

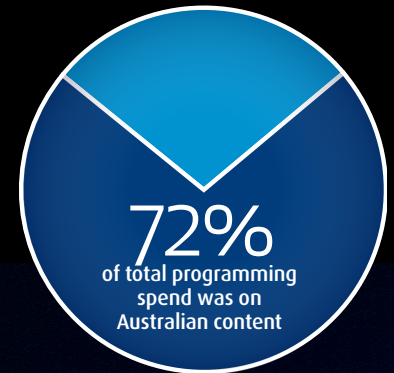
# Investing in Australian Voices

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

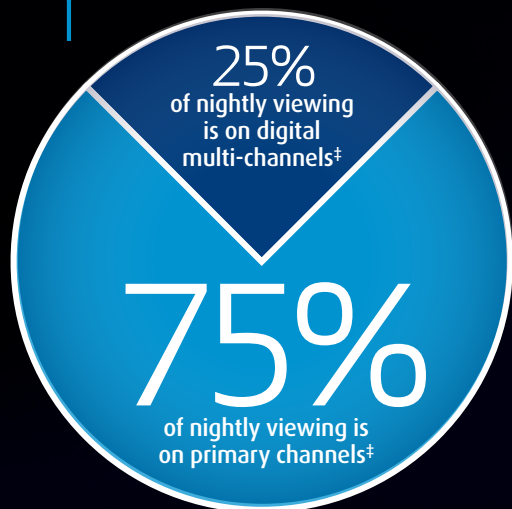
hours of Australian content on commercial Free-To-Air TV in 2010†

# 6,400+

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

# FORTY

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



# 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