



PRESS RELEASE

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MEGA COSMOS IS NO. 1 IN GREECE EXCLUSIVELY ON UBI WORLD TV

It's undisputed! Mega is THE mega channel in Greece, consistently sweeping the TV ratings charts as the number one TV channel in Greece and commanding a comfortable lead over Antenna and the rest of the country's terrestrial TV channels.

According to the AGB/ Nielsen Audience Measurement primetime surveys in Greece, covering the 1st to 31st October 2010 in the key 15-to-44-year-old audience demographic, the five highest rating series were from Mega led by the new epic series *The Island* which registered a massive 69.4% rating, followed by *Polykatokia* (29.3%), *Someone Else's Life* (29.1%), *Generation of 592€* (28.5%) and *Dolls* (27.8%).

Mega's dominance in primetime series dwarfed Antenna's performance in this category with its strongest series achieving only moderate success: *A Thousand and One Nights* (20.3%), a Turkish series that Antenna acquired the rights for airing in Greece and *Dreamtrap* (19.5%), Antenna's only local Greek production.

In the fiercely competitive morning block, Mega's new morning show *My Morning* posted an exceptional rating of 28% compared with Antenna's *10 with 1 Together* which rated only 17.1% during the same period and in the same key audience demographic.

The same trends were seen in news where Mega reigns supreme as the most trusted Greek network. *Mega News Bulletin* posted an impressive total audience rating of 24.7% compared with *Antenna Main News's* 12.6% during the same period.

Not surprisingly, Mega leads the pack in over-all channel performance with a dominant 27.7% rating compared with Antenna's 17.7% rating for the month of October in the key 15-to-44-year-old audience demographic. Even more telling is how Mega significantly increased its total over-all primetime channel performance from 22.4% in the same period last year to 29% this year. As Mega gained nearly 7 percentage points, Antenna lost almost 2 percentage points with its total over-all primetime channel rating dropping to 18.9% this year from 21% in the same period last year.

President of UBI World TV, Ms Regina Boulos, said: "Australia and New Zealand's leading multicultural broadcaster, UBI World TV, is proud to carry Greece's undisputed number one TV channel, Mega Cosmos. With its array of the highest rating and top quality series, news and current affairs and entertainment programs direct from Greece, Mega Cosmos is THE must-have and must-watch channel for Greek-Australians and Greek-New Zealanders. And with the biggest new shows and new episodes of all-time favourite programs comprising the strongest new season line-up on Greek TV, only Mega Cosmos brings the best TV from Greece right here".

To watch Greece's number one channel, Mega Cosmos, as well as six other top-rating Greek channels comprising Alpha, Star, Ellas+, MAD World, RIK Sat, 4E and access to ERT World plus 12 Greek radio channels, simply subscribe to UBI's full Greek Package by calling 1 300 400 800 in Australia, 0800 4000 23 in New Zealand, email sales@ubiworldtv.com or visit www.ubiworldtv.com. Subscribe now and quote "Mega Cosmos is no. 1" to get one month free. Offer for a limited time only. Terms and conditions apply.

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