
SUMMER RATINGS 2010-11

Introduction

A review of official ratings for the 2010-11 Summer season shows Australians are watching more Free TV, with commercial free-to-air television seeing increases in share, average audiences and reach across the period.

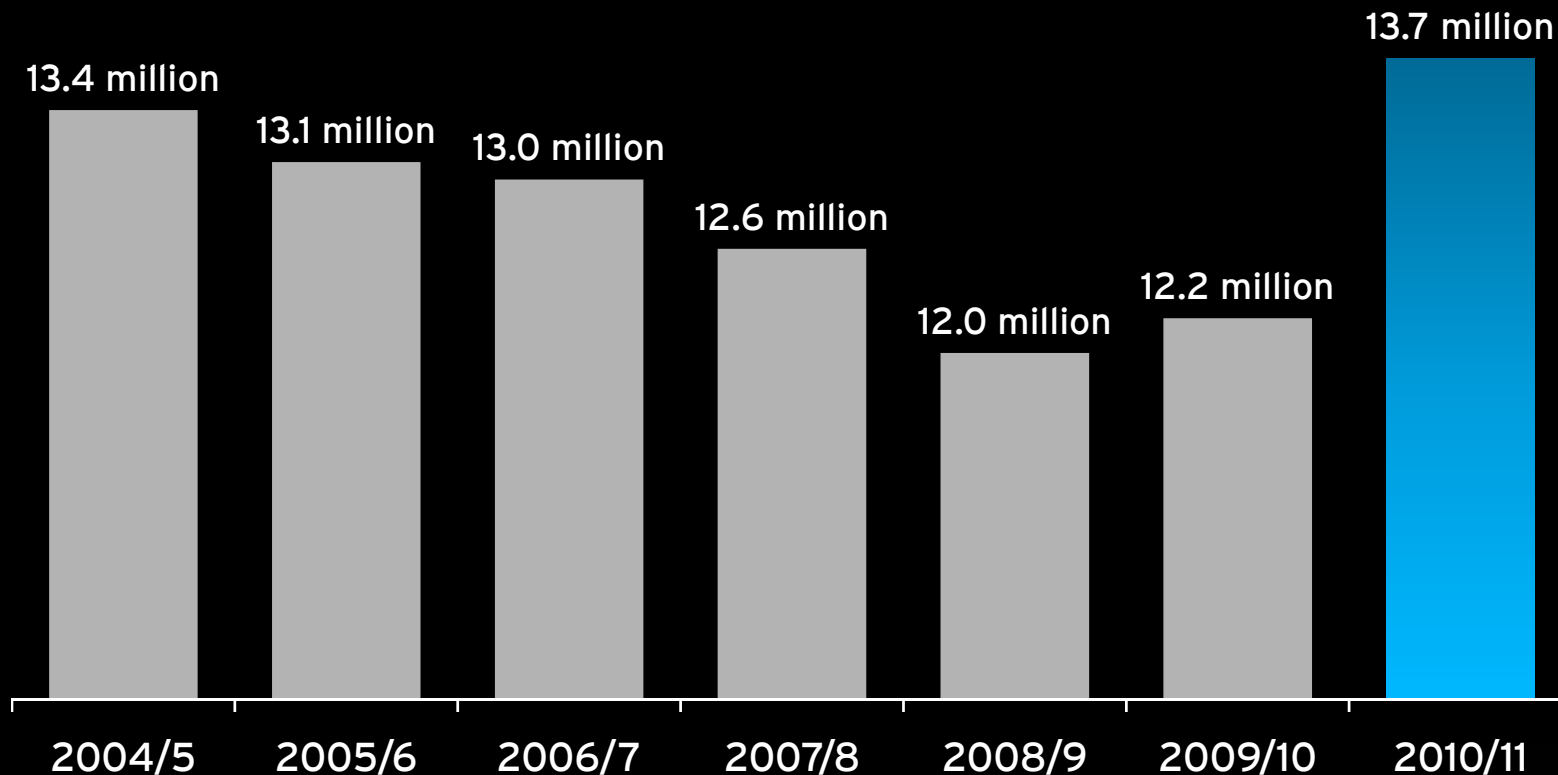
Highlights include the following:

- Free TV's average daily reach has hit a 7-year high
- Free TV's daily and evening share best since 2006/07
- Average audiences some of the best on record for the period
- Average daily reach for Free TV's new channels a massive 6.7 million

More people watch Free TV over Summer

Australians watched more Free TV this Summer with average daily reach hitting a seven year high! 13.7 million people tuned in to commercial free-to-air TV every day during over the period - up 12.3 per cent for the same period last year.

