

**MEDIA RELEASE**  
**4 December 2006**

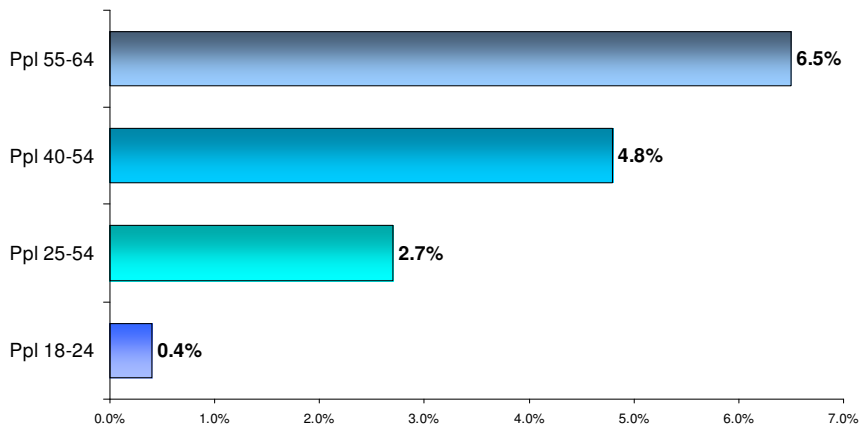
**MORE PEOPLE WATCH FREE TV IN 2006**

More people are watching Free TV in 2006, according to figures released today by Free TV Australia. The figures also show Free TV dominates share of television viewing and consumers continue to spend more time with TV than with any other media.

“Even with all the new media competing for consumers’ time, Free TV has again proved its few detractors wrong, with overall viewing up this year,” said Free TV Chairman and Seven Network CEO, David Leckie.

In 2006, Free TV’s average audiences increased by 0.7 per cent and increases were seen across all major demographics.

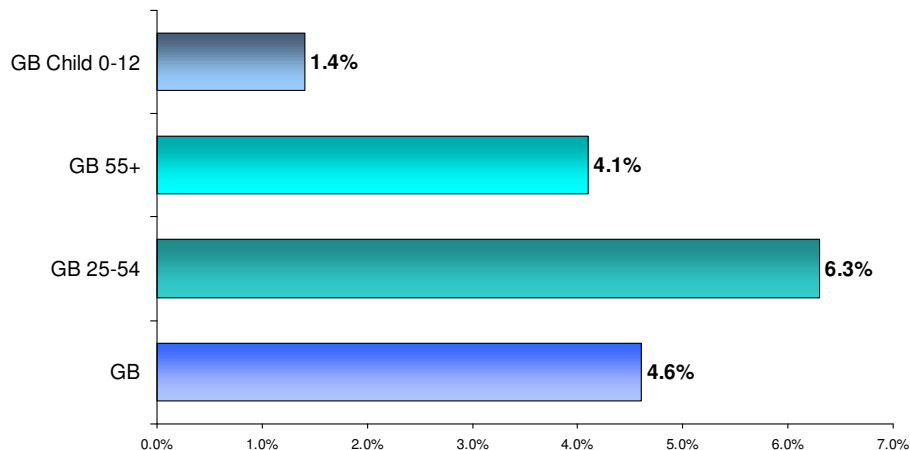
**2006 Average Audience Increases**



Source: OzTAM; 5 cap cities; Weeks 7 to 48 excluding Easter 2006 v 2005; 2am to 2am

The valuable Grocery Buyer demographic recorded some of the strongest average audience increases for the year.

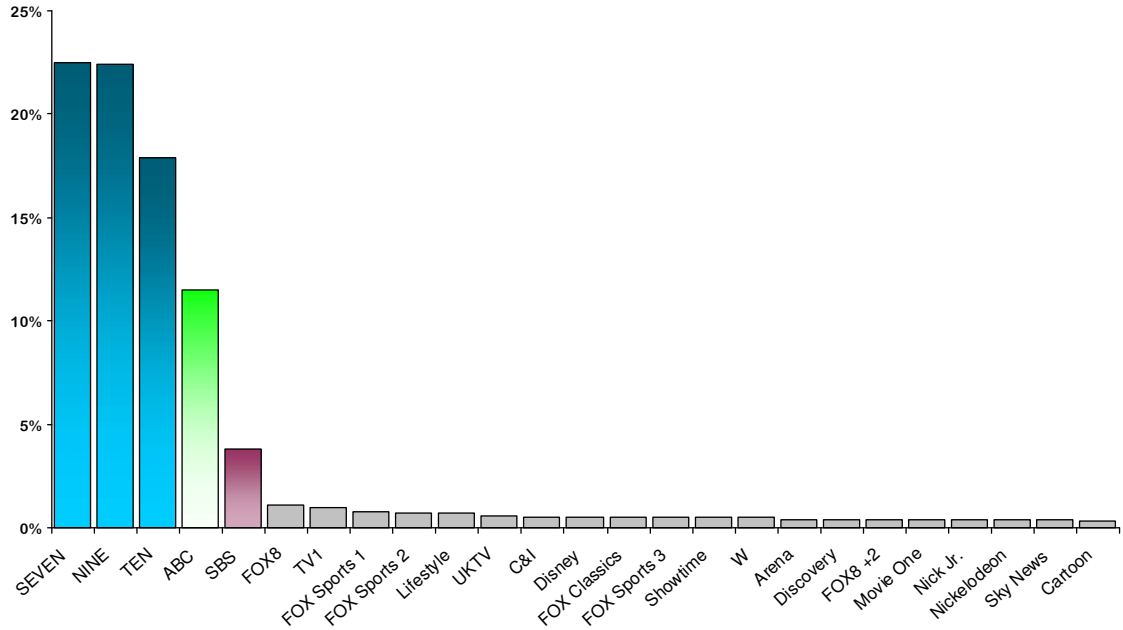
**2006 Average Audience Increases – Grocery Buyers**



