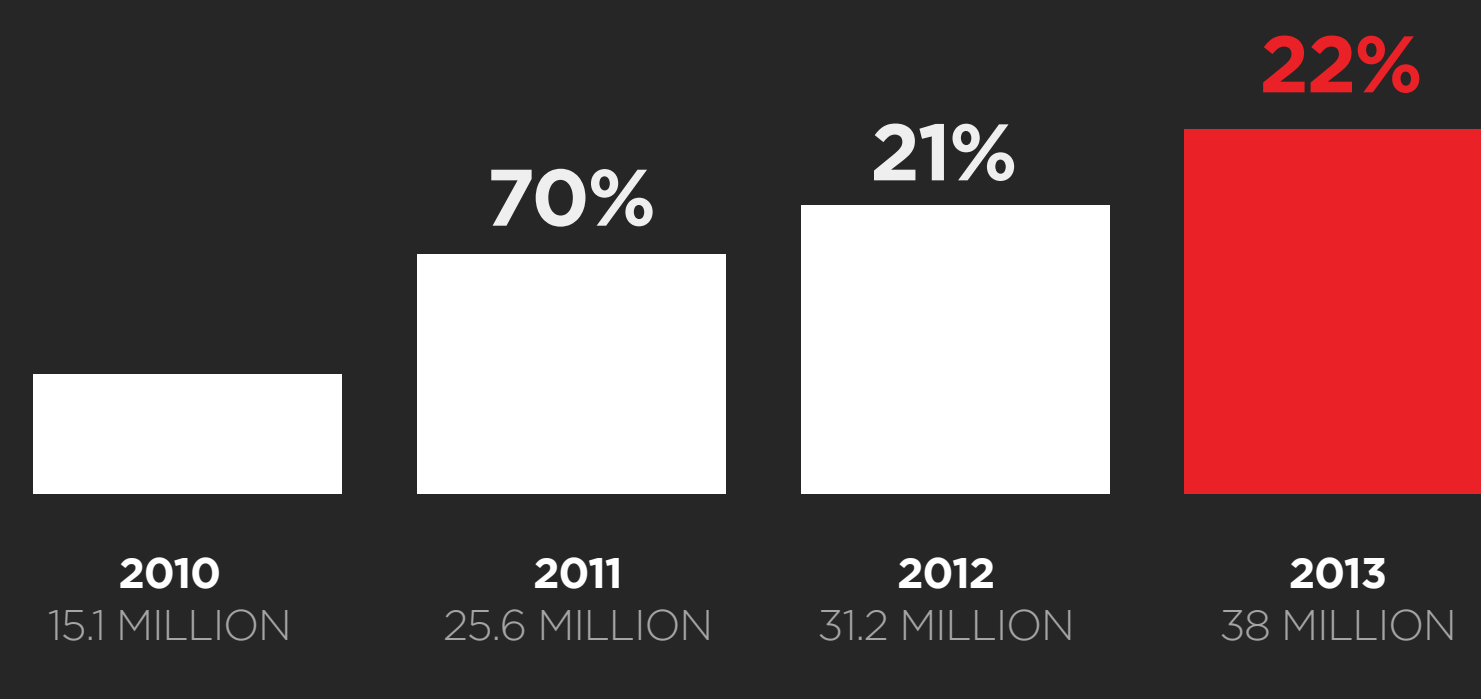


# 4,563,527

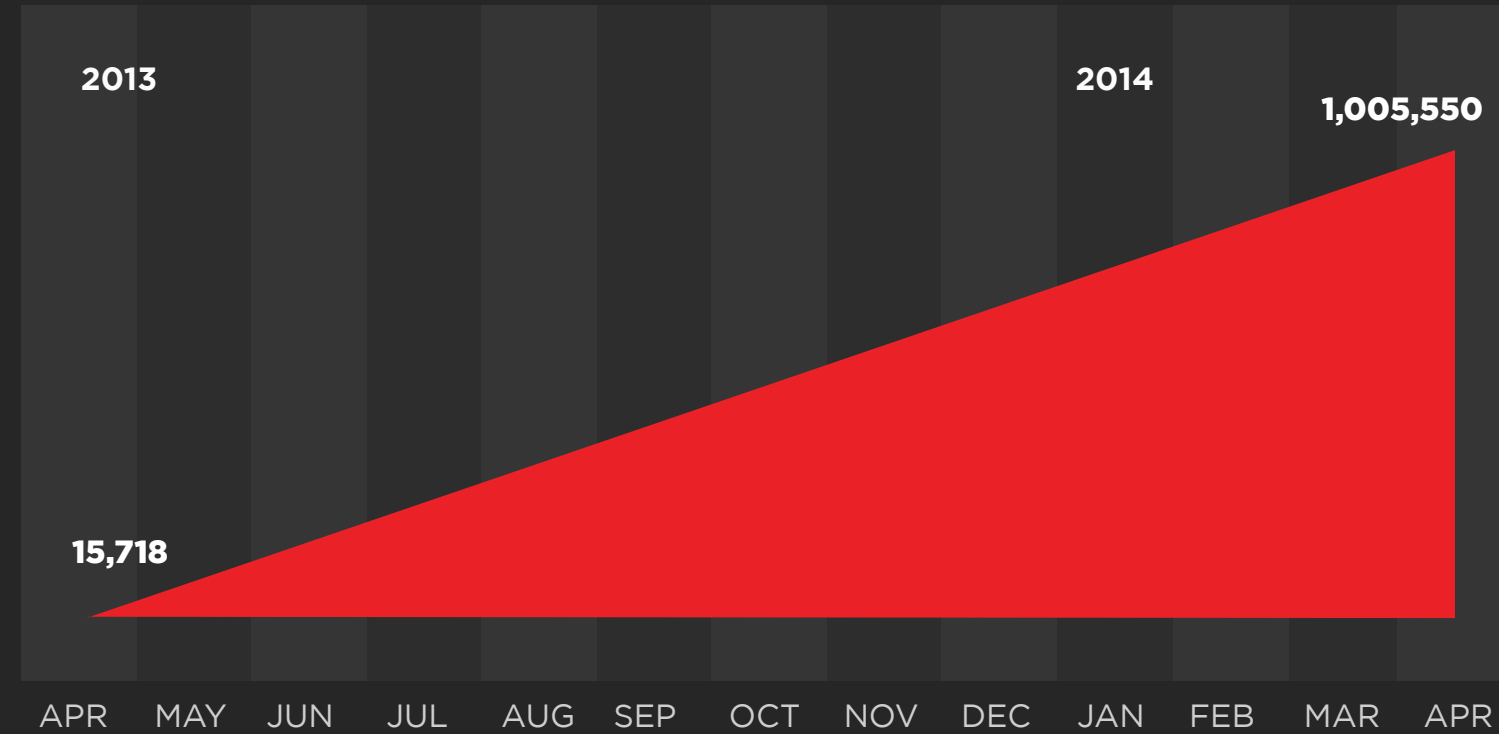
FULL EPISODE STREAMS IN APRIL 2014

## YEAR ON YEAR STREAM GROWTH

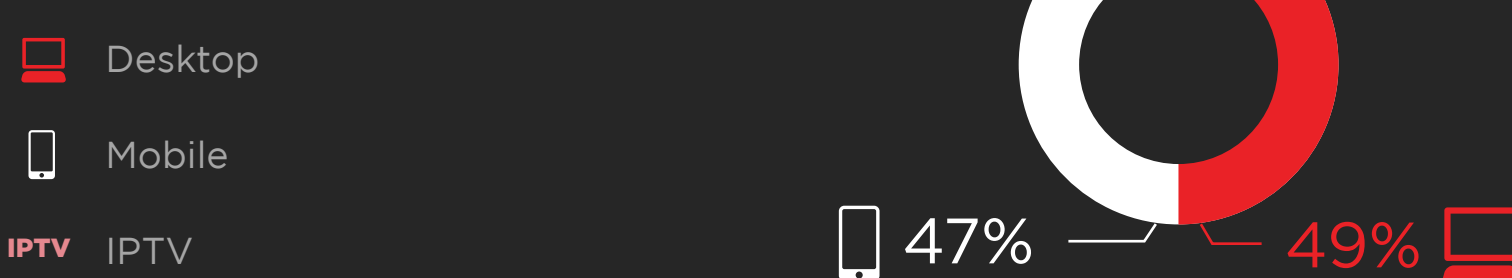


## 1,005,550 APP DOWNLOADS

## APP GROWTH

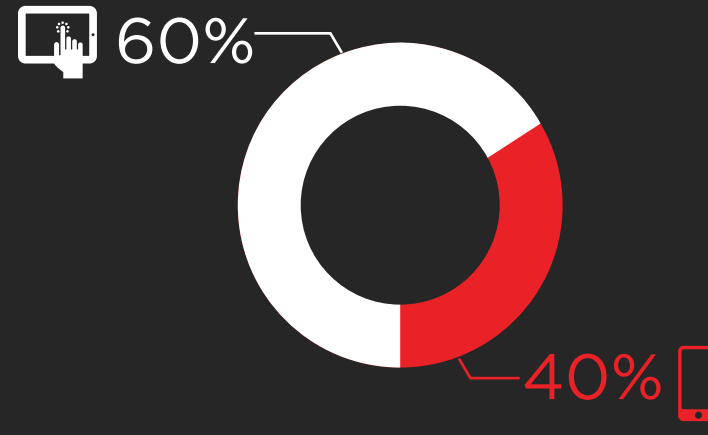


