



January 2012

STV digital unique browsers 2,830,000



Source: Comscore

stv.tv

stv.tv unique browsers	1,742,000
stv.tv page views	6,362,000
stv digital video plays	4,743,000
stv local unique browsers	216,000
stv local page views	581,000

Top 5 Sections

(Page Views)

News	1,854,000
STV Player	1,483,000
Sport	789,000
Entertainment	625,000
Local	581,000

Top 5 Catch Up Progs # (Video Ad Views)

Coronation Street	609,344
Emmerdale	565,648
The X Factor	302,627
The Jeremy Kyle Show	202,262
I'm A Celebrity	201,187



Source: Comscore Page views (excludes mobile views) , # Brightcove for Dec

stv mobile

Mobile unique browsers 577,000
 Mobile page views 2,176,000

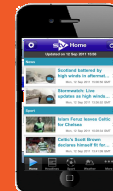
(This is if you access the STV website via your mobile phone)



Source: Comscore

iphone news App

App Downloads 130,000
 App unique browsers 69,000
 App page views 9,046,000



Source: Comscore

Profile

Male 44% : Female 56%
Under 34 31%
35 - 49 28%
50 - 64 32%
65+ 7%
In Scotland* 90%
ABC1 66% : C2DE 34%
Under £20K 22%
£20-50K 41%
£50+ 24%

Source: UKOM Sept '10; * STV-TV User survey Apr'11

Targets Regions

With advertising via stvlocal now launched in 23 areas

- > Glasgow & West
- > Dundee & Tayside
- > Edinburgh & East
- > Aberdeen & North
- > Highlands & Islands

STV Glasgow now launched.



New to STV Digital

www.stvsales.tv click the page to have a look

