

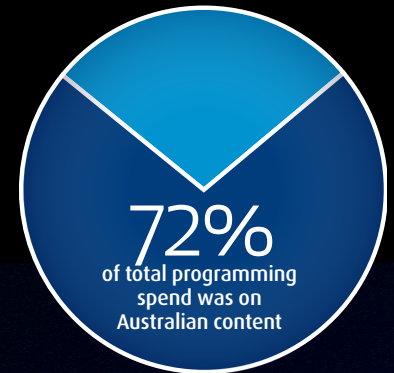
Investing in Australian Voices

Commercial free-to-air television is the home of Australian content. This is why...



Amount spent on Australian content 2010/11

\$1.23 billion*



Percentage of hours of Australian content between 6am and midnight#



55% of broadcast hours of Australian content is the quota

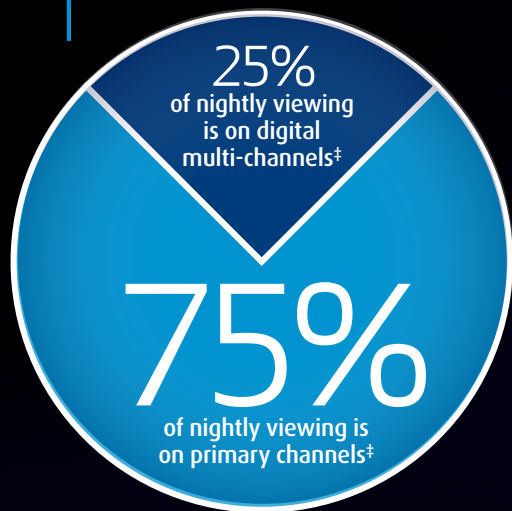
25,650

6,400+

hours of Australian content on digital multi-channels 2011 (YTD)‡

FORTY

The number of top 40 programs in 2010 which were Australian‡



hours of Australian content on commercial Free-To-Air TV in 2010†

716

hours of first run drama and documentaries in 2010†

315

hours of news and current affairs produced each week

14 million

people watch Free TV every day



15,000

People employed in commercial free-to-air sector (7,500 directly and 7,500 indirectly in productions)

\$1.89 billion

Value added to our economy§

* Figures compiled by Free TV Australia. # ACMA Comparison of compliance results - metropolitan commercial television networks June 2011

‡ OzTAM 2011 year to date

§ Access Economics Economic contribution of the film and television industry August 2011

† ACMA Compliance with Australian Content Standard and Children's Television Standards June 2011 and figures compiled by Free TV

± OzTAM consolidated ratings for weeks 1-48 2010