## VIDEO CONSUMPTION BY DEVICE

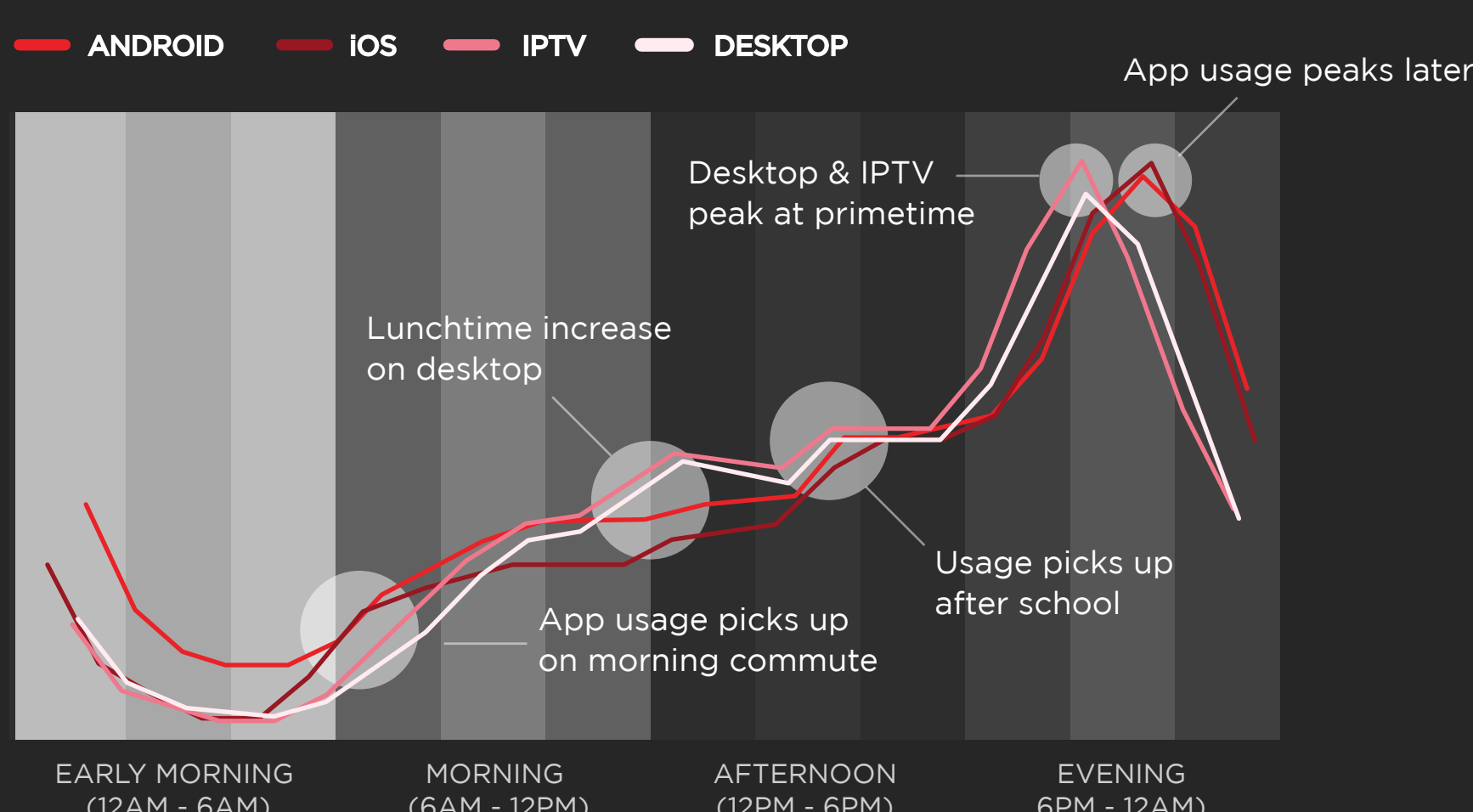


## AUDIENCE BY DEVICE

60% of App browser are on tablet and are the most engaged, spending 59 mins per session.

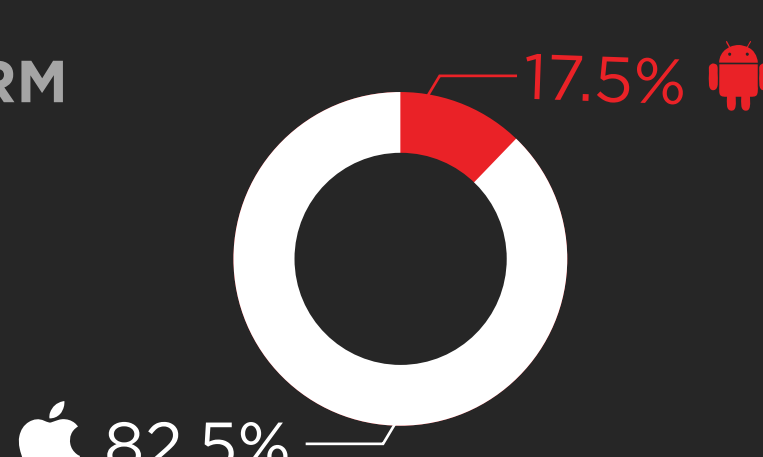


## AUDIENCE BY TIME OF DAY



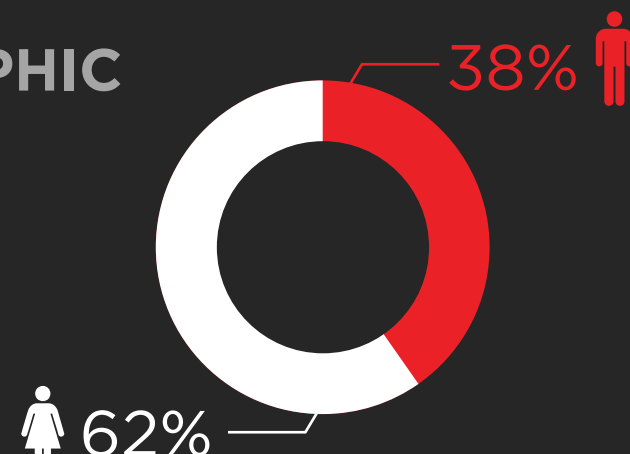
## AUDIENCE BY PLATFORM

iOS is still by far the most popular platform for PLUS7 users.



## AUDIENCE BY DEMOGRAPHIC

Largest age group is 35 - 44 years old with 24.6%



## APPLE APP STORE RANKING

The PLUS7 tablet app is number 1 on the Apple App store in the Entertainment category consistently from Jan - April 2014 and number 4 overall in Q1\*, 9 places ahead of competitors.

4	+	PLUS7 (Channel Seven)
13	J	Jump In (Channel Nine)
15	▶	Play Ten (Channel Ten)
22	Ⓢ	ABC iView (ABC)

\*Source: Distimo leaderboard, Q1 2014

## TOP 5 TV SHOWS IN PLUS7

FULL EPISODE STREAMS

- 1 Home & Away
- 2 My Kitchen Rules
- 3 Downton Abbey
- 4 Revenge
- 5 Resurrection

## NEW SHOWS

