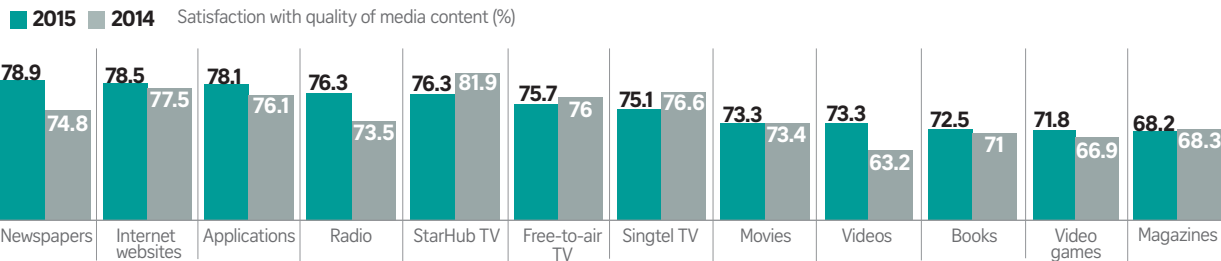


Consumers more satisfied with media services here

MDA study of 2,000 finds that quality and variety of media services have improved.

Quality of media content: Consumers most satisfied with newspapers' content quality

- Newspapers' ranking improved from sixth in 2014 to top in 2015, a reversal of the statistically significant drop in satisfaction in 2014.
- Satisfaction with the quality of video content saw the largest increase from 2014 to 2015 – an increase of 10% from 63.2% to 73.3%.



Satisfaction with media services rose from 75.7% in 2014 to 76.6% in 2015

- The Overall Media Satisfaction Index (OMSI) is an indication of consumers' satisfaction with media services, and comprises five components
- An OMSI score of 76.6% indicates that in general, consumers ranged from being slightly satisfied to satisfied with the media services available in Singapore.

