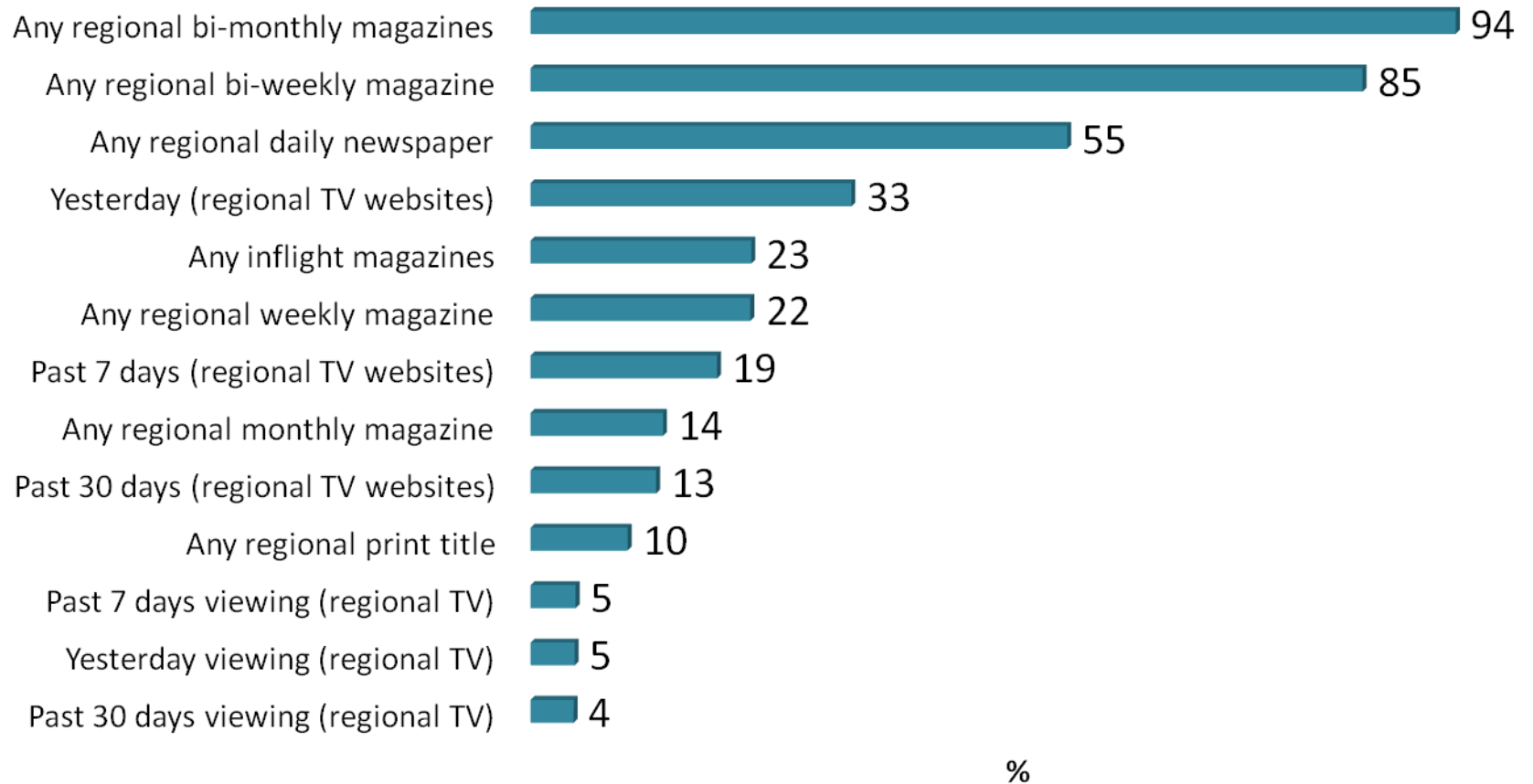


# Singapore elites media consumption

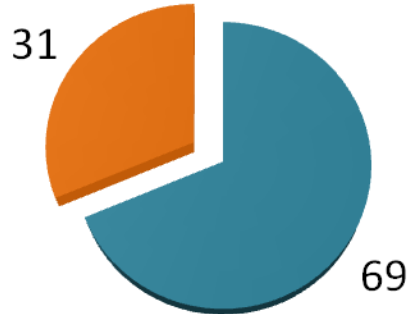


Source: Synovate PAX Q408-Q309

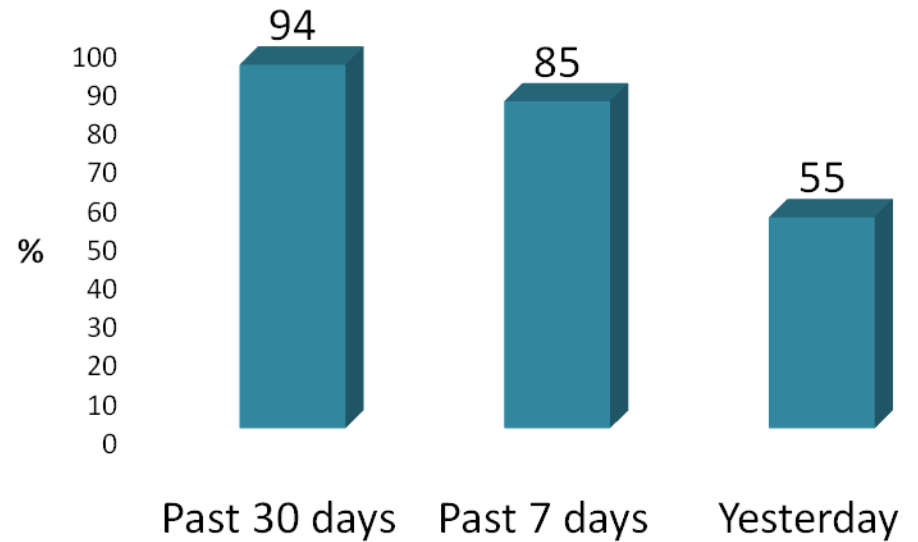
# Singapore elites

69% have subscription TV

- Have access to subscription TV at home
- Do not have access to subscription TV at home



94% watch regional cable & satellite TV



# Singapore Elites Regional TV Viewers



**SLR digital camera: 24.7%**  
**Index vs. All : 110**



**Luxury watch worth  
US\$1,000+: 24.7%**  
**Index vs. All : 110**



**Private property: 33.7%**  
**Index vs. All : 107**

Source: Synovate PAX Q308-Q309  
Base: Past 7 days viewers