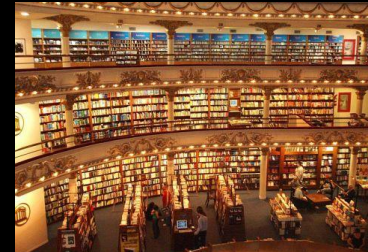


THIS WEEK, THE CONSUMER



16th October to 22nd
October 2011

WATCHED FREE TO AIR TV



No	Program	Network	Average Audience
1	PACKED TO THE RAFTERS	7	1,785,000
2	THE BIG BANG THEORY -EP2	9	1,652,000
3	THE BIG BANG THEORY -EP1	9	1,582,000
4	UNDERBELLY: RAZOR	9	1,546,000
5	THE X FACTOR-TUE	7	1,493,000

Source: OzTAM' (Top 5 programs ranked by audience, consolidated week commencing 16.10.11 to 22.10.11 5 City Metro, 0200-0159, basic program logs as per schedule)

WATCHED FTV DIGITAL CHANNELS



No	Program	Network	Average Audience
1	HEARTBEAT-WED	7TWO	326,000
2	HEARTBEAT	7TWO	324,000
3	HEARTBEAT-SAT	7TWO	280,000
4	NEIGHBOURS	ELEVEN	278,000
5	ESCAPE TO THE COUNTRY-SUN	7TWO	271,000

ZenithOptimedia

WATCHED STV SPORT



No	Program	Network	Average Audience
1	LIVE: RWC: SF#2, AUSTRALIA V NEW ZEALAND	FOX SPORTS 3	734,000
2	LIVE: RWC: BRONZE FINAL, AUS V WALES	FOX SPORTS 3	385,000
3	LIVE: RWC CENTRE	FOX SPORTS 3	137,000
4	LIVE: FOOTBALL: A-LEAGUE MELB V V MELB H	FOX SPORTS 1	105,000
5	LIVE: FOOTBALL: A-LEAGUE ADE V SYD FC	FOX SPORTS 1	73,000

WATCHED STV SHOWS



No	Program	Network	Average Audience
1	THE SOUND OF MUSIC	FOX Classics	83,000
2	THE VICAR OF DIBLEY	COMEDY CHANNEL	80,000
3	MURDER ON THE ORIENT EXPRESS	13 th STREET	71,000
4	ROVE LA	COMEDY CHANNEL	68,000
5	MIDSOMER MURDERS	UKTV	67,000

WATCHED MOVIES



No	Program	Running Total
1	REAL STEEL	\$7,622,129
2	CRAZY STUPID LOVE	\$8,713,822
3	WHAT'S YOUR NUMBER?	\$884,737
4	THE CUP	\$827,676
5	THE SMURFS	\$19,204,672



TOP FIVE SELLING SINGLES

1

Sexy And I Know It
Artist: LMFAO



We Found Love
Artist: Rihanna Feat. Calvin Harris

2

3

Somebody That I Used To Know
Artist: Gotye Feat. Kimbra



Stereo Hearts
Artist: Gym Class Heroes Feat. Adam Levine

4

5

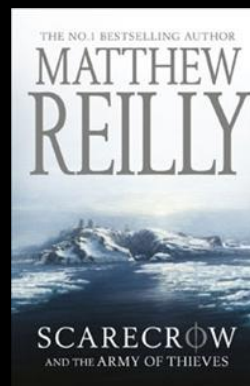
Moves Like Jagger
Artist: Maroon 5 Feat. Christina Aguilera



TOP THREE SELLING BOOKS

1

Scarecrow & The Army of Thieves
Author: Matthew Reilly



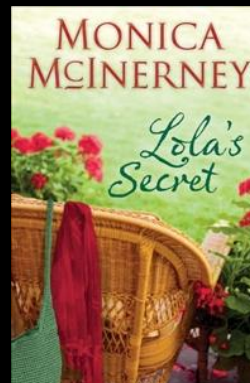
2

The Affair
Author: Lee Child




3


Lola's Secret
Author: Monica McInerney




“Trade In To Trade Up”




Consumers are more aware than ever that their old products have value, yet **loss aversion**, the **endowment effect** (overvaluing one's own possessions), and the inconvenience of selling mean that consumers are frequently reluctant to sell even seldom-used items.




Which is why brand-led TRADE IN TO TRADE UP initiatives overcome many of these barriers: consumers can quickly and conveniently unlock the value in their old products, while instantly laying their hands on new, improved versions.




Shoppers in fast-moving sectors such as fashion and consumer electronics welcome trade-in programs, as they help offset the prohibitive expense of staying up-to-date with always-desirable new products with ever-shorter life spans, and often ensure that outdated items get reused or recycled.




Just a couple of signs of the times: **Gazelle**, a US-based electronics trade-in site, bought 2,000 iPads in the *hour* after Steve Jobs announced the iPad 2. While in July 2011 an Experian survey found that 35% of people were planning to buy an iPhone 5, *despite having not even seen it!*



Indeed, almost all electronics brands offer trade-in schemes, and this is increasingly spreading to bricks and mortar retailers too:



In the US Target, WalMart, RadioShack and Best Buy all have trade-in programs. As do mobile operators Vodafone, Verizon, AT&T and T-Mobile.



Between August and October 2011, Hewlett-Packard in Brazil offered consumers discounts of up to BRL 200 for customers trading in used printers.

