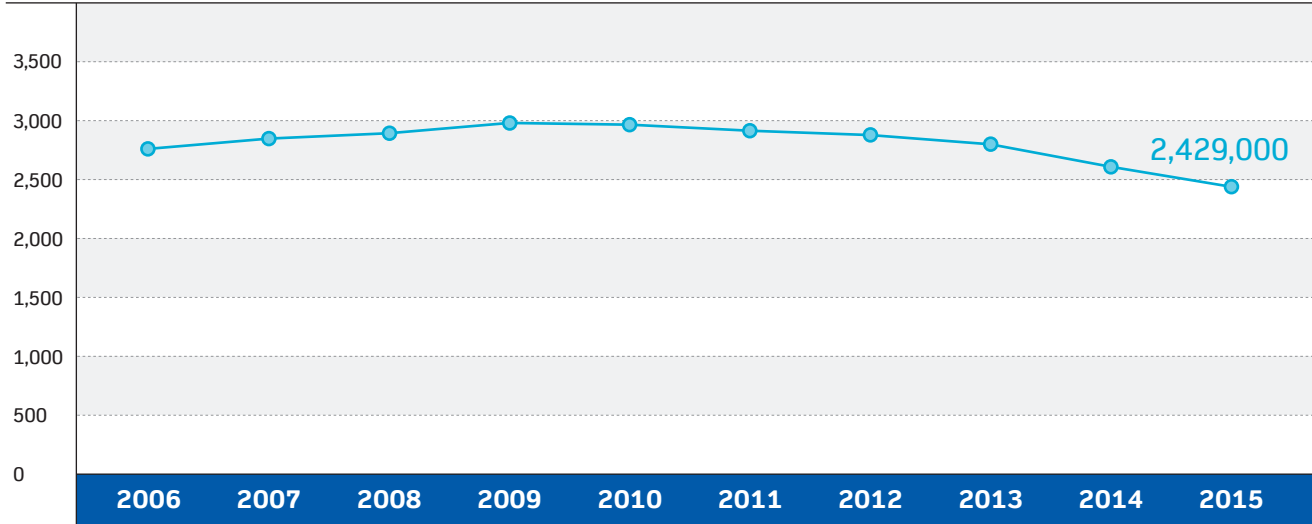
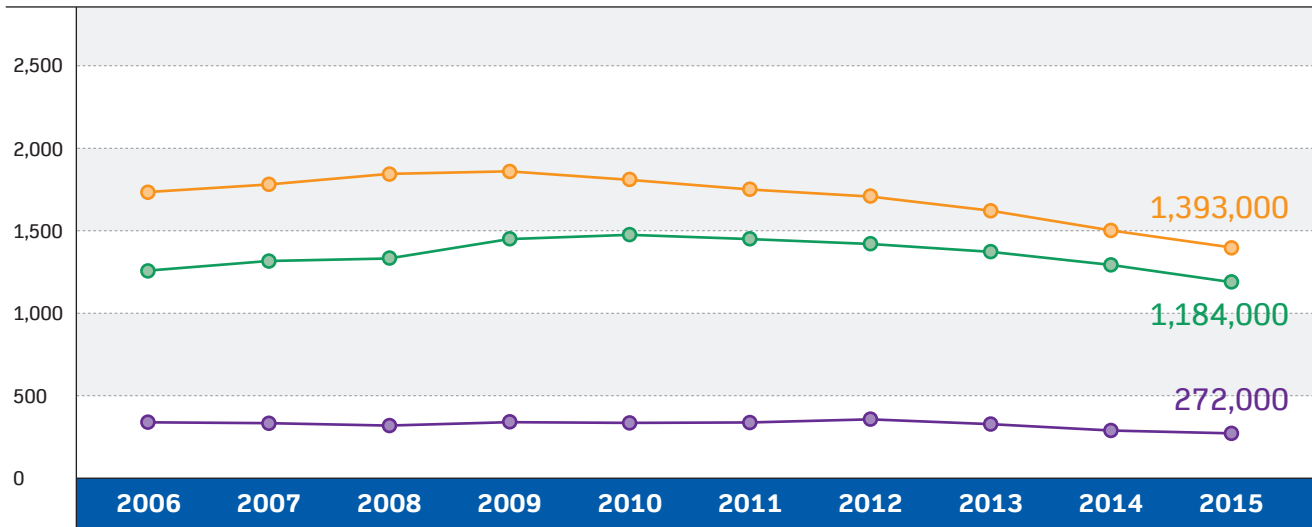


# SPH NEWSPAPERS READERSHIP TRENDS

**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)