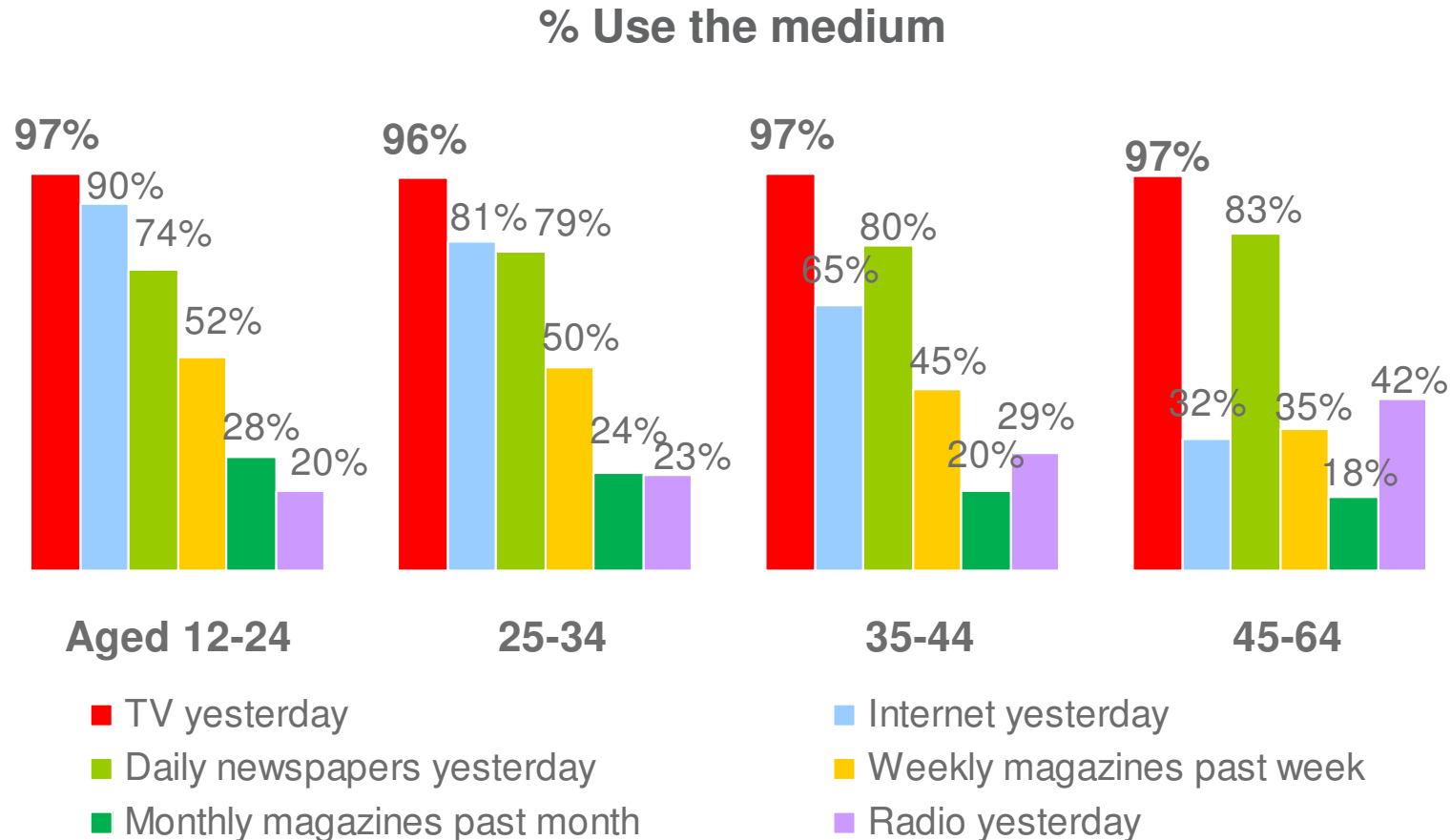


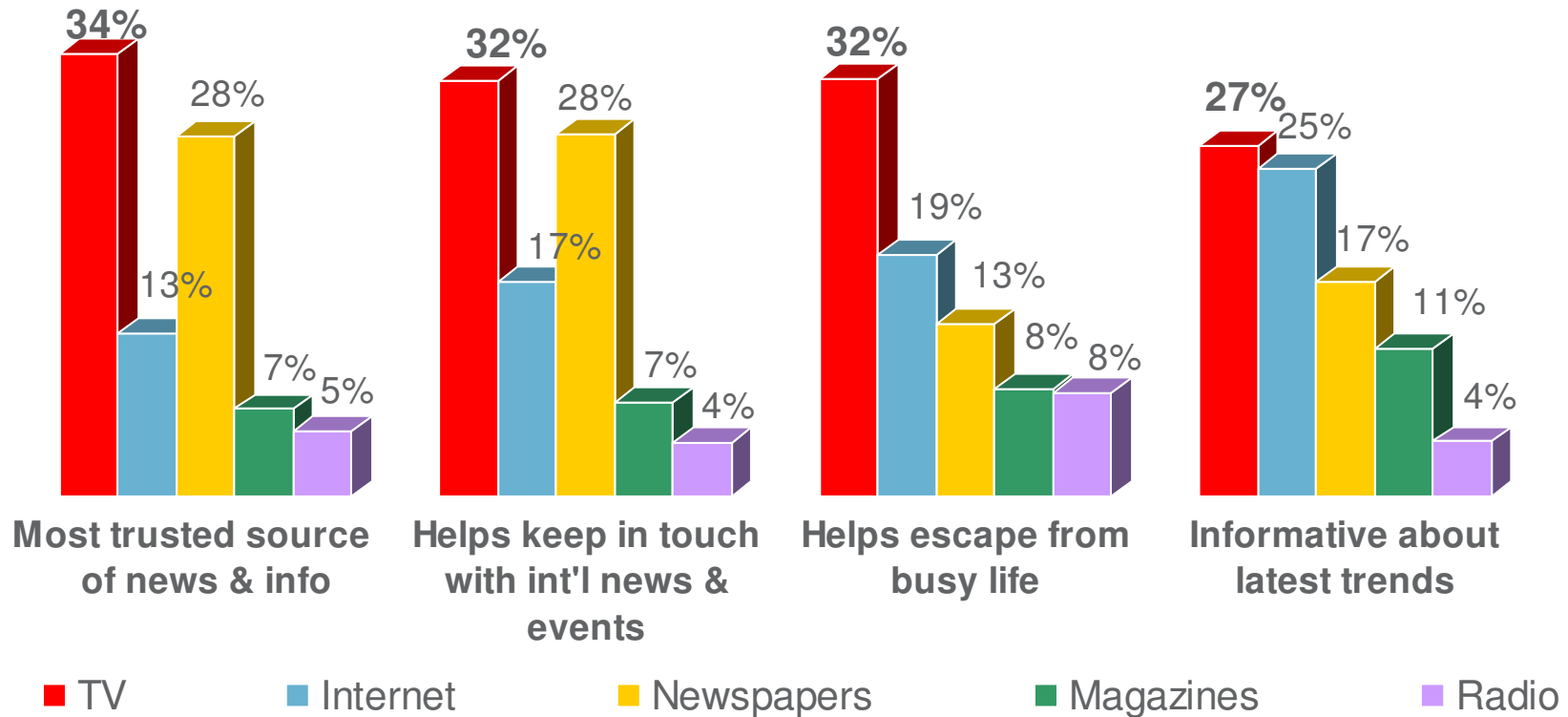
Hong Kong: TV is Still the Leading Medium Across All Age Groups



Base: Hong Kong population aged 12-64
 Source: Nielsen Media Index: Hong Kong Mid-year Report 2009

