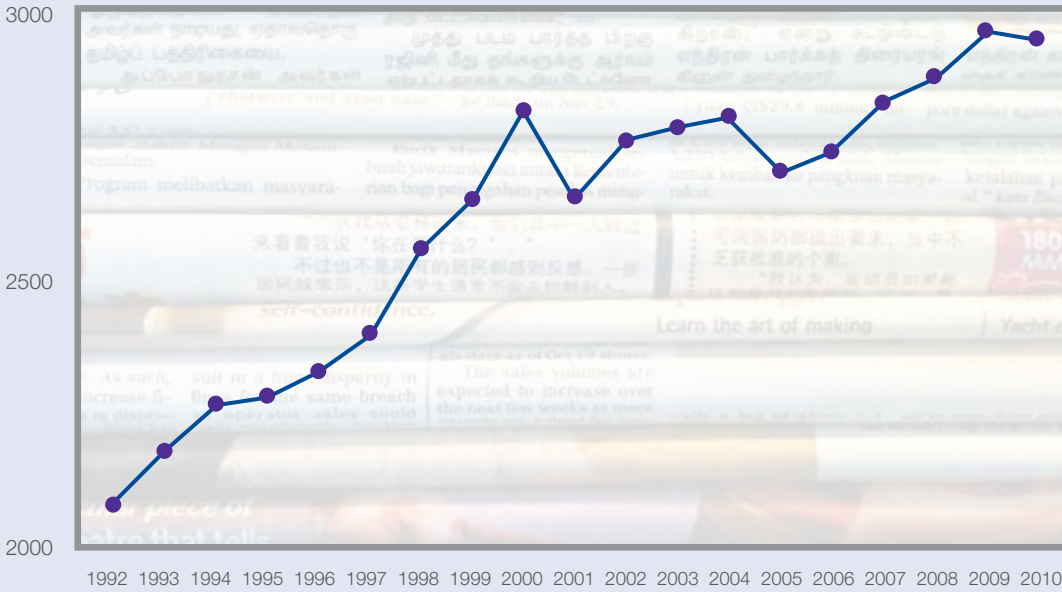
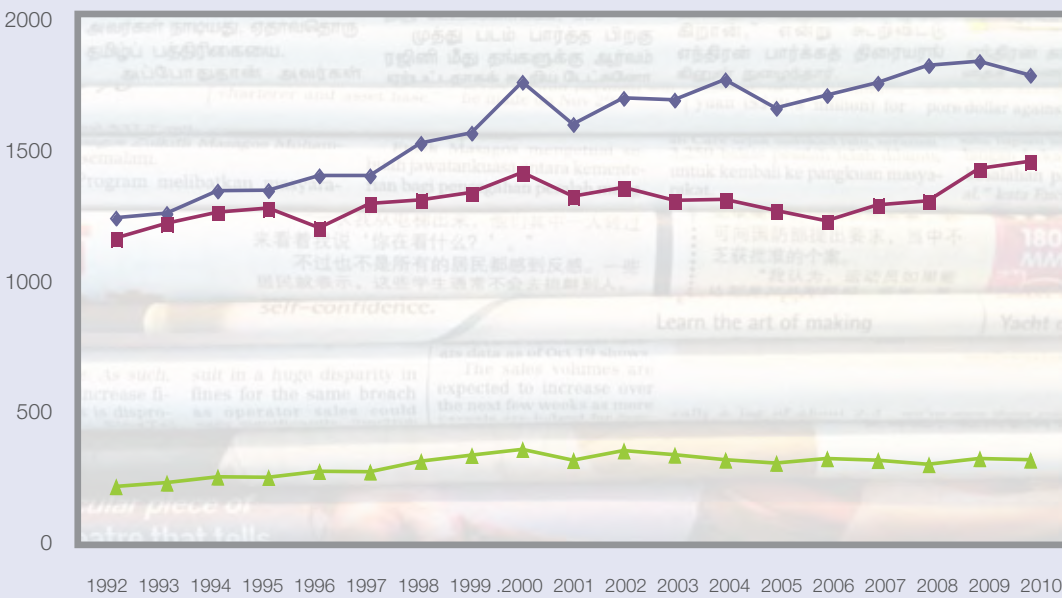


SPH NEWSPAPERS READERSHIP TRENDS

SPH Newspapers Net Readership Trends ('000)



SPH Newspapers Net Readership Trends ('000)



Publications:

- ◆ English-language papers*
- Chinese-language papers (including my paper)
- ▲ Malay-language & Tamil-language papers

* *Streets* ceased publication from January 2005

Remarks: Nielsen Fieldwork period July-June; year indicated refers to the year when fieldwork was completed

Source: Nielsen Media Research, Media Index (1992-2010)