



# STATEMENT TO THE SOUTH PACIFIC STOCK EXCHANGE

10<sup>th</sup> February, 2015

## Communications Fiji Ltd Stations dominate radio market AGAIN!

Communications Fiji LTD (CFM) announced today results from the Tebbutt Media Survey 2014 which revealed that 85.1% of radio listeners surveyed listened to one of their five radio stations, FM96, Viti FM, Navtarang, Sargam and Legend FM over a seven day period. "Once again our stations have delivered a massive number; this confirms the huge result of the previous year," said William Parkinson, Managing Director.

Surveys were conducted in November 2014 covering the Greater Suva area, Nadi, Lautoka and Ba and focused on respondents aged 14 years and older.

It needs to be kept in mind that surveys were limited to urban areas of Viti Levu. This means that vernacular stations Viti FM, Sargam, and Navtarang, that have strong rural audiences, are probably under reported.

"We design the programming formats of each of our radio stations to service different sections of the community and once again ALL our stations performed strongly in their respective markets contributing to a great result," said Ian Jackson, CFM's General Manager Fiji.

The media survey provides measurement of radio listenership yesterday and listenership over the last seven days. Results for Communications Fiji Limited stations are as follows:



**Communications Fiji Limited**  
parent company of:  
Fiji: FM96, Legend FM,  
Navtarang, Radio Sargam,  
VITI FM, Total Events Company,  
CFL CinemADS & fiji village.com  
PNG: Nau FM, Yumi FM  
& Legend FM

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<b>Listenership Age 14 +</b>	<b>Yesterday</b>	<b>Over last seven days</b>
<b>FM96</b>	22.5 %	43.9 %
<b>Legend FM</b>	3.4 %	18.6 %
<b>Viti FM</b>	12.9 %	37.7 %
<b>Navtarang</b>	23.4 %	31.7 %
<b>Sargam</b>	9.7 %	21.9 %
<b>Combined CFM</b>	60.1 %	85.1 %

For more information, please contact Ian Jackson on (679) 331 4766.



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**WILLIAM PARKINSON  
MANAGING DIRECTOR**



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**JYOTI SOLANKI  
GROUP FINANCIAL CONTROLLER/  
COMPANY SECRETARY**