



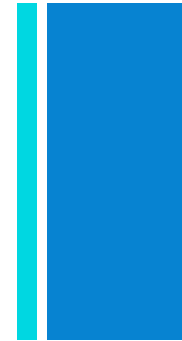
OCTOBER 2009



NZ CONSUMERS THIS MONTH



TOP 5 FTA PROGRAMS



NO	PROGRAM	CHANNEL	AVERAGE AUDIENCE
1	Border Security	TV1	660,400
2	South	TV1	646,000
3	Fair Go	TV1	599,000
4	Piha rescue	TV1	593,100
5	One News	TV1	589,900

Source: Arianna/AGB Nielsen Media Research, AP 5+, Oct, combined list.

TOP 5 PTV PROGRAMS

NO	PROGRAM	CHANNEL	AVERAGE AUDIENCE
1	International Rugby	Sky Sport 1	421,800
2	NRL	Sky Sport 2	314,500
3	International Rugby Pre	Sky Sport 1	265,900
4	NRL Pre Game	Sky Sport 2	139,400
5	NRL Post Game	Sky Sport 2	115,100

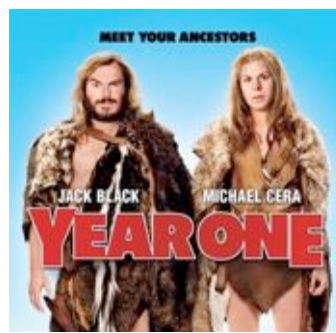
Source: Arianna/AGB Nielsen Media Research, AP 5+, Oct, combined list.

MOST POPULAR WEBSITES

No	Domain	Average Daily Unique Browsers
1.	tradme.co.nz	588,531
2.	yahooextra.co.nz	397,518
3.	stuff.co.nz	266,573
4.	nzherald.co.nz	267,715
5.	msn.co.nz	293,366

Source: Nielsen Net Ratings. Market Intelligence - Oct.

TOP 5 FILMS



Rank	Film	NZ Box Office
1.	Up	\$1,743,382
2.	G-Force	\$1,137,973
3.	Year One	\$884,721
4.	Couple Retreat	\$862,378
5.	500 Days of Summer	\$799,672

Source: MPDA / New Zealand Box Office Takings 01 – 28 Oct.

TOP INTERNET SEARCHES

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1. Facebook
 2. Games
 3. YouTube
 4. Trademe
 5. Google
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Source: Google Insights for Search/Top searches – New Zealand, Oct

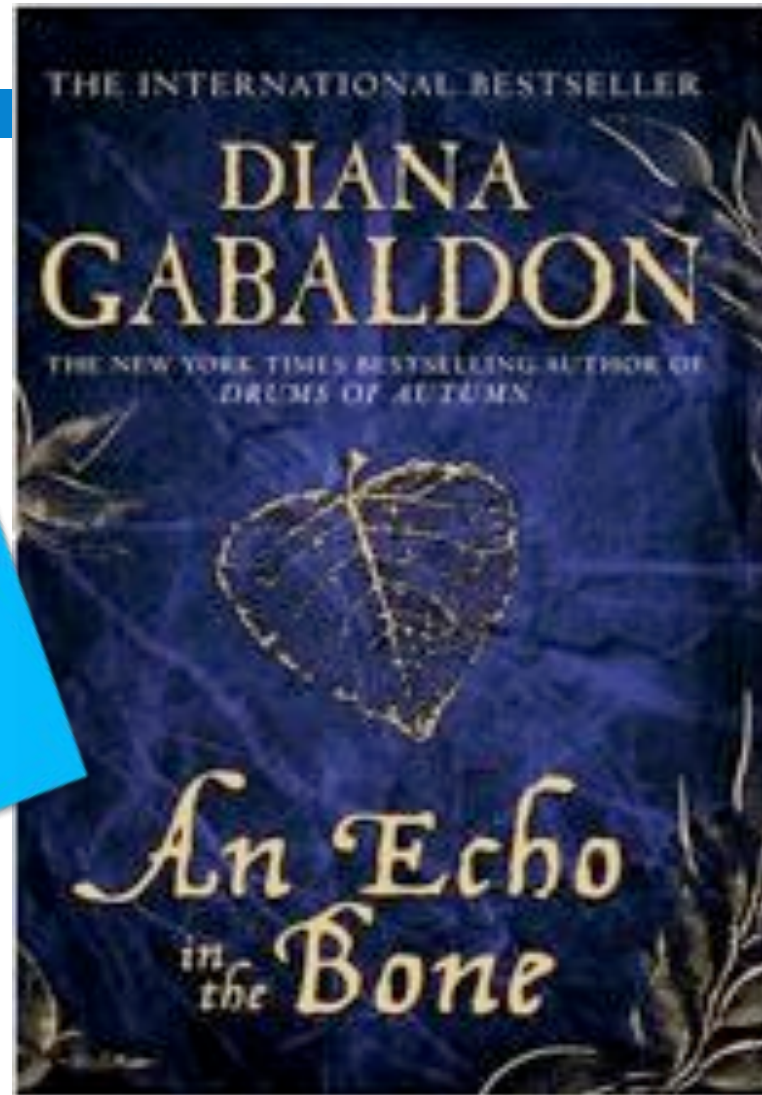
RISING INTERNET SEARCHES

1.	Aisling Symes	Breakout*
2.	Halloween	+650%
3.	Tua vs. Cameron	+400%
4.	David Tua	+400%
5.	Bathurst	+250%

Source: Google Insights for Search / Rising searches – New Zealand, Oct.

*Rising searches highlight searches that have experienced significant growth in a given time period. Breakout means that the search term has experienced a change in growth greater than 5000%.

**TOP
SELLING
BOOK**



Source: Nielsen Book Scan Oct 2009.