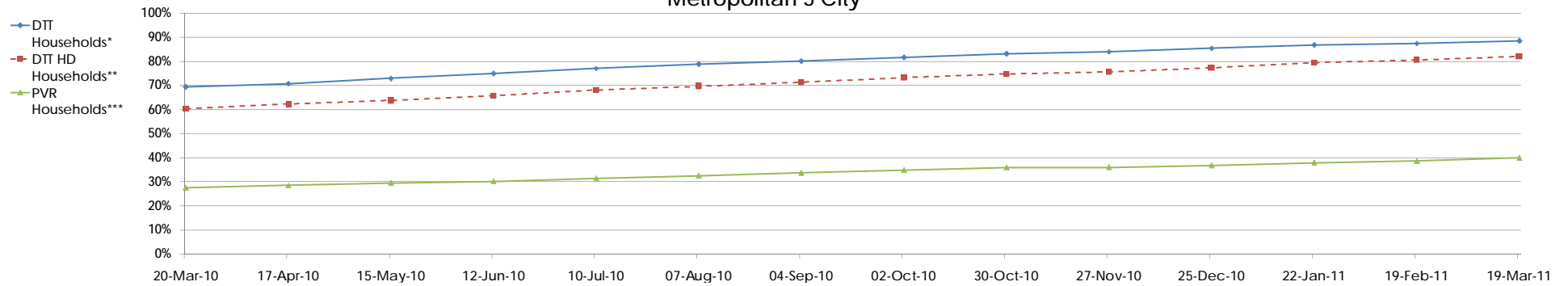


### Percentage of Households Estimates Metropolitan 5 City



DTT Households*	20-Mar-10	17-Apr-10	15-May-10	12-Jun-10	10-Jul-10	07-Aug-10	04-Sep-10	02-Oct-10	30-Oct-10	27-Nov-10	25-Dec-10	22-Jan-11	19-Feb-11	19-Mar-11
Sydney	65%	66%	68%	70%	72%	74%	75%	76%	78%	79%	80%	81%	82%	84%
Melbourne	69%	71%	72%	75%	78%	80%	81%	83%	84%	85%	87%	88%	88%	89%
Brisbane	68%	69%	71%	74%	76%	78%	80%	81%	83%	84%	85%	88%	89%	90%
Adelaide	71%	73%	76%	78%	80%	81%	83%	85%	87%	88%	89%	89%	90%	91%
Perth	78%	80%	81%	81%	83%	84%	85%	86%	88%	88%	89%	91%	91%	92%
5 City	69%	71%	73%	75%	77%	79%	80%	82%	83%	84%	85%	87%	87%	89%

DTT HD Households**	20-Mar-10	17-Apr-10	15-May-10	12-Jun-10	10-Jul-10	07-Aug-10	04-Sep-10	02-Oct-10	30-Oct-10	27-Nov-10	25-Dec-10	22-Jan-11	19-Feb-11	19-Mar-11
Sydney	55%	56%	59%	61%	63%	65%	66%	68%	70%	71%	72%	75%	75%	78%
Melbourne	61%	62%	64%	66%	70%	71%	73%	74%	75%	77%	79%	81%	83%	84%
Brisbane	57%	59%	60%	63%	65%	67%	70%	72%	73%	74%	76%	78%	80%	81%
Adelaide	63%	65%	66%	69%	70%	72%	74%	76%	78%	79%	81%	82%	83%	85%
Perth	71%	73%	73%	74%	76%	76%	77%	78%	80%	80%	82%	84%	84%	85%
5 City	60%	62%	64%	66%	68%	70%	71%	73%	75%	76%	77%	80%	81%	82%

PVR Households***	20-Mar-10	17-Apr-10	15-May-10	12-Jun-10	10-Jul-10	07-Aug-10	04-Sep-10	02-Oct-10	30-Oct-10	27-Nov-10	25-Dec-10	22-Jan-11	19-Feb-11	19-Mar-11
Sydney	30%	31%	32%	33%	35%	36%	37%	37%	39%	39%	39%	40%	40%	42%
Melbourne	25%	26%	27%	29%	30%	30%	31%	33%	33%	33%	34%	36%	37%	39%
Brisbane	30%	31%	31%	31%	31%	34%	34%	36%	37%	38%	38%	38%	39%	41%
Adelaide	26%	26%	28%	29%	30%	32%	34%	35%	36%	36%	36%	38%	38%	38%
Perth	26%	28%	29%	28%	29%	29%	31%	33%	34%	34%	36%	37%	38%	39%
5 City	28%	28%	29%	30%	31%	32%	34%	35%	36%	36%	37%	38%	39%	40%

\* 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  
 \*\*\* 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.