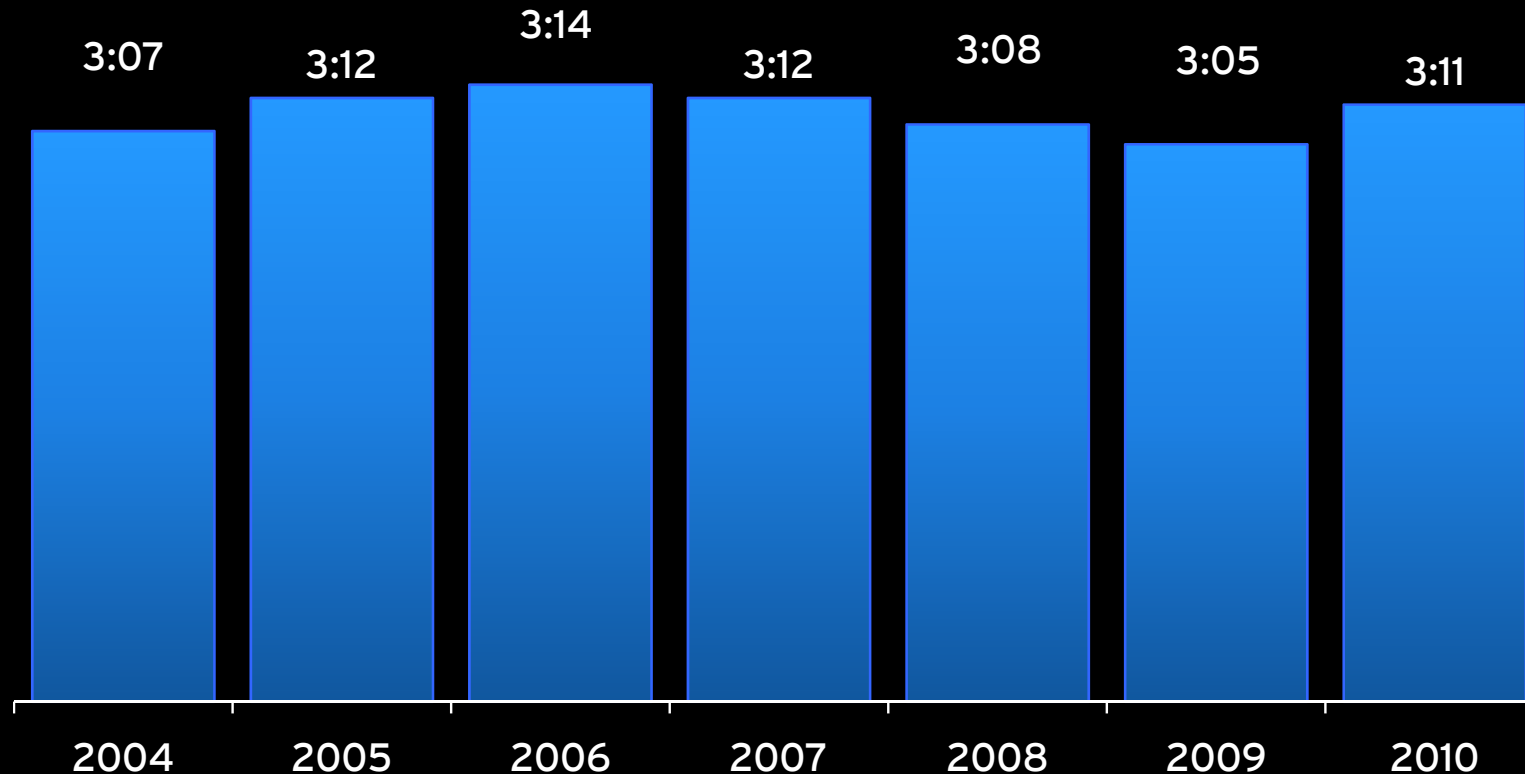


In 2010 people watched more TV

TV consumption is on the rise. In 2010, TV viewing reached a three-year-high with Australians in metro markets watching an average of 3 hours and 11 minutes of television a day!

