



# STATEMENT TO THE SOUTH PACIFIC STOCK EXCHANGE

16<sup>th</sup> March 2011

## COMMUNICATIONS FIJI LTD STATIONS DOMINATE TEBBUTT MEDIA SURVEY

Communications Fiji LTD (CFM) announced today results from the Tebbutt Media Survey which revealed that **88.5 % of people** surveyed listened to one of their five radio stations FM96, Viti FM, Navtarang, Sargam and Legend FM over a seven day period. "This is a massive result," said William Parkinson, Managing Director, "and our team is absolutely delighted".

Surveys were conducted in November 2010 covering the Suva, Lami, Nasinu, Nausori areas and Nadi, Lautoka and Ba and focused on respondents 14 +.

"As surveys were limited to urban areas on Viti Levu, stations like FM96 benefit while vernacular stations like Viti FM, Sargam and Navtarang are disadvantaged," added Mr. Parkinson. "A wider national survey would deliver even stronger results reflecting our superior transmission coverage".

Each station is designed to focus on a particular sector and once again they all performed strongly in their respective markets contributing to the record result. "We are very careful that our stations target specific sectors of the community with the aim that combined we attract as wider audience as possible", said Ian Jackson, General Manager Fiji. "Clearly this is working!"



### Communications Fiji Limited

parent company of:

Fiji: FM96, Legend, Navtarang,  
Radio Sargam, VITI FM,  
Total Event Company  
& Fijivillage.com

PNG: Nau FM & Yumi FM

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Survey results are as follows:

Listenership over the last seven days - Age 14 +

- FM96: **53.5%**
- Viti FM: **37.4%**
- Navtarang: **33.6%**
- Sargam: **22.6%**
- Legend FM: **14.7%**

**Combined Communications Fiji Ltd Stations 88.5%**

(Note some listenership to multiple stations so total % will exceed 100%.)

For more information, please contact General Manager Fiji, Ian Jackson on phone 3314766.



**WILLIAM PARKINSON**  
Managing Director



**JYOTI SOLANKI**  
Company Secretary/  
Financial Controller