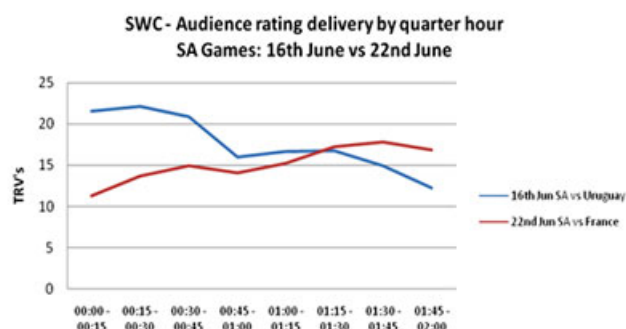


SA continues to watch soccer

DStv-I World Cup Soccer Review has published its third issue reflecting the 2010 FIFA World Cup viewership, which continues to be driven by the popular teams. Games reflecting consistent audiences to date, other than South African games are England, Spain, Brazil and the African continent contenders. The audience data excludes guests in home and all out of home viewing such as fan park audiences.

SA supporters increase

The SA vs. France game, played on 22 June 2010, achieved 1 296,000 viewers, 87 000 viewers less than the SA vs. Uruguay game, but 100 000 more viewers than the opening SA vs. Mexico game on 11 June.



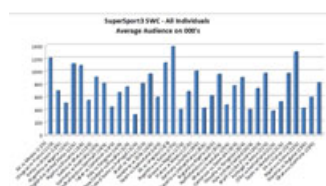
[click to enlarge](#)

Viewership grew steadily by 33% from kick off on 22 June (SA vs. France), versus the downward trend experienced during the SA vs. Uruguay game on 16 June. The SA versus Uruguay game continues to hold the highest audience with a reach (against all individuals 4+) of 22%.

Demographics

- SA vs. France games attracted a higher than average female viewership of 41%
- On average 63% of SWC audiences have been male
- 49% of SWC audiences tend to be aged 35+
- Match broadcast time can impact significantly on a younger audience, as can be seen by the 11% increase in 7-15 year olds watching the SA vs. France game (4-6pm) versus the SA vs. Uruguay game broadcast from 8.30pm
- Audiences follow a consistent trend daily with viewership steadily growing from the 1.30-3.30pm game onwards
- 8.30-10.30 games generally pull the largest audiences of the day

SuperSport3 SWC: All Individuals - Average Audiences in 000's:



[click to enlarge](#)

Channel stats

SuperSport4 broadcast its first games of the Soccer World Cup on 22 June and achieved a 16% share of DStv SWC

viewers. The combined share of SuperSport3 and SuperSport4 on 22 June was 62%.

SuperSport3 continues to be the channel of choice for DStv subscribers when viewing SWC games with an average to date of 69% of the DStv SWC game viewing audience watching matches on SuperSport3. The No. 1 position continues to be held by SuperSport3 within the DStv channel ranking grid, a position held since the start of the Soccer World Cup.

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