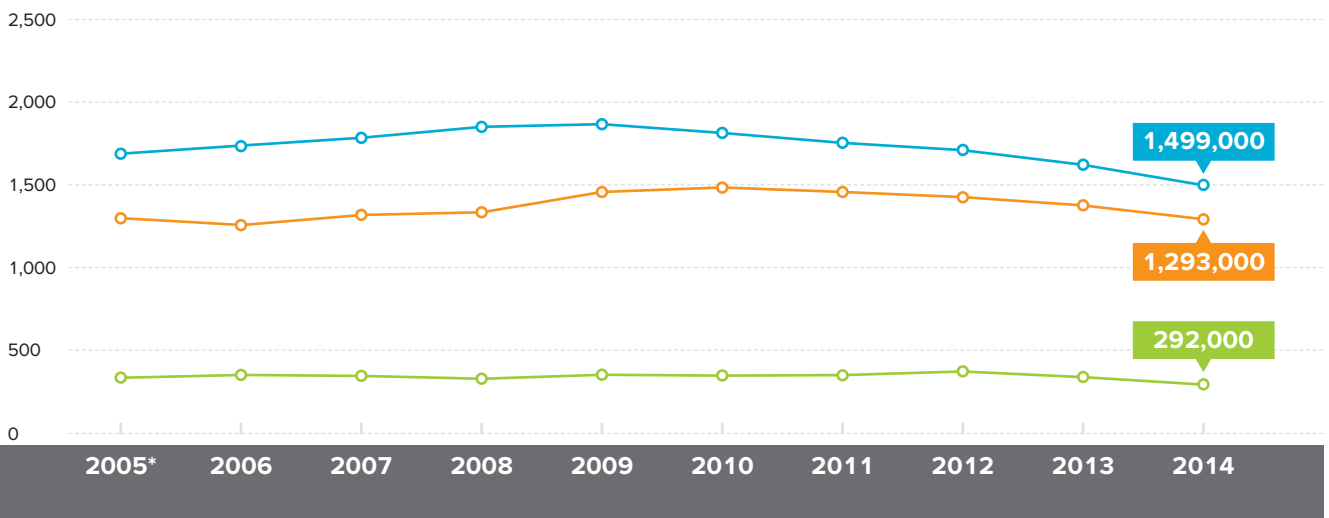


SPH Newspapers Readership Trends

SPH Newspapers Net Readership Trends ('000)



SPH Newspapers Readership Trends ('000)



- English-Language papers
- Chinese-Language papers (Including My Paper)
- Malay-language & Tamil-language papers

* *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 (2005-2014)