

MEDIA RELEASE
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BABY BOOMERS WATCH MORE TV IN 2006

Baby-boomers tuned in to Free TV in record numbers in 2006, according to new figures released today by Free TV Australia.

This year, the average metro audience of 40-64s has increased 5.4 per cent compared to the same period last year (2am to 2am) with the regional audience increasing 2.1 per cent. In Sydney alone, the average audience for this demographic has increased by 12.5 per cent.

The average length of time spent viewing by baby boomers across the nation is also up by 3.9 per cent in metro areas, compared to 2005.

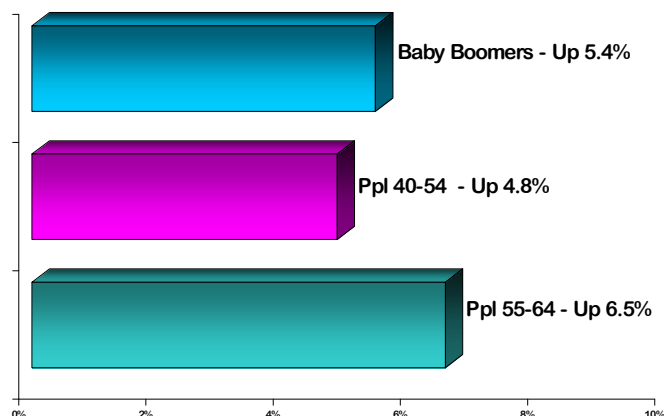
Mature consumers are the largest growth market in the nation¹. Not surprisingly then, these baby boomer demographics are fast becoming a critical new focus for advertisers.

An AC Nielsen study released earlier this year, *Australian Made*², suggested that the baby boomer generation is best viewed as two groups: The younger group in their 40s and early 50s, and the second group, in their late 50s and early 60s.

Younger baby boomers are at their peak earning capacity while older baby boomers are more likely to be downsizing after the kids have left home and have paid off their mortgage. Both situations lead to a higher spending power than most other demographics.

The average metro audience increase for people 40-54 in 2006 is 4.8 per cent, while the average audience increase for 55-64s is 6.5 per cent. The valuable Grocery Buyer 40-64 demographic watching Free TV has increased 7.8 per cent this year.

2006 Audience Increases



Furthermore, Roy Morgan³ figures on media consumption show more baby boomers watch Free TV each week than any other medium.

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