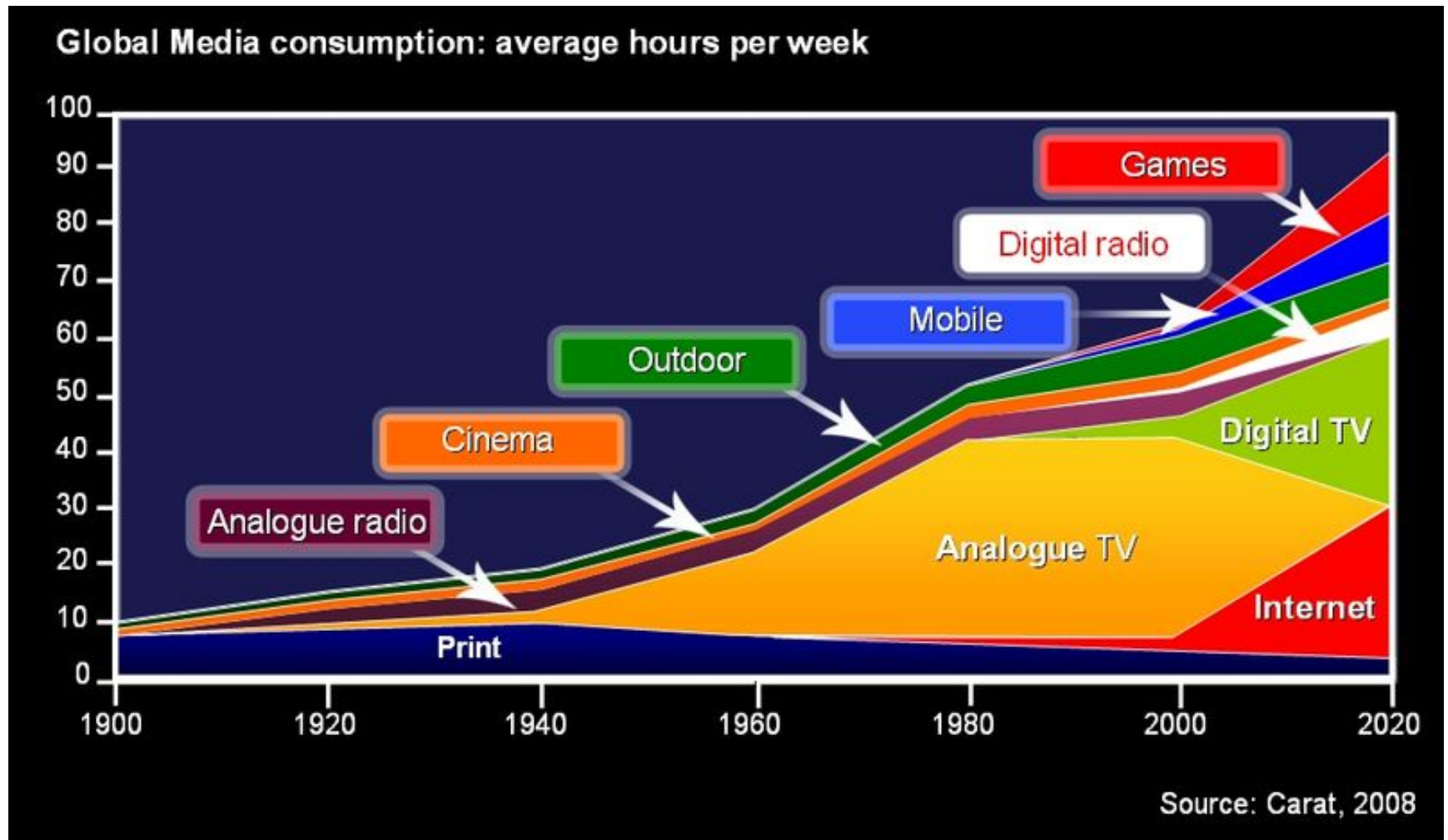
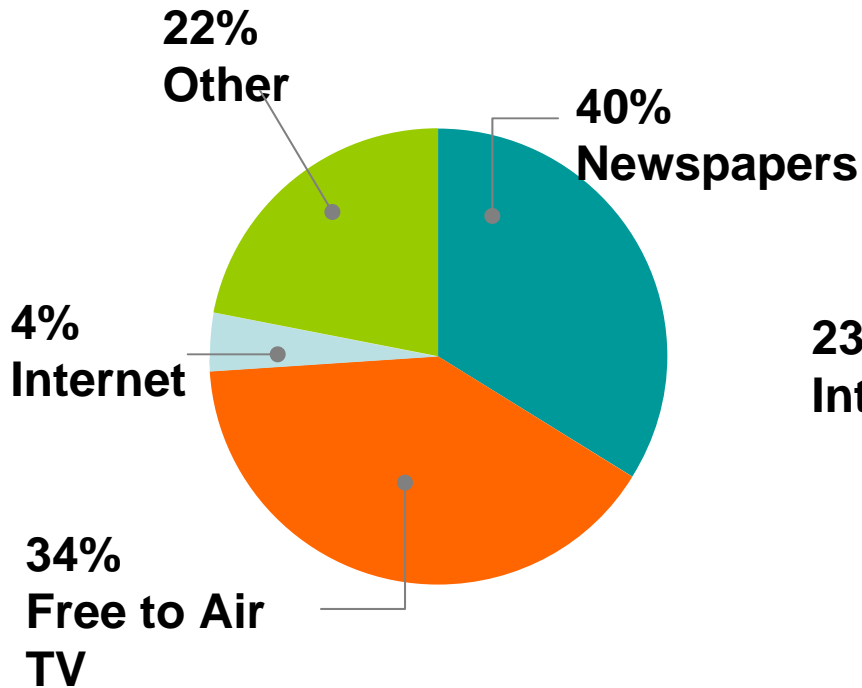


