

Media Release
30 August 2010

T : 61 2 8968 7100
 F : 61 2 9969 3520
 W : freetv.com.au

FREE TV VIEWING UP IN 2010

Australian television viewers are voting with their remotes in 2010, with Free TV posting year-on-year growth in average audiences, reach and share of viewing.

A review of official ratings data for survey year-to-date shows:

- Total television viewing is up. Australians are watching an average of 3 hours and 10 minutes of total TV *each day* in metro markets – up 3 minutes on the same period last year. Regional viewing is up too – regional viewers are now watching 3 hours and 14 minutes of TV *every day*.
- Free-to-air TV continues to dominate share of viewing across the day. And during the evening, free-to-air's metro share has risen to 84.5 per cent, while pay TV's share has dropped to 15.5 per cent (down from 16.1 per cent last year). In regional markets, free-to-air's evening share is 83.2 per cent.
- People with pay TV are now spending more of their evening viewing time with free-to-air TV. Free-to-air's evening metro share within pay TV homes has risen to 57 per cent, while pay TV's share has declined to 43 per cent.
- The increasing popularity of Free TV's multi-channels is helping drive a significant increase in reach. Over 13.3 million Australians are tuning in to Free TV every day - up from 12.7 million in 2009.
- Free TV is also seeing average audience increases in 2010 across key demographics. Prime-time audiences are up 5.6 per cent in metro markets, and 5.3 per cent in regional areas, year-on-year.

Free TV Average Audience Increases – YOY - % Increases

Daypart	Demographic	Metro	Regional
2am to 2am	Total People	3.7%	5.1%
	Ppl 18-39	4.1%	2.2%
	Ppl 25-54	3.9%	7.0%
	Ppl 55+	7.3%	7.5%
6pm - Midnight	Total People	5.6%	5.3 %
	Ppl 18-39	6.6%	2.5%
	Ppl 25-54	6.2%	7.4%
	Ppl 55+	9.1%	8.8%

These ratings results prove Australian's appetite for Free TV isn't waning. And with a raft of new blockbuster programming on its way – such as The X Factor, The Block and Junior MasterChef - as well as the launch of brand new free-to-view digital multi-channels, Free TV will continue to be the one to watch.

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