Source: OzTAM; 5 cap cities; Weeks 7 to 48 excluding Easter 2006 v 2005; 2am to 2am

Free TV also retained top spot when it comes to share of viewing.

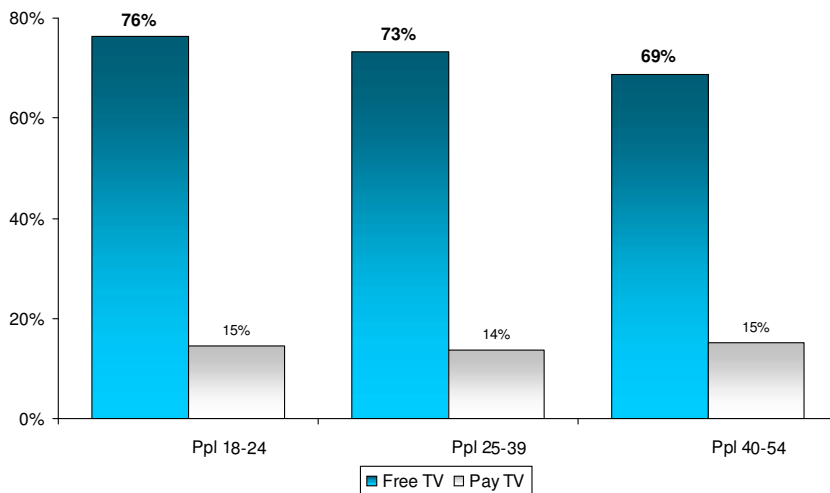
**Share of viewing by channel – All Day**



Source: OzTAM; 5 Capital Cities; Weeks 7-48 ex Easter 2006, 2am – 2am; Total Individuals including Guests.

In the 6pm to midnight timeslot, when the majority of viewing occurs, free-to-air television accounts for 87 per cent of all nightly viewing with the three Free TV networks alone accounting for 69 per cent (compared with 13.4 per cent for pay television’s 100+ channels). Free TV also dominates across key demos.

**Share of Nightly Viewing**



Source: OzTAM; 5 cap cities; Weeks 7 to 48 excluding Easter; 6pm to midnight

Mr Leckie, says the results are a testament to Free TV’s ability to create engaging programs that connect with audiences.

“Television is the single most powerful communications medium in the country. Every week we reach 90 per cent of the population and every day 14 million Australians will watch Free TV – despite the proliferation of other viewing options. So we’re doing something right,” Mr Leckie said.

“Not only do we continue to create content that millions of people want to see, we are evolving as the market changes and leading the way in driving content and marketing across an array of communications platforms.

“There is no doubt Free TV is an important marketing platform from which advertisers build their brands and it will always be the medium that creates and schedules programming that Australians will talk about and connect with,” Mr Leckie said.

According to Roy Morgan<sup>1</sup>, people continue to spend more time with television than any other medium. Television attracts the biggest share of time spent with media with 43 per cent. Radio comes second with a 30 per cent share, while the internet comes in a distant third with 16 per cent of people’s media time.

## 2006 Highlights

- Free TV is in 99.7% of Australian homes – just 1 in 4 have pay TV.
- Free-to-view digital is in 25 per cent<sup>2</sup> of Australian homes after just five years in market.
- Australians watch, on average, over 3 hours and 15 minutes of television a day – up three minutes on last year.
- Television’s top rating shows for the year were all on commercial free-to-air television. 53 programs attracted an average metro audience of more than 2 million viewers.
- Of the top 500 sports programs for the year, 98 per cent were on commercial free-to-air TV.
- Every one of the top 1000 programs on television in 2006 was on free-to-air.

<sup>1</sup> Roy Morgan research 2005-2006 as cited in the Australian Financial Review 20 November 2006. <sup>2</sup> Free TV estimate based on Digital Broadcasting Australia quarterly sales figures