

Media Release
21 December 2009

BUMPER START TO SUMMER ON FREE TV

Figures released today by Free TV Australia show more people are tuning in to Free TV over Summer.

Official OzTAM ratings data shows that in the first three weeks of Summer, Free TV viewing is up 6.4 per cent across the day and 4.3 per cent during prime-time. Viewing of Free TV has increased across all key buying demographics.

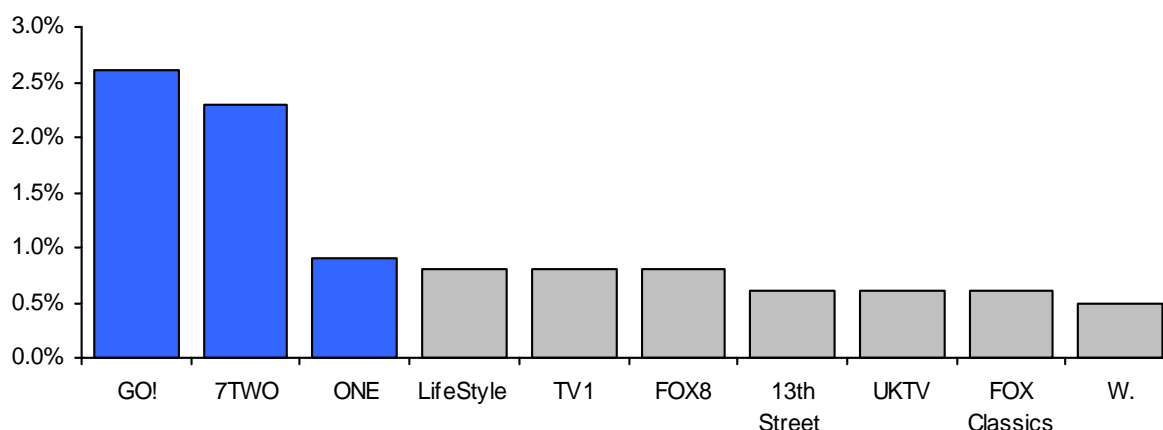
Average Metro Audiences Over Summer - '09 vs '08

	All day (2am – 2am)		Prime-time (6pm – Midnight)	
	Free TV	Pay TV	Free TV	Pay TV
Total Ppl	6.4 %	-4.1 %	4.3 %	-2.7 %
Ppl 18-24	7.9 %	7.1 %	2.8 %	1.6 %
Ppl 25-39	11.3 %	-10.0 %	10.7 %	-5.6 %
Ppl 40-54	5.4 %	1.3 %	3.4 %	-0.5 %
Ppl 55+	2.8 %	-3.6 %	0.3 %	0.2 %
GB w Kids	6.1 %	-15.2 %	2.0 %	-6.4 %

Source: OzTAM, 5 city metro, 29 Nov - 19 Dec 2009 v 30 Nov - 20 Dec 2008

Free TV's new digital multi-channels are contributing to the overall growth of Free TV.

Share of Viewing - Prime-time - Free TV Digital Multi-Channels and Pay TV



Source: OzTAM, 5 city metro, 29 Nov - 19 Dec 2009, 6pm - midnight

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