

MEDIA RELEASE
11 February 2008

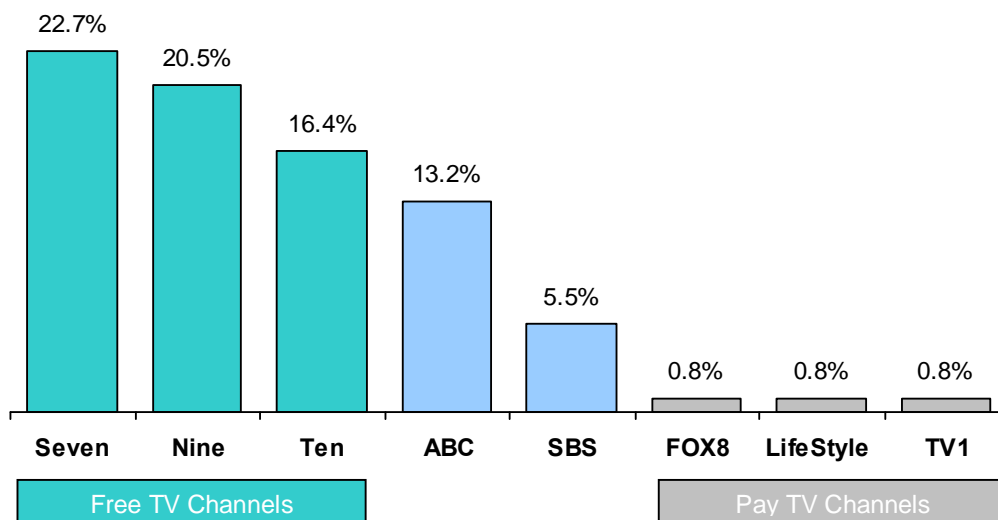
2008 RATINGS REVIEW

As the new ratings year begins, a review of the first six weeks of the year reveals Free TV has continued to aggregate mass audiences with increases seen in several key demographics.

- Overall, average time spent viewing is up 2.4 per cent.
- So far this year, more than 12.8 million Australians have tuned into Free TV every day.
- Viewing of Free TV has held this summer across 5 city metro markets and increased 1.3 per cent along the east coast (Sydney . Melbourne . Brisbane).
- Most notably, viewing by Ppl 25-54 is up 1.6 per cent, and Grocery Buyers with Kids is up 7.1 per cent across metro areas.
- Overall viewing of the drama category was up 28 per cent, comedy was up 14.7 per cent and reality television was up 5.5 per cent.

Source: OzTAM and RegionalTAM; Survey Weeks 1-6 2008 v Survey Weeks 1-6 2007; 2am-2am; Total People (incl. guests)

Top Channels – Share of Viewing – Prime Time (6pm – Midnight)



Source: OzTAM; Survey Weeks 1-6 2008; 5 City Metro; 1800-2400; Total People (incl. guests).

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