# Increased Choice for Media Consumers

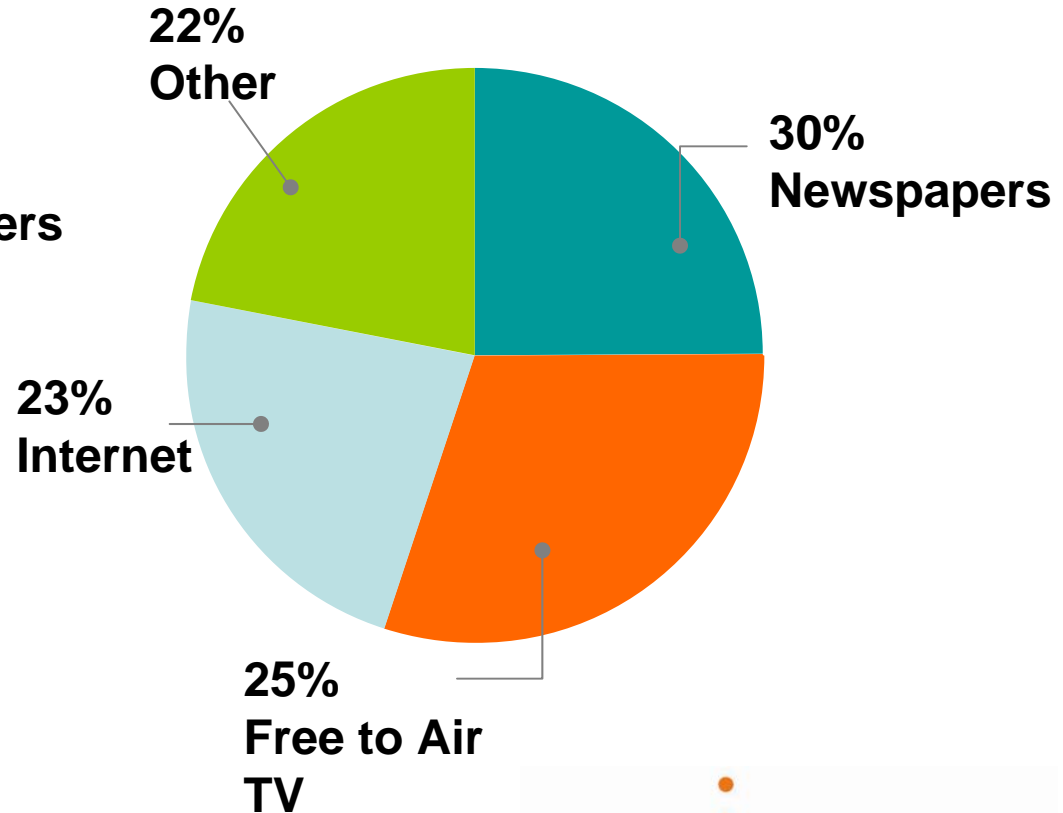


# Media Revenues Shift Online

**2004**  
**\$9.2b**



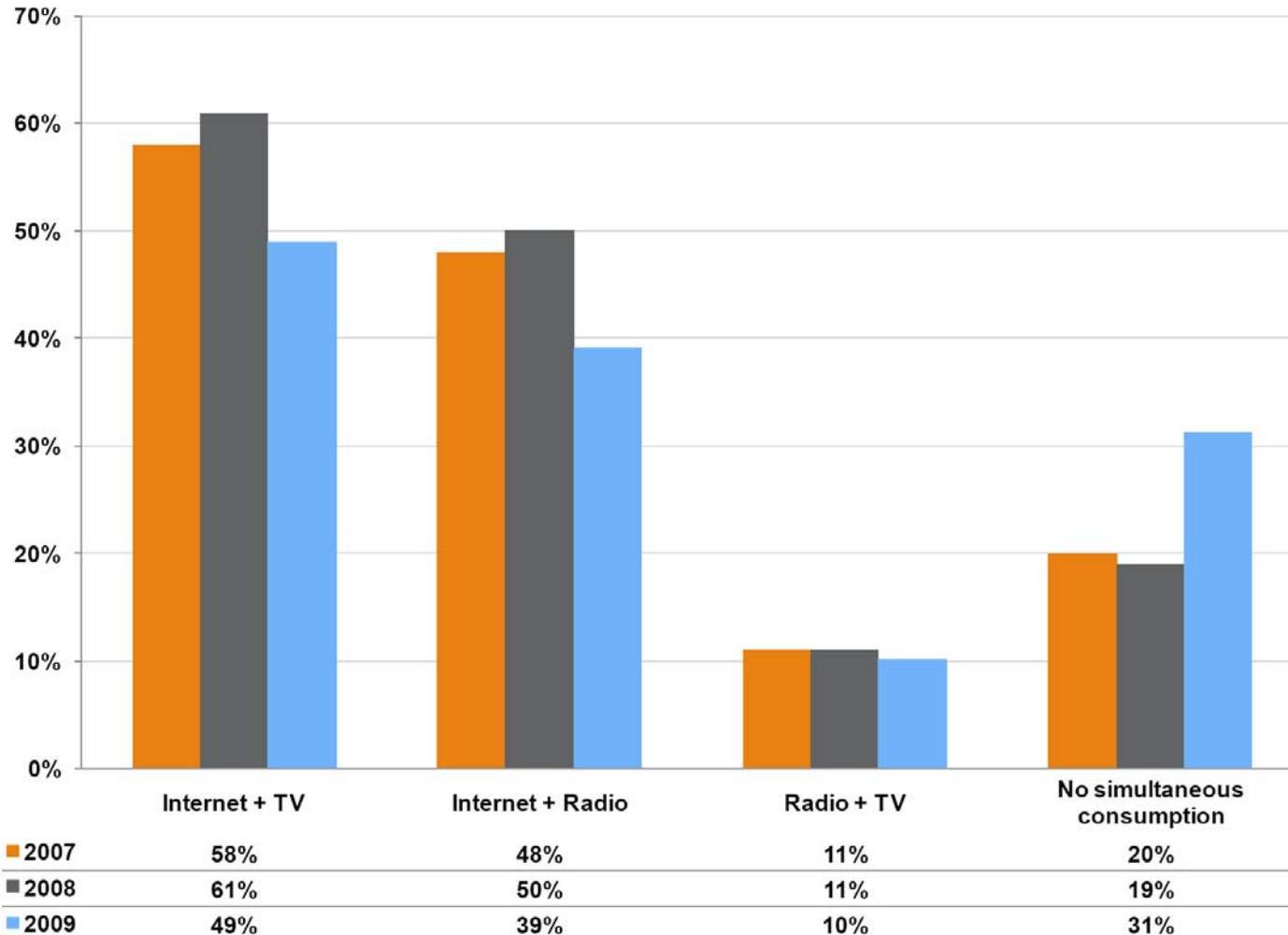
**2013**  
**\$13.0b**



Source: PricewaterhouseCoopers Entertainment & Media Outlook

# Simultaneous Media Consumption

Sample: Australian internet users aged 16 plus



Source: Nielsen Internet and Technology Report 2009