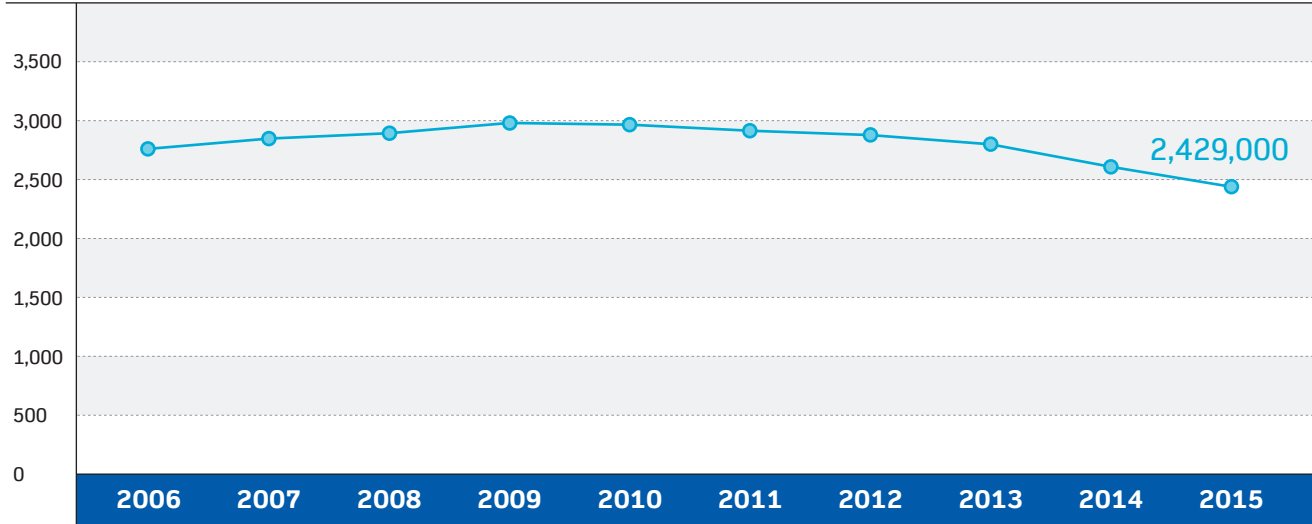
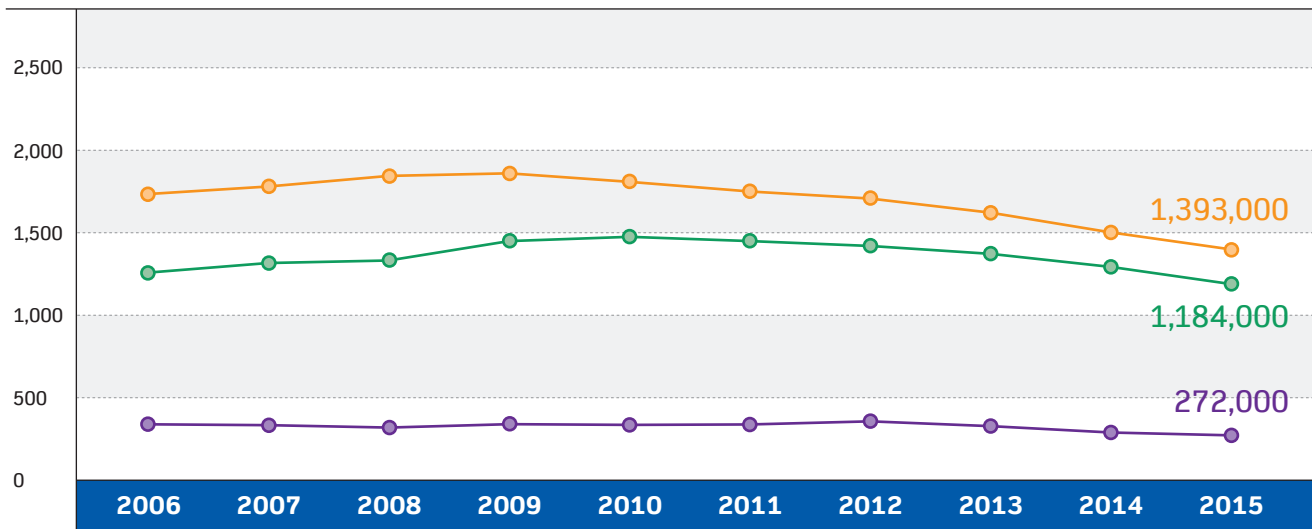


SPH NEWSPAPERS READERSHIP TRENDS

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

Remarks: Nielsen Fieldwork period July-June; year indicated refers to the year when fieldwork was completed
 Source: Nielsen Media Research, Media Index (2006-2015)