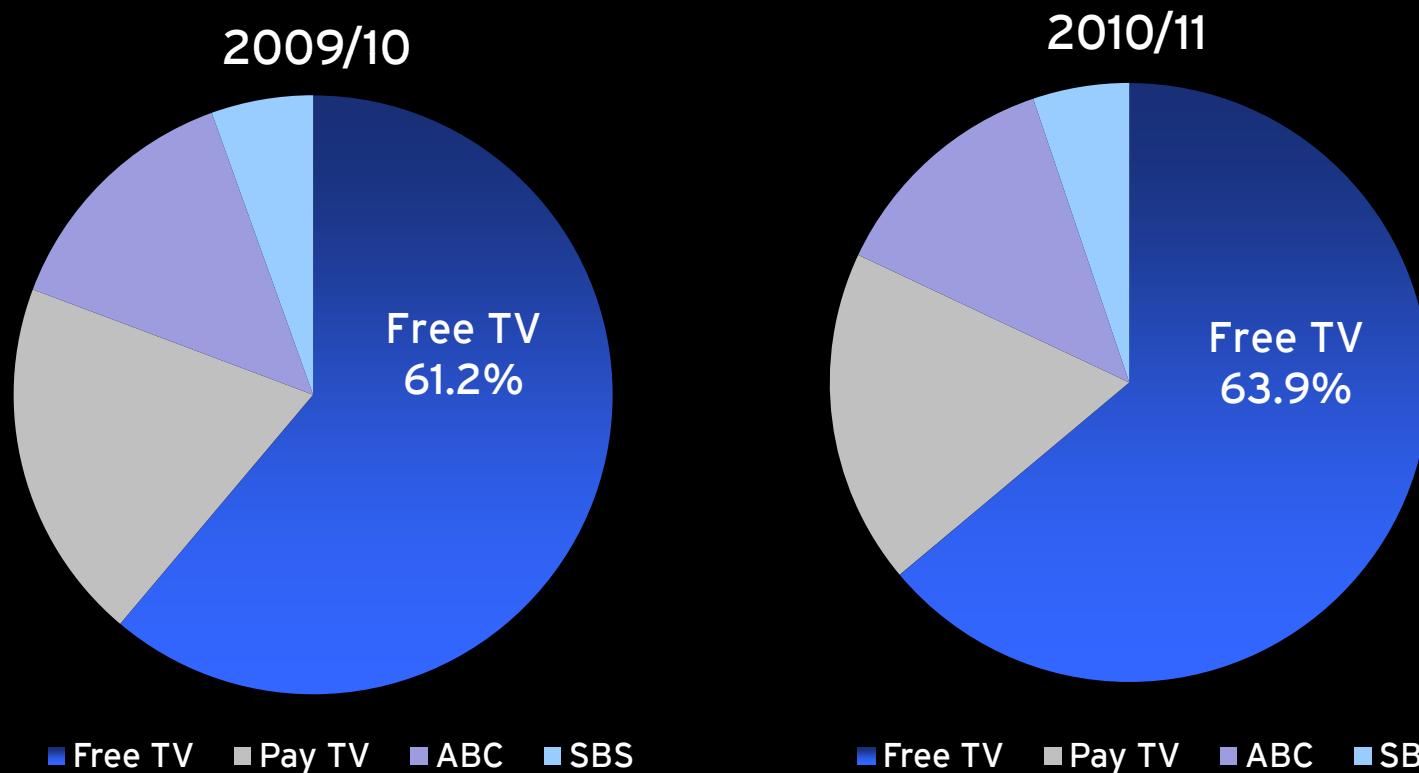
Free TV's Combined Average Daily Reach - YOY Comparison



Free TV garnered a greater share of viewing

Free TV saw year-on-year share increases too, especially in the evening where commercial free-to-air TV's metro evening share accounted for 63.9 per cent (up from 61.2 per cent).

Metro Share of Viewing - 6pm to Midnight - All People - YOY Comparison



Free TV audiences up across key demos

Free TV saw average audience increases across all major demographics in both metro and regional markets, across the day and during prime-time. Average audiences over Summer were up 14.0 per cent overall in metro areas and 25.8 per cent in regional areas.

