

MEDIA RELEASE
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FREE TV SUMMER VIEWING UP 10%

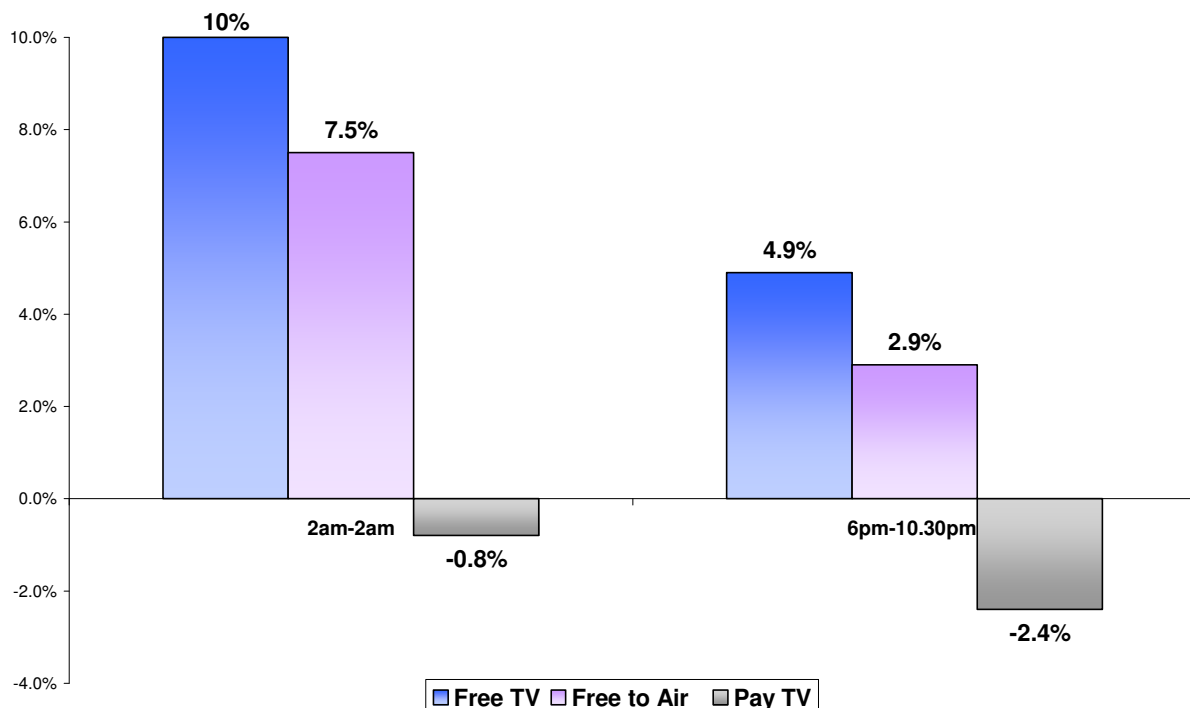
It's been a bumper start to the summer viewing season on Free TV with audiences increasing significantly compared to the same period last year.

Viewing of Free TV is up an extraordinary 10 per cent in metro areas (2am to 2am) and up 4.9 per cent in prime time. Local news and current affairs programming, new overseas shows, one-off specials and the Ashes cricket have driven the increases.

It's a similar story in regional TV markets, with Free TV audiences up 8.1 per cent across the day.

In metro areas, total TV viewing is up 5.7 per cent and general free-to-air viewing (including the ABC and SBS) is up 7.5 per cent.

Summer TV Audience Increases 2006



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