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FREE TV AUDIENCES UP IN 2011

A review of official ratings data for the survey year-to-date shows more people are tuning in to commercial free-to-air television in 2011.

Analysis conducted by Free TV Australia for survey periods 1 – 9 shows a significant increase in the number of people tuning in to Free TV every day. Average audiences are also up across all major demographics as well as Free TV's share of viewing.

- Free TV's average daily reach has hit a 7-year high, with the amount of people tuning in to commercial free-to-air television every day reaching a whopping 14.3 million.
- Free TV's average audiences have also increased across all key demographics. Average audiences in metro markets are up 4.7 per cent and 10.2 per cent in regional markets across the day. Average audiences during the evening have increased 5.5 per cent in metro and 13 per cent in regional (refer table below).
- Free TV has seen significant increases in its share of viewing, particularly during the evenings when the majority of viewing occurs. Free TV's metro evening share has increased from 65.8 per cent to 67.1 per cent, and regional's evening share has increased from 64.5 per cent to 67.6 per cent (refer table below).
- The new channels are contributing to Free TV's ratings success. Free TV's new channels collectively garner a 16.4 per cent share of evening viewing in metro markets and an 18.6 per cent evening share in regional markets.

Refer charts below.

Free TV Average Audience Increases – Survey YTD 2011 vs 2010

		Metro	Regional
2am - 2am	Total People	4.7 %	10.2 %
	Ppl 18-24	3.8 %	14.3 %
	Ppl 25-39	4.1 %	11.6 %
	Ppl 40-54	5.5 %	9.5 %
	Ppl 55+	5.5 %	10.7 %
	Grocery Buyers	4.9 %	11.6 %
	OG1	8.5 %	10.8 %
6pm - Midnight	Total People	5.5 %	13.0 %
	Ppl 18-24	6.0 %	17.4 %
	Ppl 25-39	4.5 %	14.1 %
	Ppl 40-54	5.3 %	11.7 %
	Ppl 55+	7.6 %	15.1 %
	Grocery Buyers	6.6 %	14.4 %
	OG1	8.5 %	16.1 %

Source: OzTAM and RegionalTAM, 5 cap cities and 4 aggregated markets, regional excludes spill, survey weeks 7-44 2011 vs 7-44 2010, ex Easter, based on Consolidated ratings

Share of Television Viewing – Survey YTD Comparison

		Metro			Regional		
		2009	2010	2011	2009	2010	2011
2am - 2am	Free TV	60.3 %	60.1 %	60.7 %	57.4 %	59.1 %	61.2 %
	ABC & SBS	16.7 %	17.2 %	16.5 %	18.6 %	17.9 %	17.7 %
	Pay TV	22.6 %	22.4 %	22.5 %	24.0 %	22.9 %	21.0 %
6pm - Midnight	Free TV	65.0 %	65.8 %	67.1 %	62.3 %	64.5 %	67.6 %
	ABC & SBS	18.9 %	18.4 %	17.0 %	20.7 %	18.9 %	17.2 %
	Pay TV	15.9 %	15.5 %	15.7 %	17.0 %	16.5 %	15.2 %

Source: OzTAM and RegionalTAM, 5 cap cities and 4 aggregated markets, regional excludes spill, survey weeks 7-44 2011 vs 7-44 2010 and 7-44 2009 ex Easter, total ppl, based on Consolidated ratings