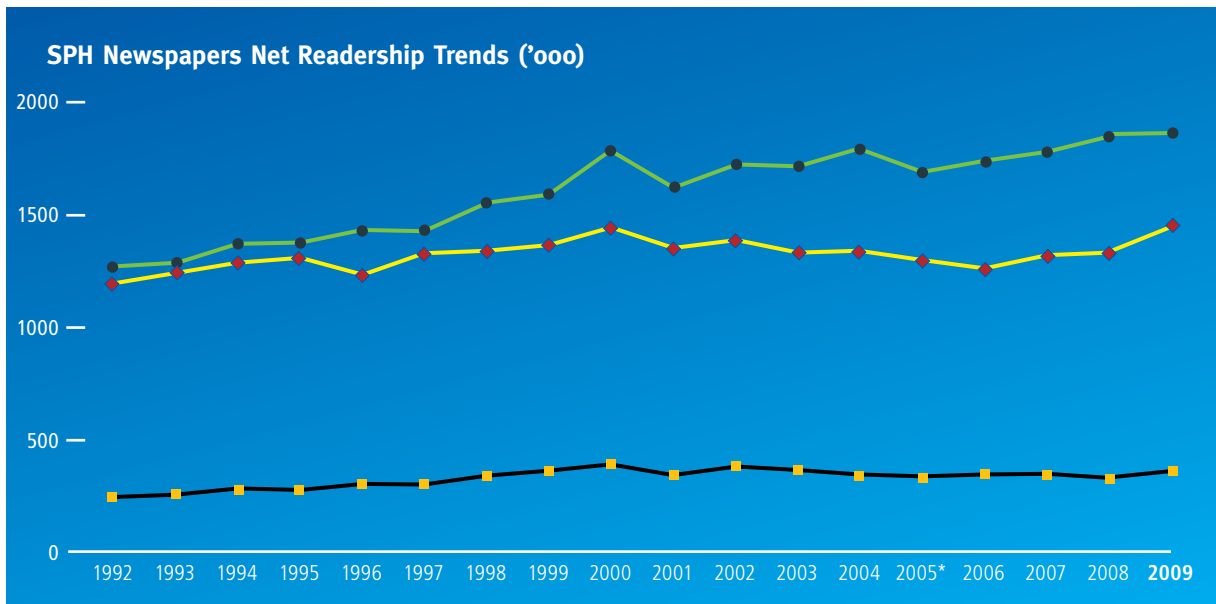
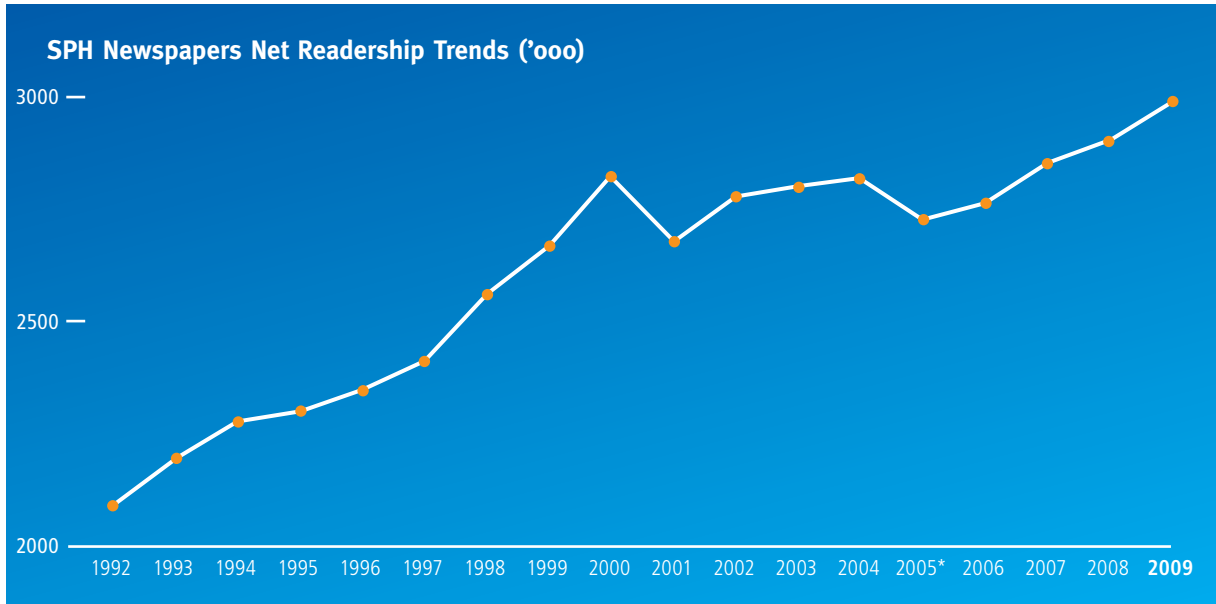


SPH NEWSPAPERS READERSHIP TRENDS

SPH newspapers maintained its popularity over the years and its readership continues to grow despite the challenges presented by the economic environment as well as competition from new media. The growth in newspaper readership demonstrates our quality journalism and the compelling content which engages our readers.



- Publications:**
- English-language newspapers*
 - ◆— Chinese-language newspapers (include *my paper*)
 - Malay-language & Tamil-language newspapers

* *Streets* ceased publication from January 2005.
 Remarks: Fieldwork period: July-June: year indicated refers to the year when fieldwork was completed.
 Source: Nielson Media Research, Media index.