

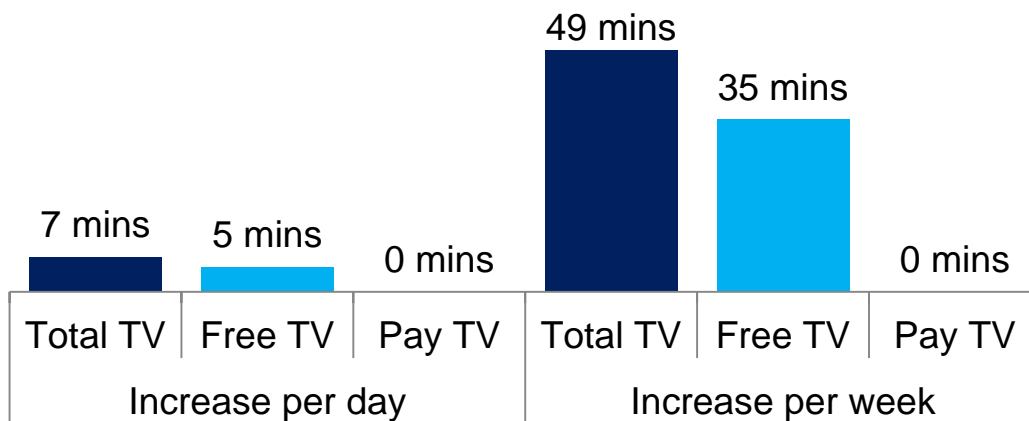
**Media Release**  
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## TIME SPENT WATCHING TV INCREASING IN 2011

A review of official ratings data shows that Australians are spending more time watching traditional television in 2011, when compared with the same period last year.

So far this year, daily TV viewing in metro areas has increased to 3 hours and 9 minutes – up 7 minutes a day or 49 minutes per week. The increase in time spent viewing is being driven primarily by viewing of commercial free-to-air television (Free TV), which is up 5 minutes per day or 35 minutes a week. Pay TV's average daily viewing remains static.

### Time Spent Watching Traditional TV – YOY Increase – Metro



Source: OzTAM, 5 cap cities, total people, average time viewed TV (ATV), 2am to 2am, weeks 1-19, 2011 vs 2010, consolidated data.

Total TV viewing in regional areas is up a phenomenal 20 minutes a day, with Free TV viewing up 17 minutes a day. Pay TV's average daily viewing in regional areas is down 2 minutes a day.

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