Hong Kong: Media Perception

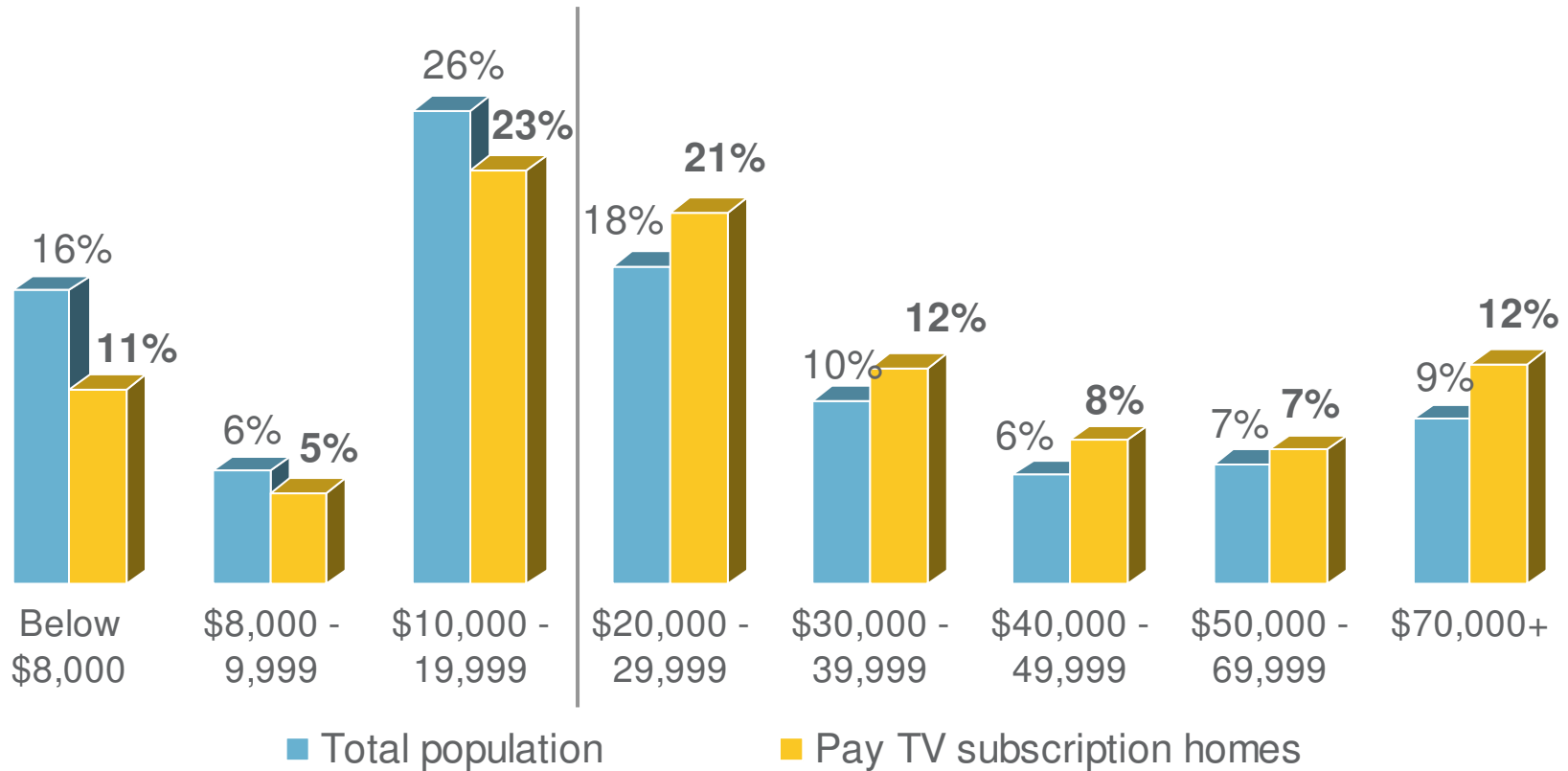
% Associate the medium with the statement



Base: Hong Kong population aged 12-64
 Source: Nielsen Media Index: Hong Kong Mid-year Report 2009

Hong Kong: Pay TV Households are More Affluent

% Profile by monthly household income (HK\$)



Base: Hong Kong population aged 12-64
Source: Nielsen Media Index: Hong Kong Mid-year Report 2009