



**Media Release**  
**21 September, 2012**

## **FREE TV INVESTMENT IN AUSSIE CONTENT HITS NEW HIGH**

Free TV broadcasters invested a record \$1.35 billion in Australian content in the 12 months ending June, 2012.

The figure, released by Free TV Australia today, compares to \$1.23 billion in FY2011, the previous record high.

This means that commercial broadcasters' investment in Australian content has surged by \$267.6 million over the last two years.

This far exceeds the temporary licence fee rebates valued in the 2010-11 federal budget at \$142 million.

Viewers continue to embrace local content: 45 of the top 50 shows on TV so far this year are Australian-made, according to analysis of official OzTAM and RegionalTAM data.

This popular home-grown programming includes first-run Australian drama, live sport, news/current affairs and reality and lifestyle shows.

The past month alone has seen a range of Australian shows hit our screens, including *The X-Factor*, *Howzat!* *Kerry Packer's War* and *Puberty Blues*, enthralling millions of viewers nationally.

At a time of unprecedented competition for audiences and advertising revenue, commercial TV networks continue to invest in Australian programming so audiences can enjoy their favourite shows for free.

Free TV CEO Julie Flynn says: "We know audiences love Australian programming and the ratings confirm it.

"Every day, more than 14 million viewers choose to spend time with commercial free-to-air television.

“We are the leading investors in this industry, employing 15,000 people directly or indirectly while providing training and developing expertise.

“We also remain the major underwriters of the independent production sector, contracting with more than 70 independent producers.

“Commercial broadcasters continue to invest in local content, even as programming costs rise and revenues and budgets come under intense pressure from structural change.

“Those changes have permanently altered the media environment and reforms are urgently needed to ensure that broadcasters can continue to deliver a strong and vibrant Australian voice.”

**For media enquiries, please contact Free TV on 02 8968 7100**

**Refer Top 50 TV Program List attached**

**About the data:** Australian content expenditure for 2011-12 has been compiled by Free TV in line with ACMA expenditure reporting requirements. Average daily reach for commercial TV is a national figure sourced OzTAM, 5 cap cities, and RegionalTAM, 4 aggregated markets plus Tasmania, for the period 1 Jan to 30 Jun 2012. Top programs sourced OzTAM, 5 cap cities and RegionalTAM, 4 aggregated markets, weeks 1-35, 2012, excluding Olympics. Number of people employed in commercial free-to-air television sector, production companies supported and investment in digital are estimates sourced Free TV. Figures are rounded.

#### **About Free TV Australia**

Free TV Australia is the industry body representing all of Australia's commercial free-to-air television licensees and is the public voice of the sector on a wide range of industry issues. Our members include the Nine Network, the Seven Network, Network Ten, Southern Cross Austereo, Prime Television, WIN, NBN and Imparja. Commercial free-to-air television is the most popular source of entertainment and information, reaching more than 14 million Australians every day. Free TV provides nine channels of quality programming across a range of genres, as well as rich online and mobile offerings, free to all Australian viewers. More at [www.freetv.com.au](http://www.freetv.com.au)