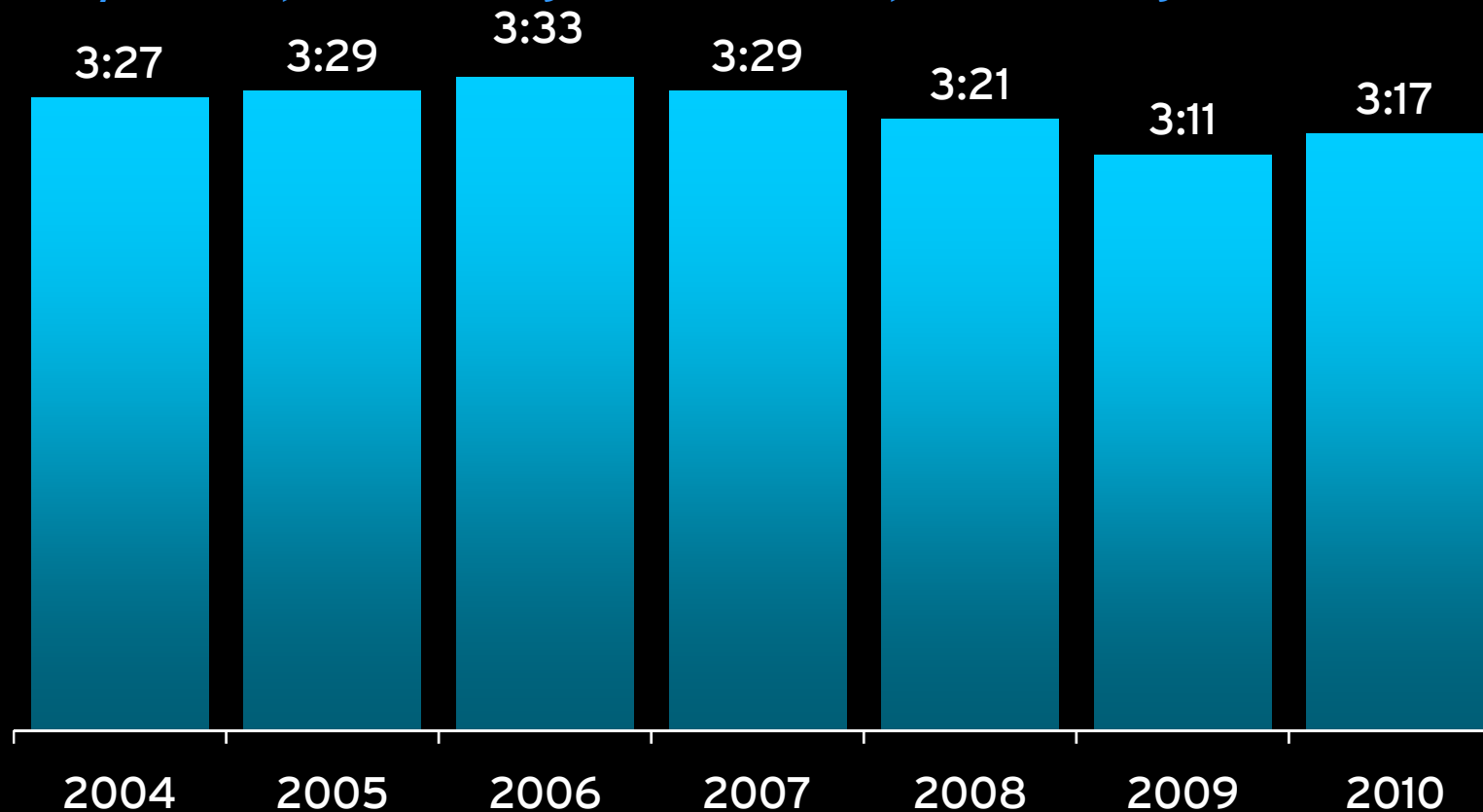
Daily Time Spent Viewing TV - YOY Comparison - Metro



In 2010 people watched more TV

TV viewing is up in regional markets too. Regionally-based Australians spent an average of 3 hours and 17 minutes watching TV in 2010.

Daily Time Spent Viewing TV - YOY Comparison - Regional



Source: RegionalTAM, 4 aggregated markets, survey years 2004 - 2010, total TV, excludes Summer Olympics and Commonwealth Games, ATV

