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SUMMER OFF TO A CRACKING START

Figures released by Free TV Australia today show the summer ratings season is off to a great start, with increases recorded across all key measures including time spent viewing, average daily reach, average audiences and share of TV viewing.

A review of the first three weeks (28 Nov to 18 Dec) of the official summer ratings period shows:

- People are spending more time watching TV overall – up 8 minutes per week in metro markets and 25 minutes per week in regional areas year-on-year.
- More people are tuning in to Free TV - average daily reach for the period is 13.2 million, a 6 year high.
- Free TV’s share of viewing has increased to 59.6 per cent (up from 58.4 per cent in 2009) across the day and 63.0 per cent (up from 60.9 per cent in 2009) during the evening in metro markets.
- Free TV’s average audiences are up 9.1 per cent overall in metro markets and 24.2 per cent in regional markets across the day.
- Free TV’s average audiences are also up during the evenings, with an overall year-on-year increase of 8.8 per cent in metro markets and 26.8 per cent in regional markets.

Average Audiences - Free TV & Pay TV Summer YTD Year-On-Year Comparisons

		Free TV		Pay TV
		Metro	Regional	National Pay TV
2am - 2am	Total People	9.1%	24.2%	0.9%
	Ppl 0-17	1.1%	32.5%	4.0%
	Ppl 16-24	0.5%	6.7%	-2.4%
	Ppl 25-39	1.9%	35.5%	0.3%
	Ppl 25-54	6.9%	27.5%	-2.1%
	Ppl 40-54	11.5%	21.9%	-4.0%
	Ppl 55+	16.7%	22.1%	2.0%
	GB w Kids	6.6%	25.2%	1.9%

Average Audiences - Free TV & Pay TV Summer YTD Year-On-Year Comparisons

		Free TV		Pay TV
		Metro	Regional	National Pay TV
6pm - Midnight	Total People	8.8%	26.8%	-1.4%
	Ppl 0-17	3.9%	35.2%	1.8%
	Ppl 16-24	2.4%	10.7%	1.9%
	Ppl 25-39	0.7%	35.5%	-0.2%
	Ppl 25-54	6.1%	28.1%	-5.0%
	Ppl 40-54	11.1%	22.7%	-9.0%
	Ppl 55+	16.4%	26.2%	0.9%
	GB w Kids	6.2%	24.9%	-2.2%

Source: OzTAM & RegionalTAM, 5 city metro, 4 agg markets, National markets, individuals, wks 49-51 2010 (wk 51 overnights only) versus wks 49-51 2009. Average time spent viewing (ATV). Metro and regional figures combined for average daily reach (ex spill). Please note: change made to TV ratings panels from 27 December 2009 to include PVR homes.

The strength of the programming offered by the free-to-air networks, as well as the popularity of the new free-to-air channels, are contributing to very healthy ratings. With a blockbuster line-up scheduled over January, Free TV is sure to be the one to watch this summer.

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