

# Australians tune in to free-to-air digital channels

**SYDNEY, March 9 AAP – [www.tradingroom.com.au](http://www.tradingroom.com.au)**

**March 09 2010, 6:14PM**

Australians are increasingly choosing free-to-air digital channels with shows like Lost, The Big Bang Theory, sport and children's shows pulling in viewers.

All networks are reporting an increase in the number of viewers watching their digital options since the beginning of the year, thanks largely to more programming choices.

The Nine Network's entertainment channel GO! made double figure audience share ratings for the first time just over a week ago, thanks largely to programs like The Big Bang Theory, Wipeout and Gossip Girl.

Its audience is up 70 per cent from its launch last year.

Seven's digital offering 7TWO is also scoring big numbers with the likes of UK program Heartbeat and US series such as Lost and Ugly Betty, which are no longer screened on the main station.

An episode of Lost screened this year is the most popular program on a digital program - garnering 238,650 viewers.

Network Ten, meanwhile, is attracting a large number of sports viewers with ONEHD, while the public broadcaster's new kids channel ABC3 has become the most watched channel among children aged five to 12 since launching in December.

According to a survey from Digital Tracker 61 per cent of Australian households had converted to digital TV by the end of 2009.

More people are expected to be digital ready this year, and all networks expected to announce more digital channels.

The Mildura/Sunraysia area will be the first region in Australia to go digital-only on June 30.

The major cities will be the final areas to switch over at the end of 2013.

By Katherine Field, National Entertainment Writer