

**SETANTA SPORTS**  
**MEDIA EVALUATION REPORT**  
Premier League Aug 2010 to May 2011

<b>Setanta Ireland</b>		<b>Estimated Media Value Setanta Ireland</b>						
					Men 15-34 TVRs	Men 30 sec equiv	Men 15-34 CPT	Costs
<b>Games</b>								
17 Live games								
	2 x 10 sec	x 17 games	34	x 2.2	74.8			
	10 x 5 sec	x 17 games	170	x 2.2	374			
40 Repeat Games								
	2 x 10 sec	x 40 games	80	x 0.2	16			
	10 x 5 sec	x 40 games	400	x 0.2	80			
					544.8	272.4		
<b>Promos</b>								
	70 x 30 sec per wk	x 39 weeks	2,730	x 0.15	409	136.5		
<b>Channel Totals</b>				Total TVRs	954.3	476.9	CPT €100	<b>€273,372</b>

<b>Setanta Sports 1</b>		<b>Estimated Media Value Setanta Sports 1</b>						
					Men 15-34 TVRs	Men 30sec equiv		Costs
<b>Games</b>								
16 Live games								
	2 x10sec	x 16 games	32	x N/A			SS1 Live gms	<b>€20,000</b>
	10 x 5sec	x 16 games	160	x N/A				
40 Repeat Games								
	2 x 10sec	x 40 games	80	x N/A			SS1 Rpt games	<b>€2,000</b>
	10 x 5sec	x 40 games	400	x N/A				
<b>Promos</b>								
	70 x30sec per week	x 39 weeks	2,730	x N/A	N/A		SS1 Promos Press	<b>€13,650</b> <b>€6,000</b>
<b>Channel Totals</b>								<b>€41,650</b>

<b>Total Media Value (excl Added Value)</b>								<b>€315,022</b>
---------------------------------------------	--	--	--	--	--	--	--	-----------------

<b>Total Sponsorship Cost</b>								<b>€150,000</b>
-------------------------------	--	--	--	--	--	--	--	-----------------

**Added Value Opportunities:**

- |                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                     |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ol style="list-style-type: none"> <li>1. Media valuation excludes the value of association with Premier League.</li> <li>2. Sponsor's logo on all press ads.</li> <li>3. Games available in 450,000 Eircom Broadband Homes.</li> <li>4. Games seen in pubs and clubs.</li> <li>5. Setanta has highest urban audience profile of all channels.</li> </ol> | <ol style="list-style-type: none"> <li>6. All games 3pm Saturday Kick off.</li> <li>7. On air - PR / interview possibilities.</li> <li>8. Costs include production of stings.</li> <li>9. No HD opt out.</li> </ol> |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|