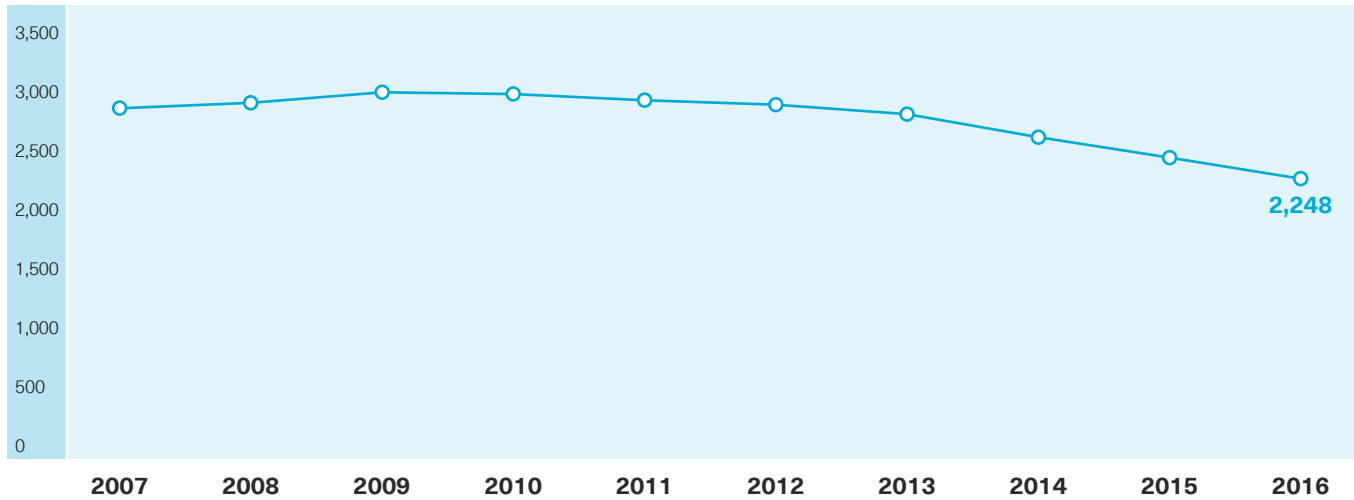
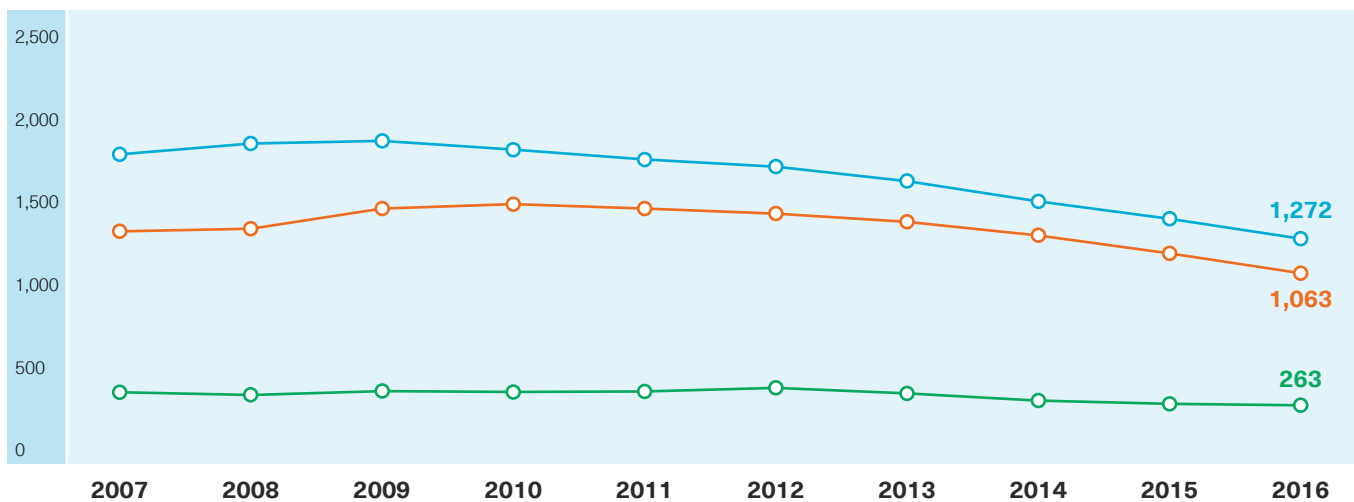


# SPH NEWSPAPERS READERSHIP TRENDS

SPH Newspapers (Print) Net Readership Trends ('000)



SPH Newspapers (Print) 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 (2007-2016)