

the shrinking readership and grow new readers.

Besides stepping up efforts to promote its Friday Weekly for secondary school students and Thumbs Up for primary pupils, SPH's Chinese flagship daily, Lianhe Zaobao, has also made its content more digestible to younger readers.

In January 2004, Lianhe Zaobao launched its Popcorn pages to make its coverage relevant to young readers, with simplicity as the key. The weekly Wednesday pages have hit off well with students, helping to push Zaobao sales to more than 54 schools by 29,000 copies a week. Zaobao also keeps in close touch with schools through its school sports correspondents and student correspondents clubs.

The two student weeklies also pitch their articles at the students levels, with headings in Hanyu Pinyin and a mini glossary in English for uncommon Chinese phrases on each page. Both weeklies also have a newspaper in education programme which teachers could use as supplementary teaching materials.

Friday Weekly also organises a slew of regular club events and helps schools to produce students newsletters.

Malay and Tamil papers keep pulse on the young

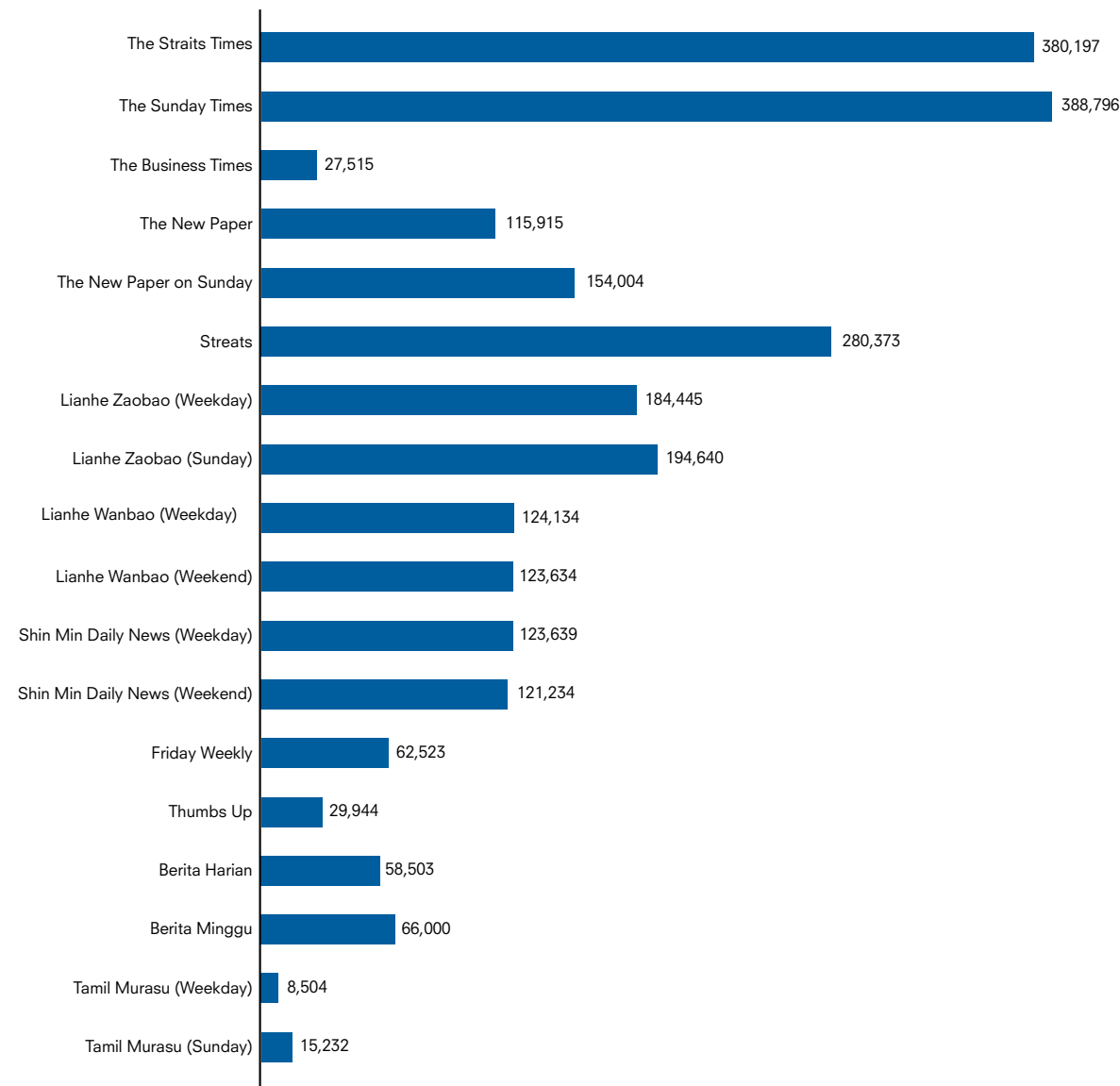
In August 2003, Berita Harian, the Malay language paper, introduced a new and more interactive page, called Expressi, for youths to express themselves on any issues close to their hearts, while Tamil Murasu carries an eight-page section called Manavar Murasu (Students' Murasu), with contributions from students and teenagers. TM also runs a youth page, called Youth Murasu, every Tuesday and reaches out to Indian students through activities such as workshops to prepare students for exams and football tournaments.

