

Source: SAARF Radio (Radio Audience Measurement Survey)

SABC Radio Network		07/08	08/09	09/10	Current
SABC Radio Network		69.9	66.4	65.4	66.0
SABC PCS X 3		61.5	58.0	56.7	57.0
SABC PCS X 15		8.4	8.3	8.6	8.9

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SABC PCS X 15		8.4	8.3	8.6	8.9

SABC RADIO		07/08	08/09	09/10	Current
Audience Share (expressed as % of national dtr hours listened)		28.8	29.0	27.5	27.5
No of Radio Listeners (in millions)		3.5	3.3	2.9	2.9
No of Quarter Hours Listened (in billions)		2.9	2.9	2.9	2.9

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Audience Share (expressed as % of national dtr hours listened)		28.8	29.0	27.5	27.5
No of Radio Listeners (in millions)		3.5	3.3	2.9	2.9
No of Quarter Hours Listened (in billions)		2.9	2.9	2.9	2.9

Source: SAARF Radio (Radio Audience Measurement Survey)

SABC TV Network		07/08	08/09	09/10	Current
SABC TV Network		60.6	67.4	65.8	63.5
SABC1		37.1	37.0	35.1	36.0
SABC2		19.0	18.9	18.3	16.9
SABC3		12.5	11.5	11.2	10.4
SABC TV Network		60.6	67.4	65.8	63.5

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SABC1		37.1	37.0	35.1	36.0
SABC2		19.0	18.9	18.3	16.9
SABC3		12.5	11.5	11.2	10.4
SABC TV Network		60.6	67.4	65.8	63.5

SABC TELEVISION		07/08	08/09	09/10	Current
Audience Share (expressed as % of national A/R)		21.1	23.1	24.0	25.2
National Prime Time (6-10pm) Audience Ratings (AR)		34.5	35.4	34.8	34.7
National Performance Period (5am-11pm) Audience Ratings		18.4	19.1	18.8	18.7

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National Prime Time (6-10pm) Audience Ratings (AR)		34.5	35.4	34.8	34.7
National Performance Period (5am-11pm) Audience Ratings		18.4	19.1	18.8	18.7

Source: AC Nielsen Adex, Explodes Definition

SABC Radio Network		07/08	08/09	09/10	Current
SABC Radio Network		41.8	45.4	47.4	45.7
SABC PCS X 3		15.7	18.0	19.0	18.4
SABC PCS X 15		26.1	27.4	28.3	27.3

SABC Radio Network		07/08	08/09	09/10	Current
SABC Radio Network		41.8	45.4	47.4	45.7
SABC PCS X 3		15.7	18.0	19.0	18.4
SABC PCS X 15		26.1	27.4	28.3	27.3

SABC RADIO		07/08	08/09	09/10	Current
Revenue Share (expressed as % of national radio revenue R)		3.002	3.271	3.125	1.171
National Radio Revenue in Rmillions		3.002	3.271	3.125	1.171

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Revenue Share (expressed as % of national radio revenue R)		3.002	3.271	3.125	1.171
National Radio Revenue in Rmillions		3.002	3.271	3.125	1.171

Source: AC Nielsen Adex, Explodes Definition

SABC TV Network		07/08	08/09	09/10	Current
SABC TV Network		17.5	16.5	15.4	17.5
SABC1		17.5	16.5	15.4	17.5
SABC2		16.5	15.9	13.8	15.0
SABC3		17.2	15.1	12.9	12.7
SABC TV Network		50.9	47.4	43.1	45.2

SABC TV Network		07/08	08/09	09/10	Current
SABC TV Network		17.5	16.5	15.4	17.5
SABC1		17.5	16.5	15.4	17.5
SABC2		16.5	15.9	13.8	15.0
SABC3		17.2	15.1	12.9	12.7
SABC TV Network		50.9	47.4	43.1	45.2

SABC TELEVISION		07/08	08/09	09/10	Current
Revenue Share (expressed as % of national television revenue R)		9.922	9.878	10.549	4.259
National Television Revenue / Adspend in Rmillions		9.922	9.878	10.549	4.259

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Revenue Share (expressed as % of national television revenue R)		9.922	9.878	10.549	4.259
National Television Revenue / Adspend in Rmillions		9.922	9.878	10.549	4.259