

**Media Release**  
**26 May 2010**

## FREE TV HITS A HIGH IN SURVEY 3

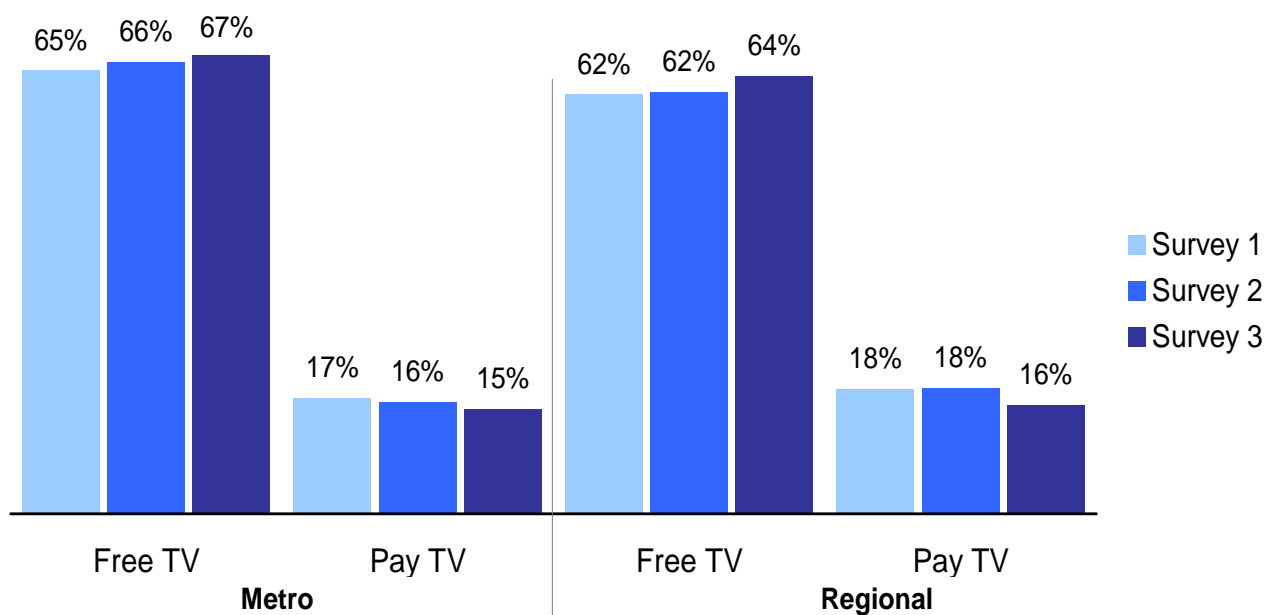
Please note, this report updates media release dated 21 May 2010 to include Consolidated ratings for the full survey period.

Free TV is going from strength to strength in 2010, with survey-on-survey ratings analysis revealing significant gains for commercial free-to-air television in reach, share of viewing and average audiences.

Official ratings data for the survey year (Surveys 1 - 3) reveals consistent growth for Free TV in 2010:

- Average daily reach surged in Survey 3 with 13.8 million Australians tuning in to Free TV every day, up from 13.2 million in Surveys 1 and 2.
- Free TV continues to make impressive gains in share of viewing, peaking in Survey 3 with a 67.2 per cent share of nightly viewing in metro markets and 64.2 per cent in regional areas.

### Nightly Share of Viewing (6pm to midnight) - Metro & Regional



- Free TV is also enjoying audience gains in 2010. Survey 3 nightly metro audiences (total people) are up 7.6 per cent, 18-24's are up 4.4 percent, 25-54's are up 7.8 per cent and GB's are up 6.5 per cent, when compared with the previous survey.
- Time spent viewing also increased in Survey 3, with Australians in metro areas spending an average of 3 hours and 10 minutes a day watching TV (up 9 minutes compared with Survey 2).
- Furthermore, PVR viewing is adding incremental audiences of up to 148,000 viewers, once playback is taken into account.

### Free TV's Top 20 Time Shift Programs – Survey YTD – Metro & Regional

Rank	Program	Preliminary Overnight	Consolidated	% Increase	Audience Increase
1	HOUSE	1,036,000	1,184,000	14.3	148,000
2	THE PACIFIC (EP2)	1,696,000	1,844,000	8.7	148,000
3	THE AMAZING RACE	749,000	892,000	19.1	143,000
4	THE PACIFIC	1,903,000	2,045,000	7.5	142,000
5	THE GOOD WIFE	1,388,000	1,516,000	9.2	128,000
6	UNDERBELLY: GOLDEN MILE	2,293,000	2,421,000	5.6	128,000
7	GREY'S ANATOMY	1,330,000	1,455,000	9.4	125,000
8	UNDERBELLY: GOLDEN MILE (EP2)	2,664,000	2,789,000	4.7	125,000
9	BROTHERS & SISTERS	1,175,000	1,295,000	10.2	120,000
10	NCIS	1,932,000	2,052,000	6.2	120,000
11	UNDERBELLY: GOLDEN MILE (EP1)	2,972,000	3,092,000	4.0	120,000
12	BROTHERS & SISTERS (TUE)	1,183,000	1,298,000	9.7	115,000
13	GREY'S ANATOMY (EP2)	1,270,000	1,382,000	8.8	112,000
14	BONES	1,728,000	1,838,000	6.4	110,000
15	CASTLE	1,258,000	1,368,000	8.7	110,000
16	GLEE	1,602,000	1,710,000	6.7	108,000
17	PRIVATE PRACTICE	854,000	961,000	12.5	107,000
18	CRIMINAL MINDS	1,619,000	1,724,000	6.5	105,000
19	DESPERATE HOUSEWIVES	1,347,000	1,452,000	7.8	105,000
20	FLASHFORWARD (EP2)	456,000	556,000	21.9	100,000

And while year-on-year comparisons are problematic due to the recent changes to the television ratings panels and the introduction of new digital multi-channels, top-line figures reveal Free TV's total metro audiences are up for key demographics in 2010, across the day and during the evenings.

Free TV's director of marketing Rhonda Brown said, "The latest survey has seen some fantastic gains for Free TV in reach, share of viewing and average audiences. With a raft of sensational programming and other exciting developments already in the pipeline, 2010 is proving to be a blockbuster year for Free TV."

**For media enquiries contact Free TV Australia on (02) 8968 7100**

Data sourced OzTAM 5 cap cities and Regional TAM 4 aggregated markets, Survey 1 (7 February to 6 March), Survey 2 (7 March to 17 April – excludes Easter) and Survey 3 (18 April to 15 May), based on Consolidated ratings. Regional share figures exclude spill. Reach figures include Tasmania and have been rounded to one decimal place. For reach and TSV figures, metro and regional numbers have been added together to form a combined figure and rounded. TSV figures are ranked on audience increases. TSV program results represent an average of all times aired during the period.