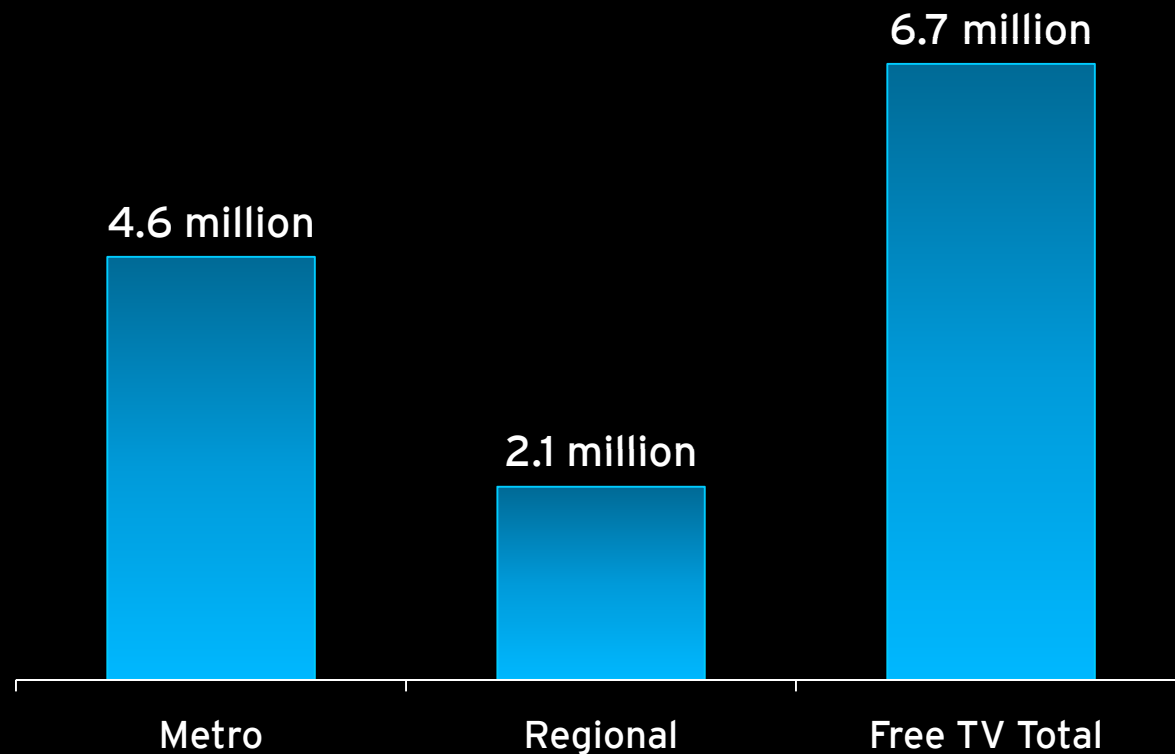
Average Audiences - Free TV & Pay TV - YOY Comparisons

		Free TV		Pay TV
		Metro	Regional	National Pay TV
2am - 2am	Total Ppl	14.0%	25.8%	2.2%
	Ppl 16-24	4.4%	19.0%	-5.7%
	Ppl 25-39	10.0%	35.1%	4.1%
	Ppl 40-54	16.7%	24.3%	-3.3%
	Ppl 55+	18.8%	24.3%	0.2%
	GB	17.0%	24.9%	-0.3%
6pm - Midnight	Total Ppl	14.1%	28.1%	-0.7%
	Ppl 16-24	5.5%	26.7%	-2.7%
	Ppl 25-39	9.3%	34.5%	3.2%
	Ppl 40-54	16.5%	25.6%	-8.3%
	Ppl 55+	20.3%	27.9%	-1.6%
	GB	17.5%	26.1%	-2.4%

New channels driving huge reach

Free TV's new channels are attracting significant audiences. Over the Summer period, more than 6.7 million viewers tuned in to Free TV's new channels (7mate, 7TWO, Gem, GO!, ONE and Eleven) every day!

Average Daily Reach - Free TV New Channels



Summary

Commercial free-to-air broadcasters had one of its best Summers on record with increases seen across all key ratings measures.

- Australians are watching more television overall - an extra 13 minutes of TV a day in metro markets and an extra 24 minutes in regional markets.
- Commercial free-to-air TV is garnering a greater share of viewing, especially in the evening.
- Free TV's average daily reach is up - 13.7 million people tuned in to commercial free-to-air TV every day during summer - up 12.3 per cent for the same period last year.
- Over 6.7 million viewers tuned into Free TV's new channels (7mate, 7TWO, Gem, GO!, ONE and Eleven) every day during the period and collectively Free TV's new channels accounted for a 16.8 per cent share of metro evening viewing.
- Free TV's average audiences are up too - up a massive 14.0 per cent across the day in metro areas and 25.8 per cent in regional areas.

About the data

- OzTAM and RegionalTAM, 5 cap cities and 4 aggregated regional markets
- Summer period (week 49 2010 to week 6 2011)
- Consolidated data for all weeks
- Comparisons with same period previous year/s
- Time spent viewing is based on ATV
- Metro share includes spill, regional share excludes spill
- Free TV's new channels include 7Two, 7mate, Gem, Go!, One and Eleven (launched 11 January 2011)
- Metro and regional figures are added to form a combined estimate
- Reach figures include Tasmania.