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FREE TV'S SUMMER ONE OF THE HIGHEST ON RECORD

- ↑ *Free TV's average daily reach hits a 7-year high*
- ↑ *Free TV's daily and evening share best since 2006/07*
- ↑ *Average audiences some of the best on record for the period*
- ↑ *Average daily reach for Free TV's new channels a massive 6.7 million*

A review of official ratings for the 2010-11 summer season shows Australians are watching more Free TV, with commercial free-to-air television seeing increases in share, average audiences and reach across the period.

- Australians are watching more television overall – an extra 12 minutes of TV a day in metro markets and an extra 24 minutes in regional markets.
- Commercial free-to-air TV is garnering a greater share of viewing, especially in the evening where Free TV's metro evening share accounted for 63.8 per cent (up from 60.9 per cent). Free TV's regional evening share accounted for 65.3 per cent (up from 58.3 per cent).
- Free TV's average daily reach is up – 13.6 million people tuned in to commercial free-to-air TV every day during summer – up 11.5 per cent for the same period last year.
- Over 6.7 million viewers tuned into Free TV's new channels (7mate, 7TWO, Gem, GO!, ONE and Eleven) every day during the period and collectively Free TV's new channels accounted for a 16.7 per cent share of metro evening viewing.
- Free TV's average audiences are up too – up 13.6 per cent across the day in metro areas and 25.6 per cent in regional areas. In the evenings, averages audiences are up 13.6 per cent in metro areas and 27.8 per cent in regional areas.

Average Audience Increases – Summer YOY Comparisons

		Free TV Metro	Free TV Regional	National Pay TV
2am - 2am	Total Ppl	13.6%	25.6%	1.8%
	Ppl 16-24	4.0%	18.6%	-6.1%
	Ppl 25-39	9.5%	34.8%	3.5%
	Ppl 40-54	16.3%	24.2%	-3.7%
	Ppl 55+	18.5%	24.2%	-0.1%
	Grocery Buyers	16.6%	24.7%	-0.8%
6pm - midnight	Total Ppl	13.6%	27.8%	-1.1%
	Ppl 16-24	4.9%	26.2%	-3.2%
	Ppl 25-39	8.6%	34.0%	2.6%
	Ppl 40-54	15.9%	25.4%	-8.7%
	Ppl 55+	20.0%	27.6%	-1.8%
	Grocery Buyers	16.9%	25.8%	-2.8%

The top program list shows the summer period has been dominated by major sporting events, news and entertainment programs (refer attached).

Source: OzTAM and RegionalTAM, 5 cap cities and 4 aggregated regional markets, summer period (week 49 2010 to week 6 2011), consolidated data for all weeks except week 6 which is based on overnights, comparisons with same period previous year/s, time spent viewing is based on ATV, metro share includes spill, regional share excludes spill, Free TV's new channels include 7Two, 7mate, Gem, Go!, One and Eleven (launched 11 January 2011), metro and regional figures are added to form a combined estimate, reach figures includes Tasmania, top program list represents an average of all times aired during the period.

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

Top Programs – Summer 10/11

Rank	Top 40 Free TV Programs	Combined Average Audience
1	ONE DAY CRICKET -AUSTRALIA V ENGLAND GAME 1 SESSION 2	2,567,000
2	OPRAH'S ULTIMATE AUSTRALIAN ADVENTURE	2,497,000
3	SEVEN'S TENNIS: 2011 AUST OPEN - WOMEN'S FINAL	2,348,000
4	OPRAH'S ULTIMATE AUSTRALIAN ADVENTURE PART 2	2,302,000
5	SEVEN'S TENNIS: 2011 AUST OPEN - WOMEN'S FINAL PRESENTATION	2,266,000
6	ONE DAY CRICKET -AUSTRALIA V ENGLAND GAME 3 SESSION 2	2,163,000
7	ONE DAY CRICKET -AUSTRALIA V ENGLAND GAME 6 SESSION 2	2,056,000
8	ONE DAY CRICKET -AUSTRALIA V ENGLAND GAME 5 SESSION 2	2,019,000
9	NCIS	1,995,000
10	GLEE MON	1,930,000
11	TWENTY/20 - AUSTRALIA V ENGLAND GAME 2	1,925,000
12	SEVEN'S TENNIS: 2011 AUST OPEN - MEN'S FINAL	1,904,000
13	SEVEN'S TENNIS: 2011 AUST OPEN - DAY 11 NIGHT SESSION	1,886,000
14	OPRAH IN AUSTRALIA	1,885,000
15	ONE DAY CRICKET -AUSTRALIA V ENGLAND GAME 4 SESSION 2	1,882,000
16	TWENTY/20 - AUSTRALIA V ENGLAND GAME 1	1,879,000
17	NINE NEWS SUNDAY	1,858,000
18	SEVEN NEWS - SUN	1,817,000
19	ONE DAY CRICKET - AUSTRALIA V ENGLAND GAME 2 SESSION 2	1,809,000
20	NEW YEARS EVE 2010 -COUNT DOWN	1,790,000
21	THE BIGGEST LOSER FAMILIES - LAUNCH	1,774,000
22	SEVEN NEWS	1,749,000
23	OPRAH IN AUSTRALIA: ULTIMATE WILDEST DREAMS	1,730,000
24	MY KITCHEN RULES-TUE	1,721,000
25	BONES-MON	1,705,000
26	ONE DAY CRICKET - AUSTRALIA V ENGLAND GAME 5 SESSION 1	1,705,000
27	HAWAII FIVE-O	1,703,000
28	THE BIGGEST LOSER FAMILIES - TRAINERS' WEIGH-IN	1,701,000
29	OPRAH! THE INTERVIEW	1,680,000
30	MY KITCHEN RULES-MON	1,674,000
31	NINE NEWS	1,640,000
32	MODERN FAMILY EP 2	1,624,000
33	\$#! MY DAD SAYS	1,620,000
34	SEVEN'S TENNIS: 2011 AUST OPEN - WOMEN'S FINAL INTRODUCTION	1,586,000
35	MODERN FAMILY	1,574,000
36	THE OPRAH WINFREY SHOW: THE SOUND OF MUSIC REUNION	1,563,000
37	ONE DAY CRICKET -AUSTRALIA V ENGLAND GAME 3 SESSION 1	1,545,000
38	OPRAH'S ULTIMATE FAVOURITE THINGS!	1,523,000
39	THE VICAR OF DIBLEY - SPECIAL	1,522,000
40	CAROLS BY CANDLELIGHT	1,502,000