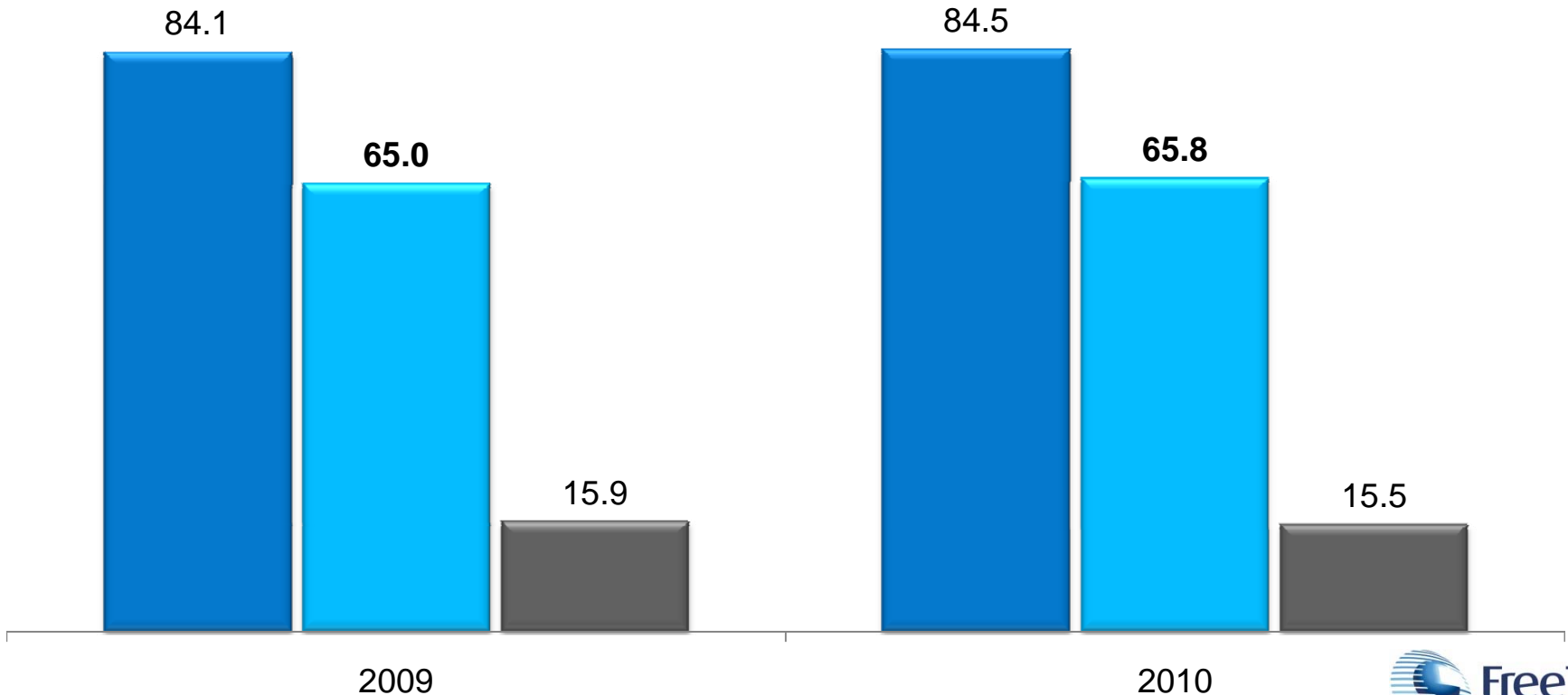


Free TV's share of prime-time viewing is up

So far this year, Free TV's prime-time share has increased from 65.0 to 65.8 per cent across 5 cap cities – in part, due to the new free-to-air digital multi-channels. Pay TV's share is down year-on-year.

% Share of Viewing – 6pm to midnight – Survey YOY Comparisons - Metro

■ Free-to-Air ■ Free TV ■ Pay TV



Source: OzTAM, 5 cap cities, surveys 1-10 2009 and 2010 (ex Easter), total people, 6pm to midnight, metro share includes spill

Free TV's regional prime-time share is up too

Free TV's nightly share of viewing in regional markets has also increased to 64.8 per cent in 2010. Pay TV's share is down year-on-year in regional markets.

% Share of Viewing – 6pm to midnight – Survey YOY Comparisons - Regional

