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25% LIKELY TO SWITCH-OFF PAY TV

Research released today by Free TV Australia revealed that one in four pay TV subscribers are likely to cancel or downgrade their pay TV subscription because of the increased choice offered by the new free-to-air channels.

The national survey, conducted by Jigsaw Strategic Research last month, was part of a broader quantitative study of more than 1,500 digital TV viewers that explored consumers' attitudes towards the recently launched free-to-air channels (ie. 7TWO, GO!, ONE, 7MATE and GEM as well as ABC2, ABC3, ABC News 24, SBSHD, SBSTwo).

The study found that:

- 7 out of 10 people say that free-to-air TV is getting better.
- 1 in 3 people admit that they are watching more TV now that they have access to the additional free-to-air channels.
- 6 in 10 people say that the new free-to-air channels are now part of their regular TV viewing.
- 77 per cent of people (without pay TV) are now much less or less likely to consider subscribing to pay TV because of the increased choice offered by the new free-to-air channels.
- 25 per cent of current pay TV subscribers are either very likely or likely to consider cancelling or downgrading their pay TV subscription because of the increased choice offered by the new free-to-air channels.
- 64 per cent of lapsed pay TV subscribers (those who have switched-off their pay TV service in the last 12 months) say that the increased choice offered by the new free-to-air channels was an important factor in their decision to cancel their pay TV service.

Free TV CEO, Julie Flynn, said the research recognises the quality of the new channels and reaffirms the strength of the free-to-air digital platform in Australia.

“The research highlights the increasing popularity of free-to-air television and shows how the new channels have quickly become a part of our everyday TV viewing.”

Flynn adds, “The research also recognises Australians appetite for more, quality programming that you don’t have to pay for.”

(Nationally representative sample of digital TV viewers, people 13-64 years, n=1504. Pay TV subs, 18 years+, n=434. Lapsed pay TV subs, 18 years+, cancelled within the last 12 months n=76.)

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