Educational visits for students to SPH facilities

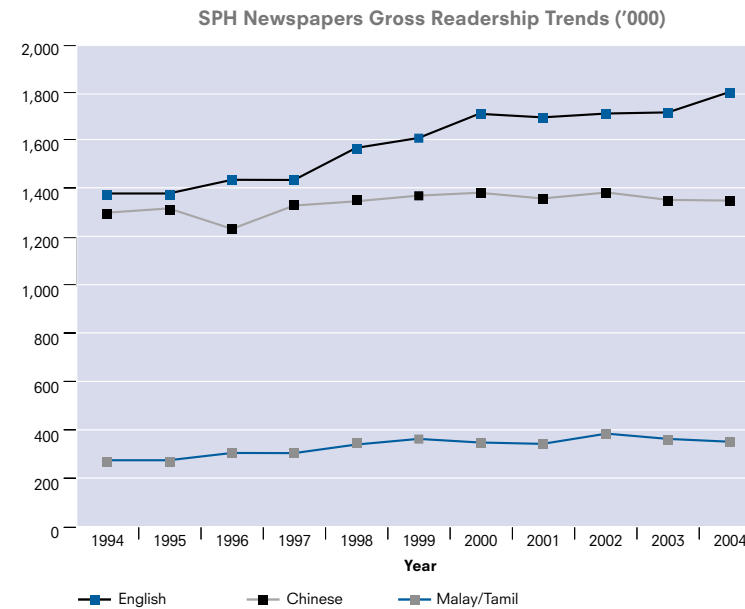
At the Group level, SPH also conducts tours for students to its English and Chinese newsrooms, its TV news studio at News Centre, Toa Payoh North, to give them an insight into how newspapers operate and how TV news bulletins are produced.

SPH is also a partner of the Ministry of Education's Learning Journey Programme, which gives students a learning experience outside the classroom. Last year, a total of 43 groups or 1,720 students visited the SPH's printing plants at Print Centre in Jurong, to learn more about the media group's state-of-the-art printing facilities.

Daily Average Circulation for 2004

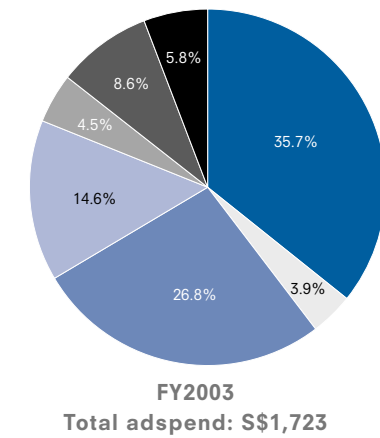
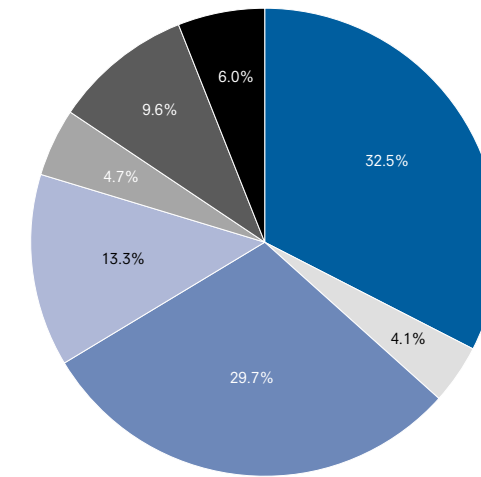


OPERATIONAL DATA (CONT'D)



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Advertising Expenditure by Media (\$million)



- SPH Newspapers
- Today
- Mediaworks TV
- SPH Mediaworks TV
- Periodicals
- Radio
- Others (Cinema, Busbacks/Taxi-Tops and Posters)

Note: TV includes bonus airtime, where discounts can range from 65% to 80%.
Source: The Nielsen Media Research's 2004 Media Index Survey.