



3. Global Video Application Sponsorship iPhone, iPad & iPod Touch

- The multi-platform Global video application available on iPad, iPhone and iPod Touch allows users to catch full-length episodes and clips of their favourite Global TV shows for FREE anytime and anywhere!
- Streaming available via Wi-Fi and 3G networks
- Behind-the-scenes footage and web-exclusive content The Global Universal Video App ranks in the Top 5 Free Entertainment category for iPad.**
- Over 678,000 downloads across all platforms*
- Users have certainly made their engagement known:
 - 5.1 million average monthly page views
 - An average of 307,000 monthly unique visitors
 - Over 1.3 million average monthly video plays
 - An average time spent of 55 minutes per visit

*Source: Google Analytics (3 month average—
August 2011 to October 2011) and iTunes Connect, downloads
to date

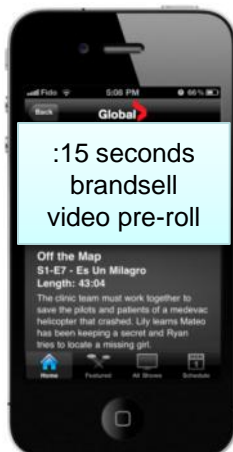
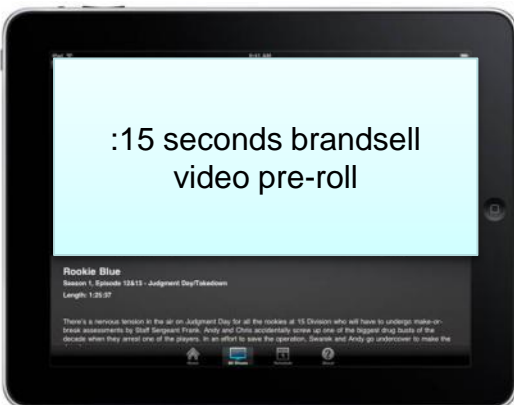
**Based on October 2011.



Global Video App Sponsorship Package – February 15, 2012 x13 Weeks



Clickable sponsorship logo links to an in-app client page; the user will be taken back to the app after closing the sponsor page to ensure a seamless user experience



- Sponsorship logo (non-clickable) featured on the Splash screen that appears every time the app is initiated on iPad, iPhone and iPod Touch – an added value offered exclusively to an app sponsor! -33% SOV
- Clickable sponsorship logo incorporated in the navigation bar at the bottom of screen -33% SOV
- :15 second brandsell first video pre-roll roadblock played before popular Global shows available on all three platforms (non-clickable)-33% SOV
- Click-through sponsor page can be built by sponsor, or Shaw Media at an additional cost.