



Media Release
24 January, 2011

MORE PEOPLE TUNE IN TO FREE TV OVER SUMMER

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.

Summer highlights include the following:

- Australians are watching more TV overall – an extra 12 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 where Free TV's metro evening share accounted for 62.9 per cent (up from 59.6 per cent) and Free TV's regional evening share accounted for 64.6 per cent (up from 57.4 per cent).
- Free TV's new channels are performing particularly well, collectively accounting for a 17 per cent share of metro evening viewing.
- Free TV's average daily reach is up – 13.4 million people tuned in to commercial free-to-air TV every day during Summer – up a massive 11.7 per cent for the same period last year.

Free TV's average audiences are up too – up 13.7 per cent across the day in metro areas and 25.3 per cent in regional areas. In the evenings, average audiences are up 14.8 per cent in metro areas and 29.3 per cent in regional areas.

The top program list shows the summer period has been dominated by major sporting events, news and entertainment programs.

Continued over...

Top 40 Free TV Programs – Summer YTD

Rank	Programs	Avg Aud
1	ONE DAY CRICKET -AUSTRALIA V ENGLAND GAME 1 SESSION 2	2,566,000
2	OPRAH'S ULTIMATE AUSTRALIAN ADVENTURE	2,402,000
3	OPRAH'S ULTIMATE AUSTRALIAN ADVENTURE PART 2	2,184,000
4	GLEE MON	1,930,000
5	TWENTY/20 - AUSTRALIA V ENGLAND GAME 2	1,925,000
6	TWENTY/20 - AUSTRALIA V ENGLAND GAME 1	1,879,000
7	SEVEN NEWS - SUN	1,824,000
8	NEW YEARS EVE 2010 -COUNT DOWN	1,790,000
9	SEVEN NEWS	1,742,000
10	NINE NEWS SUNDAY	1,719,000
11	OPRAH! THE INTERVIEW	1,680,000
12	NINE NEWS	1,650,000
13	ONE DAY CRICKET -AUSTRALIA V ENGLAND GAME 2 SESSION 2	1,644,000
14	OPRAH IN AUSTRALIA: ULTIMATE WILDEST DREAMS	1,636,000
15	THE OPRAH WINFREY SHOW: THE SOUND OF MUSIC REUNION	1,563,000
16	OPRAH'S ULTIMATE FAVOURITE THINGS!	1,523,000
17	THE VICAR OF DIBLEY - SPECIAL	1,522,000
18	HOT PURSUIT	1,514,000
19	CAROLS BY CANDLELIGHT	1,502,000
20	THE ASHES: FOURTH TEST - AUSTRALIA V ENGLAND	1,493,000
21	SEVEN'S TENNIS: 2011 AUST OPEN - DAY 6 NIGHT SESSION	1,473,000
22	A CURRENT AFFAIR	1,472,000
23	SEVEN NEWS - SAT	1,469,000
24	ONE DAY CRICKET -AUSTRALIA V ENGLAND GAME 1 SESSION 1	1,455,000
25	WOOLWORTHS' CAROLS IN THE DOMAIN 2010	1,453,000
26	NINE NEWS SATURDAY	1,447,000
27	SEVEN'S TENNIS: 2011 AUST OPEN - DAY 2 NIGHT SESSION	1,408,000
28	THE VICAR OF DIBLEY CHRISTMAS SPECIAL	1,408,000
29	TODAY TONIGHT	1,407,000
30	RUSH	1,402,000
31	THE ASHES: THIRD TEST - AUSTRALIA V ENGLAND	1,399,000
32	BORDER PATROL	1,385,000
33	SHREK THE HALLS	1,351,000
34	THE ENFORCERS	1,341,000
35	CRIMINAL MINDS - MON	1,340,000
36	COASTWATCH	1,307,000
37	UNDER THE HAMMER - SUMMER	1,289,000
38	CRIMINAL MINDS - WED	1,286,000
39	THE BIG BANG THEORY	1,273,000
40	RECRUITS	1,262,000

Source: OzTAM and RegionalTAM, 5 cap cities and 4 aggregated regional markets, summer period (week 49 2010 to week 4 2011), consolidated data (except week 4 which is based on overnights), comparisons with same period previous year, ATV, metro share includes spill, regional share excludes spill, Free TV's new channel share comprises 7Two, 7mate, Gem, Go!, One and Eleven (launched 11 January 2011), metro and regional figures are added to form a combined estimate, reach figure includes Tasmania.

For more information contact Free TV on (02) 8968 7100