

**Media Release**  
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## **PAY TV HOMES WATCHING MORE FREE TV**

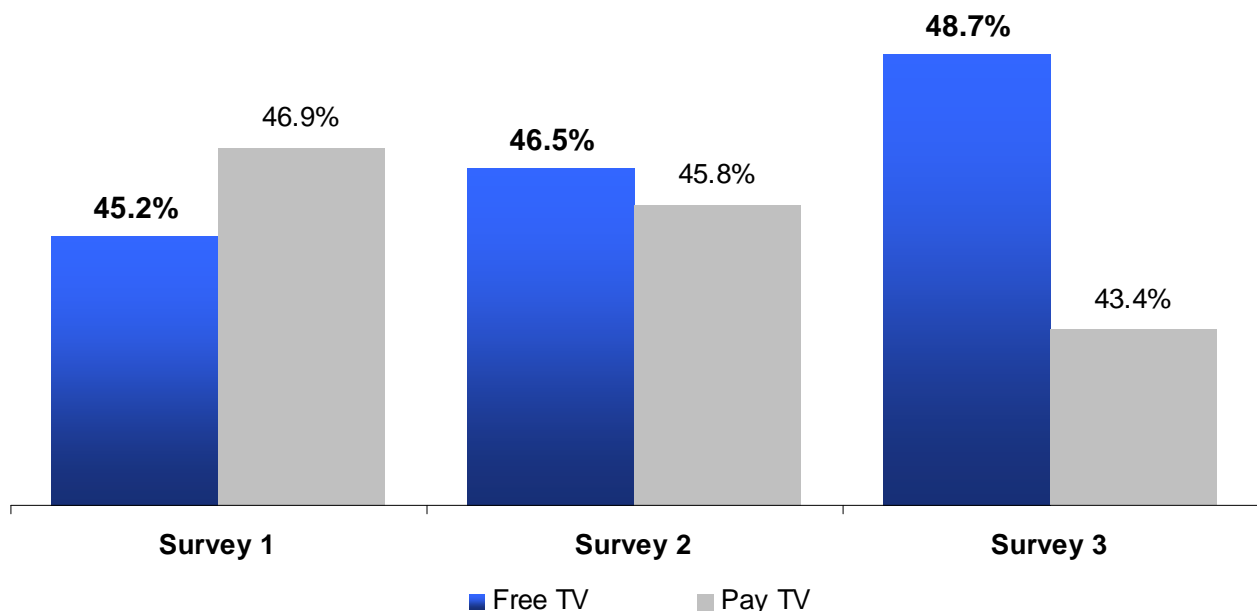
A review of official OzTAM ratings data for Survey 3 shows people in pay TV homes are watching more Free TV.

In pay TV homes, Free TV's share of the all-important 6pm to midnight timeslot (which accounts for 75 per cent of total television viewing) is increasing, while pay TV's share is decreasing:

- In Survey 2, Free TV overtook pay TV in terms of share of nightly viewing in pay TV households with a 46.5 per cent share.
- In Survey 3, the gap has widened. Free TV accounted for 48.7 per cent of nightly viewing in pay TV homes, while pay TV accounted for only 43.4 per cent of nightly viewing.

### **Share of Nightly Viewing – National Pay TV Homes**

(excludes ABC and SBS)



Source: OzTAM national pay TV database, 6pm to midnight, total people, based on consolidated data, surveys 1-3 2010 (excl Easter). Free TV share comprises 3 main and 3 digital multi-channels, pay TV share comprises 100+ channels.

Even across the day, Free TV's share of viewing in pay TV households is also growing while pay TV's share is declining.

Free TV Australia's director of marketing Rhonda Brown said, "The fact that people who are paying for TV are choosing to watch more Free TV than pay TV during prime-time, reflects the strength of Free TV's programming and the increasing popularity of the new digital multi-channels."

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