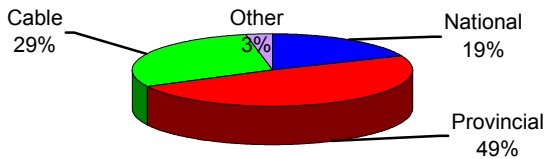


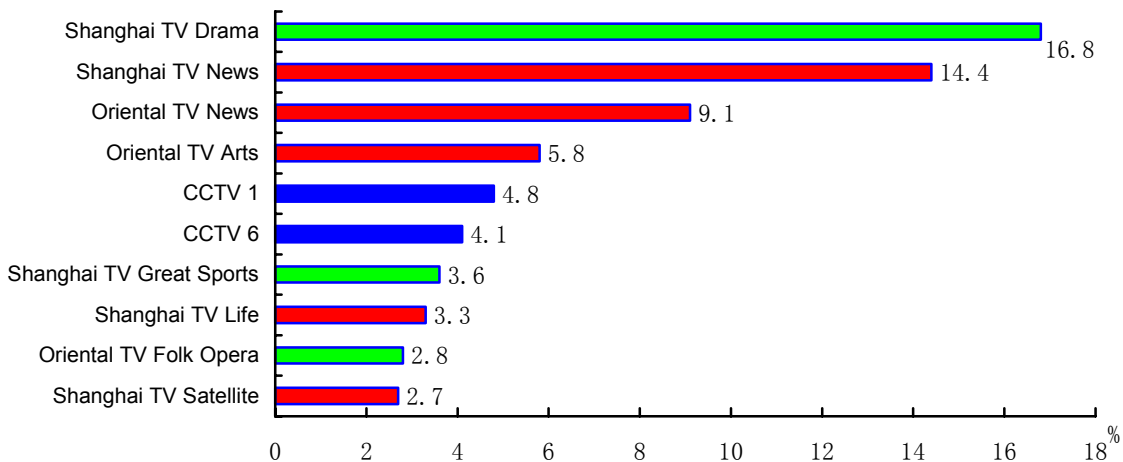
The TV market in Shanghai

Audience shares by category of channels (all 4+ / % / 2003)



Provincial channels are strong in Shanghai, accounting for half of the total viewing share (49%, + 2% from 2002). Cable channels lost 5% to 29%, but are still well ahead of national channels (19%).

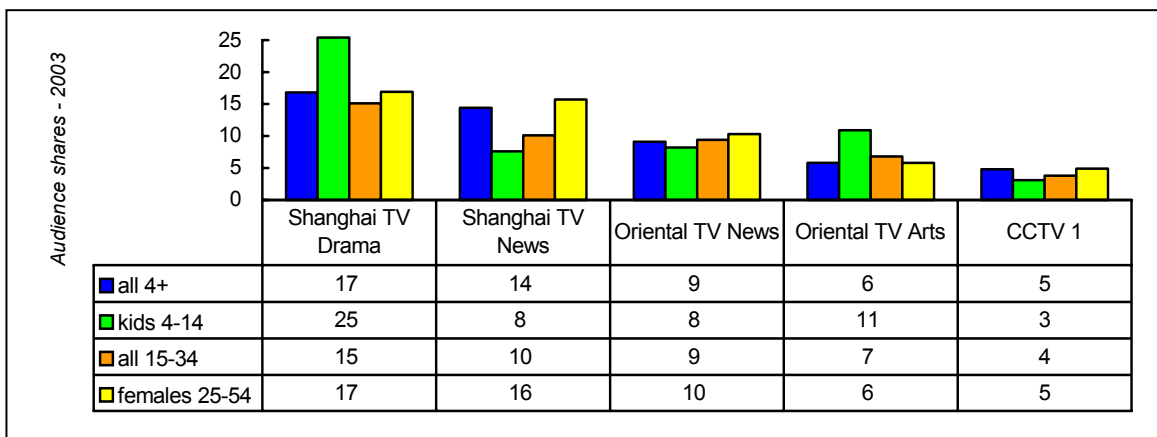
Audience shares by channels (all 4+ / % - 2003)



Note: Channels with shares below 2.7% are not listed. They account for 32.6 % of the total viewing.

The ranking in Shanghai has remained unchanged from year-to-year: Shanghai TV Drama is the leader (17% share, - 2%) followed by Shanghai TV News (14%, +1%) and Oriental TV News (9.1%) The “Top 3” channels combine 40% of the total viewing. National and provincial channels are not very strong in Shanghai: CCTV 1 and CCTV 6 combine a share of 9%, and Shanghai Satellite less than 3%.

Audience shares of Top 5 channels amongst specific targets (% / 2003)



Shanghai TV Drama is very strong amongst kids (25% of the viewing share) and adults females (17%). Females also spend a lot of time watching Shanghai TV News (16% share on the females target).