

MEDIA RELEASE**EMBARGOED****19 November, 2007****PAY TV FAILS TO DELIVER**

“Australians have once again confirmed that when they watch television they watch free-to-air television,” Free TV Australia chairman, David Leckie said today.

“No matter how hard they try, no matter what they say, pay television channels have nowhere to hide when you look at audience ratings.

“Free TV is pre-eminent in audience delivery and unsurpassed as a marketing and advertising platform.”

- In Week 45, the top rating program on pay TV was a soccer game, which delivered just 111,000 viewers nationally. The top rating show on Free TV in the same week delivered a combined audience of more than 3 million viewers.
- Over the year-to-date, pay TV's top rating program draws an average metro audience of 169,000 viewers each week, while Free TV's top rating program averages more than 11 times that with over 1.9 million metro viewers.
- Free TV consistently delivers huge audiences with all of its top 20 shows delivering *at least* 1.1 million metro viewers each week. The equivalent figure on pay TV is just 37,000 viewers.
- Even among those homes that do have pay TV, Free TV programs are more popular, with 99 of the Top 100 shows in pay TV homes so far this year actually on Free TV.
- In all homes, no pay TV program has ranked in the Top 1000 television programs so far this year.

“Spruiking a share figure that encompasses all 100+ pay TV channels is a nonsense contrived to hide just how few people are watching Pay TV,” said Free TV chief executive, Julie Flynn. “Unless an advertiser buys every spot on every single pay TV channel, their combined audience share is meaningless.

“Ninety-nine per cent of Australian households receive at least one or more of their television services from Free TV and over 70 per cent of Australian homes rely exclusively on free-to-air broadcasters.

“As a medium to connect advertisers with consumers, Free TV has no peer.”

An ad placed by Free TV Australia in today's *Australian Financial Review* highlights the margin by which Free TV outperforms pay.

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