

2010: A WATERSHED YEAR FOR FREE TV



Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
27 Dec:	Jan to Mar:	March:	26 May:	May/June:	30 June:	21 July:	25 July:	25/26 Sept:	October:		
PVR RATINGS SIGNALS A NEW ERA IN MEASUREMENT	NETWORKS EXPAND FREE TV CONTENT ACROSS 3 SCREENS	RESEARCH CONFIRMS TV STILL MOST POPULAR MEDIA	WORLD'S FIRST EVER LIVE FREE-TO-AIR 3D BROADCAST	FREE TV'S REACH HITS A FOUR-YEAR HIGH	AUSTRALIA'S DIGITAL SWITCH-OVER COMMENCES IN MILDURA	FREE TV POSTS RECORD AD REVENUE GROWTH	MASTERCHEF FINALE SMASHES RATINGS RECORDS	LAUNCH OF BRAND NEW DIGITAL MULTI-CHANNELS	3 IN 4 HAVE DIGITAL TV WHILE MULTI-CHANNELS HIT RATINGS PEAK		
Households with personal video recorders (PVRs) are included in the ratings measurement panels for the first time, capturing time-shift television viewing. Free TV now reports on both preliminary overnight (live + as live), and consolidated (live + 7 days) ratings.	Free TV networks launch enhanced catch-up TV services online – giving viewers the chance to catch-up on missed episodes and view additional content for free via Plus7, FOX Play, or ten.com.au. Networks also expand their mobile offerings – offering free live streaming.	The Roy Morgan Time Spent With Media survey confirms that Australians still spend more time with TV than any other medium, watching an average of over 21 hours of television per week.	The first game of the State of Origin delivers a world-first – the first ever free-to-air 3D broadcast. The match also smashes ratings records – pulling the highest-ever audience for a State of Origin match in ratings history. The AFL Grand Final in September was also broadcast live in 3D.	Survey 4 of the ratings year sees Free TV's average daily reach hit a four-year high - with a massive 13.7 million Australians tuning in to Free TV every day of the survey period.	Victoria's Mildura/Sunraysia becomes the first region in Australia to switch-off its analogue broadcast signal and move to digital-only television. The digital switchover will roll-out around the country until 2013.	Commercial free-to-air networks post massive year-on-year ad revenue growth of 17.8 per cent for the 2010 Jan-June half – spend tops \$1.8 billion for the first six months of 2010.	The MasterChef Grand Finale becomes the highest rating program in Australian ratings history, with an average audience of more than 5.2 million Australians tuning in to watch Adam take out the amateur cooking title.	7mate and GEM launch on Australian TV, complementing the ever-popular stable of free-to-air digital multi-channels. While both channels offer programming with broad appeal, 7mate is aimed towards male audiences, while GEM appeals to mature females. Ten announces its launch of another digital channel Eleven, early in 2011.	The Govt's Digital Tracker confirms 75 per cent of Australian homes have converted from analogue to digital TV. The free-to-air digital multi-channels continue to rise in popularity, attracting their highest share yet (in wk 41) with a combined total of 18 per cent of total daily TV viewing.		