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FREE TV AUDIENCES INCREASE OVER SUMMER

Official OzTAM ratings data released today by peak industry body Free TV Australia reveals that more viewers are tuning into commercial free-to-air television this Summer.

Analysis of the 09/10 Summer survey period (which commenced on 29 November 2009) shows that total Free TV audiences have increased more than 1.3 per cent overall, while total pay TV audiences are down 0.1 per cent (2am – 2am).

Summer Metro Audiences – Year on Year

	2am to 2am	
	Free TV	Pay TV
Total Ppl	1.3%	-0.1%
Ppl 18-24	3.1%	8.4%
Ppl 25-54	1.5%	1.9%
Ppl 55+	0.1%	-1.4%
GB w Kids	1.5%	-1.7%

Source: OzTAM; 5 cap cities, 2am – 2am. Summer ratings period (29 Nov 2009 to 23 Jan 2010 compared to 30 Nov 2008 to 24 Jan 2009). Includes consolidated ratings (live + as live + Time Shift viewing) from 27 Dec 2009. Please also note change to panel from 27 Dec 2009.

Free TV has also seen increases across the key demographics of people 18 to 24, people 25 to 54, people 55+ and grocery buyers with kids during the 2am to 2am timeslot. Audiences have also increased during prime-time (6pm to midnight) for 18 to 24s (up 1.4 per cent) and 25 to 54s (up 0.8 per cent).

While the inclusion of Time Shift ratings (from 27 December) has contributed to audience growth, the increases can also be attributed to the growing popularity of Free TV's new digital multi-channels; GO!, 7TWO and ONE available on the Freeview platform. GO!'s prime-time share so far this Summer is 2.5 per cent, 7TWO is 2.3 per cent and ONE is 0.8 per cent.

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