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DIGITAL FREE TO VIEW SALES CONTINUE TO GROW

Free TV Australia has welcomed the latest sales figures showing that Australian viewers are making the switch to free to view digital in growing numbers.

Digital Broadcasting Australia (DBA) has reported that the estimated number of free to view digital television receivers sold to retailers and installers in the September quarter reached 253,000 units: raising the cumulative total since digital television transmissions began to 1,998,000.

Allowing for inventory and homes with more than one free to view digital television receiver, DBA now estimates that the home take-up rate or penetration of free to view digital television has reached a mark of 1.8 million or around 23% of Australia's 7.6 million homes.

Julie Flynn, CEO of Free TV Australia, said "The latest sales figures are very encouraging."

"Australian viewers are responding to digital television's better pictures, better sound and wide screen."

"Over the last five years free-to-air broadcasters have undertaken a massive task in rolling out digital services across Australia so that about 97% of households can access at least one service and around 90% have access to all services."

"Viewers have been able to make the switch at a price point and time that suits them."

"There's no doubt the ready availability of digital equipment at affordable prices is also helping to drive take up."

"We are confident that digital coverage and content combined with affordable equipment will continue to drive the pace of the digital transition and we look forward to working with the government on the digital action plan" Ms Flynn said.

For media inquiries and interviews:

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