

New channel launches boost regional TV audiences by 19%

Mumbrella

April 28th, 2011 at 3:23 pm

Commercial television audiences in regional areas increased by 19.2% this year, growth which Regional TV Marketing says is owed almost entirely to the launch of new digital channels GEM, 7Mate and Eleven. The average audience for combined aggregated markets – which include Queensland, Tasmania, Victoria, North New South Wales and South New South Wales – is 1.574m, up from 1.320m in 2010.

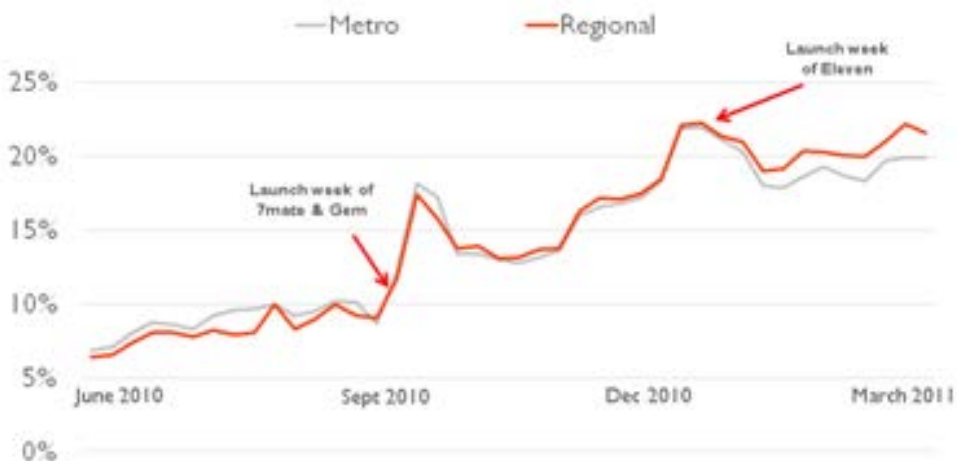
Digital uptake has been faster in regional areas because analogue switch-off is scheduled two years earlier than in metro areas, noted Regional TV Marketing's general manager Brian Hogan.

"The success of the new commercial free to air TV channels proves regional consumers want more choice in their viewing options but they want it for free," he said.

The new channels achieved a combined average regional audience of 457,000 viewers during peak viewing time. RTM pointed out that this number was almost 50% greater than the 315,000 average viewers achieved by pay TV in regional markets so far this year.

Digital free to air channels now account for 20% of all TV viewing in regional Australia.

Audience share of the new commercial "digital" channels has more than tripled since June 2010



Source: Regional TV Marketing