

Media Release
10 October, 2014**AUDIENCES FOR SPORT ON FREE TV ON THE RISE**

Live and free sport on commercial free-to-air television is proving even more popular in 2014 with Free TV audiences increasing by more than 11.5 percent year-on-year.

A review of official OzTAM and RegionalTAM ratings data for sport on commercial free-to-air television so far this year shows:

- 11.7 million Australians watch sport on commercial free-to-air television, every week
- Audiences for sport on Free TV have increased 11.6 percent in metro markets and 11.7 percent in regional markets year-on-year: increases have been seen across key demographics and for both men and women
- 97 percent of all sport viewing is of the live broadcast
- Every one of the top 50 sporting events on Free TV this year has attracted audiences of over 1.29 million viewers, nationally.

Free TV Australia Chairman Harold Mitchell AC said: “The figures reflect the important role sport plays in our culture and the value Australians place on being able to watch their favourite sport on TV for free.

“That’s why anti-siphoning is such an important public policy and why it needs to be maintained.”

Coming soon on Free TV: V8 Supercars, Melbourne Cup, Test Cricket, World Cup Cricket, Formula 1 and the T20 Big Bash League. Refer over for a list of the top 50 sports events on Free TV so far this year.

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Source: OzTAM and RegionalTAM, 5 cap cities and 5 aggregated regional markets, consolidated data 1 January to 6 October 2014 (preliminary data from 30 September to 6 October 2014), figures include Commonwealth Games and Winter Olympics but even if these are excluded the increases are 9.7 percent for metro and 10.5 percent in regional markets, compared with same period last year, commercial free-to-air (Free TV) channels, figures are rounded, metro and regional average audiences are added to form a combined national average audience estimate and ranking is based on program title matches.

Top 50 Ranking - Sport on Free TV - 2014

| Rank | Description | Combined Metro & Regional Audience |
|------|---|------------------------------------|
| 1 | STATE OF ORIGIN NSW V QLD 2ND - MATCH | 4,188,000 |
| 2 | STATE OF ORIGIN QLD V NSW 1ST - MATCH | 4,093,000 |
| 3 | RUGBY LEAGUE GRAND FINAL | 3,937,000 |
| 4 | AFL: GRAND FINAL: SYDNEY V HAWTHORN | 3,643,000 |
| 5 | STATE OF ORIGIN QLD V NSW 3RD - MATCH | 3,365,000 |
| 6 | AFL: GRAND FINAL: PRESENTATIONS | 3,299,000 |
| 7 | STATE OF ORIGIN QLD V NSW 1ST - PRE MATCH | 2,855,000 |
| 8 | AFL: GRAND FINAL: ON THE GROUND | 2,776,000 |
| 9 | RUGBY LEAGUE GRAND FINAL PRESENTATION | 2,756,000 |
| 10 | STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 2ND - PRE MATCH | 2,699,000 |
| 11 | ONE DAY CRICKET -AUSTRALIA V ENGLAND GAME 1 SESSION 2 | 2,385,000 |
| 12 | TENNIS: 2014 AUST OPEN - MEN'S FINAL | 2,360,000 |
| 13 | STATE OF ORIGIN RUGBY LEAGUE QLD V NSW 3RD - PRE MATCH | 2,314,000 |
| 14 | THE ASHES: FIFTH TEST - AUSTRALIA V ENGLAND SESSION 3 | 2,243,000 |
| 15 | RUGBY LEAGUE GRAND FINAL ENTERTAINMENT | 2,239,000 |
| 16 | AFL: GRAND FINAL: PRE MATCH ENTERTAINMENT | 2,148,000 |
| 17 | ONE DAY CRICKET -AUSTRALIA V ENGLAND GAME 3 SESSION 2 | 2,123,000 |
| 18 | TWENTY/20 - AUSTRALIA V ENGLAND GAME 3 | 2,039,000 |
| 19 | STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 2ND - POST MATCH | 1,972,000 |
| 20 | TENNIS: 2014 AUST OPEN - WOMEN'S FINAL | 1,895,000 |
| 21 | THE ASHES: FIFTH TEST - AUSTRALIA V ENGLAND SESSION 2 | 1,892,000 |
| 22 | RUGBY LEAGUE FINAL SERIES PF2 | 1,874,000 |
| 23 | TWENTY/20 - AUSTRALIA V ENGLAND GAME 2 | 1,873,000 |
| 24 | TENNIS: 2014 AUST OPEN - MEN'S FINAL PRESENTATION | 1,832,000 |
| 25 | RUGBY LEAGUE FINAL SERIES PF1 | 1,826,000 |
| 26 | ONE DAY CRICKET - AUSTRALIA V ENGLAND GAME 1 SESSION 1 | 1,796,000 |
| 27 | ONE DAY CRICKET - AUSTRALIA V ENGLAND GAME 2 SESSION 2 | 1,787,000 |
| 28 | TWENTY/20 - AUSTRALIA V ENGLAND GAME 1 | 1,754,000 |
| 29 | ONE DAY CRICKET - AUSTRALIA V ENGLAND GAME 3 SESSION 1 | 1,710,000 |
| 30 | ONE DAY CRICKET - AUSTRALIA V ENGLAND GAME 4 SESSION 2 | 1,584,000 |
| 31 | STATE OF ORIGIN RUGBY LEAGUE QLD V NSW 1ST - POST MATCH | 1,583,000 |
| 32 | AUST FIA FORMULA ONE WORLD CHAMPIONSHIP 2014 - RACE | 1,570,000 |
| 33 | TENNIS: 2014 AUST OPEN - WOMEN'S FINAL PRESENTATION | 1,563,000 |
| 34 | THE ASHES: FIFTH TEST - AUSTRALIA V ENGLAND SESSION 1 | 1,550,000 |
| 35 | TENNIS: 2014 AUST OPEN - NIGHT 10 | 1,487,000 |
| 36 | RUGBY LEAGUE FINAL SERIES SF2 | 1,448,000 |
| 37 | STATE OF ORIGIN RUGBY LEAGUE QLD V NSW 3RD - POST MATCH | 1,426,000 |
| 38 | RUGBY LEAGUE FINAL SERIES SF1 | 1,422,000 |
| 39 | TENNIS: 2014 AUST OPEN - NIGHT 12 | 1,401,000 |
| 40 | THE CRICKET SHOW | 1,381,000 |
| 41 | ONE DAY CRICKET - AUSTRALIA V ENGLAND GAME 5 SESSION 1 | 1,375,000 |
| 42 | CRICKET: T20 BIG BASH LEAGUE GAME 20 - SUPER OVER | 1,359,000 |
| 43 | GLASGOW LIVE (TEN) D1 EVENING | 1,355,000 |
| 44 | SOCHI LIVE WOMEN'S SNOWBOARD SLOPESTYLE FINAL | 1,348,000 |
| 45 | 2014 BROWNLOW MEDAL | 1,331,000 |
| 46 | CRICKET: T20 BIG BASH LEAGUE GRAND FINAL - SESSION 2 | 1,328,000 |
| 47 | CRICKET: T20 BIG BASH LEAGUE GRAND FINAL - SESSION 1 | 1,315,000 |
| 48 | RUGBY LEAGUE FINAL SERIES QF1 | 1,305,000 |
| 49 | AFL: FRIDAY NIGHT FOOTBALL FINALS | 1,294,000 |
| 50 | ONE DAY CRICKET - AUSTRALIA V ENGLAND GAME 5 SESSION 2 | 1,293,000 |