



44 Avenue Road
Mosman NSW
Australia 2088

T : 61 2 8968 7100
F : 61 2 9969 3520
W : freetv.com.au

**Media Release
2 July 2009**

QUARTERLY RATINGS UPDATE

It's been a phenomenal second quarter for Free TV networks with viewers tuning in to home-grown shows in massive numbers. Programs like *Packed to the Rafters*, *Thank God You're Here*, *State of Origin* footy, *Underbelly*, *Talkin' 'Bout Your Generation* and *Masterchef* have consistently attracted huge audiences during the period – all averaging a combined audience of at least 2 million viewers.

The quarterly review of the television ratings (1 April to 30 June) also reveals more people are tuning in to Free TV. The second quarter saw average audiences grow 2.7 per cent across the day in metro areas and 1.0 per cent in regional markets.

In prime-time, when the majority of viewing occurs, audiences were up 6.2 per cent in metro markets compared to Q1 and 6.1 per cent in regional areas. Increases were recorded across all major demographics.

Q2 v Q1 Nightly Viewing Increases 2009

	Metro	Regional
Total Ppl	6.2%	6.1%
Ppl 16-24	10.1%	20.6%
Ppl 16-39	8.0%	10.7%
Ppl 18-49	8.8%	7.3%
Ppl 25-39	7.4%	7.3%
Ppl 25-54	7.4%	6.5%
Ppl 40-54	7.3%	5.8%
Ppl 55-64	3.8%	1.7%
Ppl 55+	0.5%	1.1%
GB	3.8%	3.8%
GB w Kids	7.8%	5.5%

OzTAM and Regional TAM; 5 city metro and 4 aggregated regional markets ex Tas; Q2 (April - June 09) v Q1 (Jan -March 09); 6pm – midnight.

Among key advertising demos Free TV dominated metro viewing share, garnering a 70 per cent share of 16-24s and a 72 per cent share of 25-39s.

Average audiences were also up on Q2 2008 for a number of key demos such as 25-39s and 40-54s.

On average, more than 13.2 million Australians tuned in to Free TV each and every day during the period.

-ENDS-

For media enquiries contact Free TV Australia – 02 8968 7100