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AUSTRALIANS WATCHING AN EXTRA 35 MINS OF TV A WEEK

A review of official ratings data for the first six months of this year shows a phenomenal increase in the average time Australians are spending watching traditional TV.

Analysis shows viewers in metro areas are watching an additional 35 minutes of television a week and regional viewers are watching an extra 1 hour and 45 minutes a week, when compared to the same period last year. The majority of this time is spent watching commercial free-to-air television.

Commercial free-to-air networks have seen average daily reach hit a seven year high with over 14.3 million Australians tuning into Free TV every day, up from 13.3 million in 2010.

Free TV's average audiences have also increased. Metro audiences are up 7.9 per cent across the day (2am to 2am) and 8.3 per cent during the evenings (6pm to midnight). Regional audiences are up 18.3 per cent across the day and 19.9 per cent during the evenings. In fact, all major demos have seen year-on-year increases.

Free TV Average Audience Increases - 2011 vs 2010 - Jan to June

		Metro Free TV	Regional Free TV
2am - 2am	Total Ppl	7.9%	18.3%
	Ppl 16-24	2.4%	12.6%
	Ppl 25-39	5.3%	22.4%
	Ppl 40-54	8.1%	17.9%
	Ppl 55+	11.6%	17.5%
	GBs	9.0%	19.2%
	GBs w Kids	7.7%	14.3%
6pm - Midnight	Total Ppl	8.3%	19.9%
	Ppl 16-24	4.5%	14.3%
	Ppl 25-39	5.9%	24.3%
	Ppl 40-54	8.0%	18.1%
	Ppl 55+	12.8%	20.5%
	GBs	10.0%	20.0%
	GBs w Kids	5.9%	13.1%

Furthermore, Free TV is garnering a larger share of viewing in 2011. Metro share of evening viewing is up from 65.1 to 66.6 per cent and regional evening share is up from 62.3 to 67.2 per cent. Free TV's share of daily viewing is also up in metro and regional markets.

Free TV's director of marketing Rhonda Brown says the figures reaffirm the strength of the television platform.

"Despite the plethora of entertainment and information options available to consumers, television still plays a central role in people's lives.

"Blockbuster programming and the new digital channels have helped fuel an extraordinary increase in the number of people tuning into Free TV every day," says Brown.

Every one of the top 40 programs on Free TV so far this year has attracted a minimum average audience of 2 million plus viewers. Refer attached for Free TV's top program list for 2011.

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

Top 100 Free TV Programs - Jan to June 2011

RANK	PROGRAM	AVG AUD
1	STATE OF ORIGIN 1ST MATCH	3,495,000
2	STATE OF ORIGIN 2ND MATCH	3,388,000
3	MY KITCHEN RULES-WINNER ANNOUNCED	3,001,000
4	PACKED TO THE RAFTERS	2,718,000
5	DOWNTON ABBEY	2,680,000
6	AUSTRALIA'S GOT TALENT-TUE	2,647,000
7	ONE DAY CRICKET-AUST V ENG G1 S2	2,567,000
8	OPRAH'S ULTIMATE AUST ADVENTURE	2,497,000
9	WILLIAM & KATE-WEDDING-EVENING	2,495,000
10	MY KITCHEN RULES-GRAND FINAL	2,481,000
11	WILLIAM & KATE-WEDDING-FAMILY ARRIVAL	2,413,000
12	TENNIS: 2011 AUST OPEN-WOMEN'S FINAL	2,348,000
13	BIGGEST LOSER-FINALE NIGHT	2,347,000
14	STATE OF ORIGIN 1ST PRE MATCH	2,338,000
15	OPRAH'S ULTIMATE AUST ADVENTURE P2	2,302,000
16	MASTERCHEF - TOP 50 MON	2,297,000
17	MASTERCHEF MON	2,281,000
18	TENNIS: 2011 AUST OPEN-WOMEN'S FINAL PRES	2,266,000
19	STATE OF ORIGIN 2ND PRE MATCH	2,222,000
20	MASTERCHEF - TOP 50 THURS	2,201,000
21	BIGGEST LOSER-WINNER ANNOUNCED	2,199,000
22	WILLIAM & KATE-WEDDING-LATE	2,195,000
23	WILLIAM & KATE-WEDDING	2,164,000
24	ONE DAY CRICKET - AUST V ENG G3 S2	2,163,000
25	AUSTRALIA'S GOT TALENT- WED	2,154,000
26	DANCING WITH THE STARS	2,137,000
27	MASTERCHEF THURS	2,130,000
28	MASTERCHEF - LAUNCH	2,126,000
29	MASTERCHEF - TOP 50 TUES	2,126,000
30	MASTERCHEF WED	2,123,000
31	STATE OF ORIGIN 2ND POST MATCH	2,118,000
32	MY KITCHEN RULES-TUE	2,111,000
33	WINNERS & LOSERS	2,085,000
34	WINNERS & LOSERS-EP.2	2,084,000
35	UNDERBELLY FILES: TELL THEM LUCIFER WAS HERE	2,067,000
36	ONE DAY CRICKET- AUST V ENG G6 S2	2,057,000
37	MASTERCHEF - TOP 50 WED	2,048,000
38	MASTERCHEF	2,046,000
39	MASTERCHEF TUES	2,041,000
40	WILLIAM & KATE-WEDDING-EV	2,034,000
41	ONE DAY CRICKET - AUST V ENG G5 S2	2,019,000
42	MASTERCHEF SUN	2,018,000
43	MASTERCHEF - TOP 24 REVEALED	1,992,000
44	NINE NEWS SUNDAY	1,956,000
45	MY KITCHEN RULES-MON	1,953,000
46	MY KITCHEN RULES-WED	1,924,000
47	SEVEN NEWS - SUN	1,915,000
48	TWENTY/20 - AUSTRALIA V ENGLAND	1,909,000
49	TENNIS: 2011 AUST OPEN-MEN'S FINAL	1,906,000
50	MIGHTY SHIPS	1,898,000

