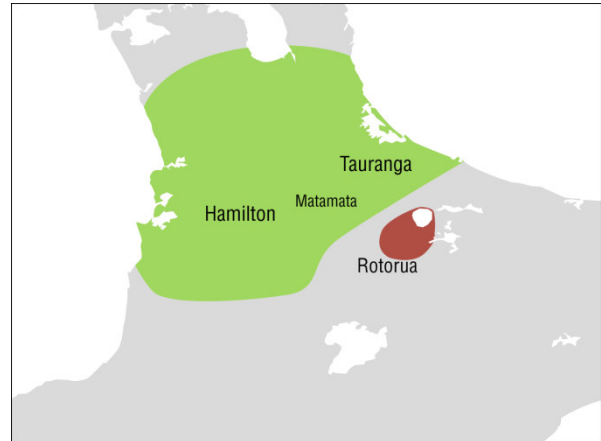




Viewer Statistics

NZonAir 'Labetts' survey shows that where there is a regional television service, 34% of people are actively engaged with it. [Our own local unofficial street surveys have indicated up to 60% of people engaging with our service].

April 2008 sees the launch of 'Freeview HD' digital platform with over 10 channels including **tvCentral**, TV1, TV2, TV6, TVNZ news channel, TV3, TV4, Maori TV, plus many others. This platform will become the preferred regional and national breakout for New Zealand giving us a potential viewership of 10.38% of New Zealand's population.



Statistics by District

Matamata Piako	30,483	Kaikati Community	3,579
Hamilton City	129,249	Omokoroa	2,205
Waipa District	42,501	Island View	561
Waikato	43,959	Tahawai	1,743
Otorohanga	9,075	Aongatete	2,610
South Waikato	22,641	Minden	4,248
Waitomo	9,441	Kaimai	5,223
Waihi	4,500	Ngapeki	648
Waihi Beach	1,773	Paengaroa	900
Paeroa	3,975	Tauranga City	103,635
Ngatea	1,164	TePuke	7,080
Hauraki District	17,190	Matata	642
Athenree	612	Rotorua	69,507
		Total tvCentral *	449,637
		Total TV Rotorua *	65,901
<i>Estimated Rural population: 165,000</i>		Total *	515,538

*Potential viewers only based on figures courtesy of Statistics NZ - Census results 2006

tvCentral audience 150,000**
TV Rotorua audience 22,000**

**Based on 'Labett' survey results