Top 100 Free TV Programs - Jan to June 2011

RANK	PROGRAM	AVG AUD
51	TENNIS: 2011 AUST OPEN- D11 NIGHT SESS	1,886,000
52	OPRAH IN AUSTRALIA	1,885,000
53	ONE DAY CRICKET-AUST V ENG G4 S2	1,880,000
54	BIGGEST LOSER-LAUNCH	1,851,000
55	ONE DAY CRICKET-AUST V ENG G2 S2	1,809,000
56	ONE DAY CRICKET-AUST V ENG G7 S2	1,801,000
57	STATE OF ORIGIN 1ST POST MATCH	1,801,000
58	SEVEN NEWS	1,771,000
59	53RD ANNUAL LOGIE AWARDS	1,749,000
60	BONES-MON	1,745,000
61	BIGGEST LOSER-TRAINERS WEIGH-IN	1,738,000
62	UNDERBELLY FILES: INFILTRATION	1,734,000
63	OPRAH IN AUST: ULTIMATE WILDEST DREAMS	1,730,000
64	MODERN FAMILY EP 2	1,726,000
65	THE FORCE - BEHIND THE LINE	1,723,000
66	NCIS EP 2	1,718,000
67	NCIS	1,716,000
68	ONE DAY CRICKET-AUST V ENG G5 S1	1,705,000
69	CRIMINAL MINDS	1,700,000
70	AMAZING RACE AUSTRALIA	1,698,000
71	LOGIE AWARDS ARRIVALS	1,674,000
72	BORDER SECURITY	1,651,000
73	BONES	1,613,000
74	COME FLY WITH ME	1,601,000
75	NINE NEWS	1,594,000
76	SEVEN NEWS - SAT	1,594,000
77	TENNIS: 2011 AUST OPEN-WOMEN'S FINAL INTRO	1,586,000
78	THE BIG BANG THEORY	1,585,000
79	THE BLOCK	1,568,000
80	BORDER PATROL-MON	1,559,000
81	THE FORCE - BEHIND THE LINE (R)	1,555,000
82	BETTER HOMES & GARDENS	1,551,000
83	ONE DAY CRICKET-AUST V ENG G3 S1	1,545,000
84	BIGGEST LOSER-FIRST WEIGH-IN	1,536,000
85	60 MINUTES	1,532,000
86	UNDERBELLY FILES: THE MAN WHO GOT AWAY	1,521,000
87	MODERN FAMILY	1,519,000
88	HIGHWAY PATROL	1,518,000
89	THE FARMER WANTS A WIFE	1,505,000
90	A CURRENT AFFAIR	1,488,000
91	TENNIS: 2011 AUST OPEN-MEN'S FINAL PRES	1,484,000
92	OPRAH WINFREY SHOW-FINALE WEEK THURS	1,484,000
93	SUNDAY NIGHT	1,482,000
94	TENNIS: 2011 AUST OPEN - D6 NIGHT SESS	1,473,000
95	TWO & A HALF MEN	1,467,000
96	GLEE WED	1,458,000
97	BONDI VET	1,455,000
98	ONE DAY CRICKET-AUST V ENG G1 S1	1,455,000
99	OFFSPRING WED	1,448,000
100	TENNIS: 2011 AUST OPEN-D12 NIGHT SESSION	1,444,000