

Media Release
9 July 2010

DRAMATIC PAY TV SLUMP WHILST FREE-TO-AIR POWERS AHEAD

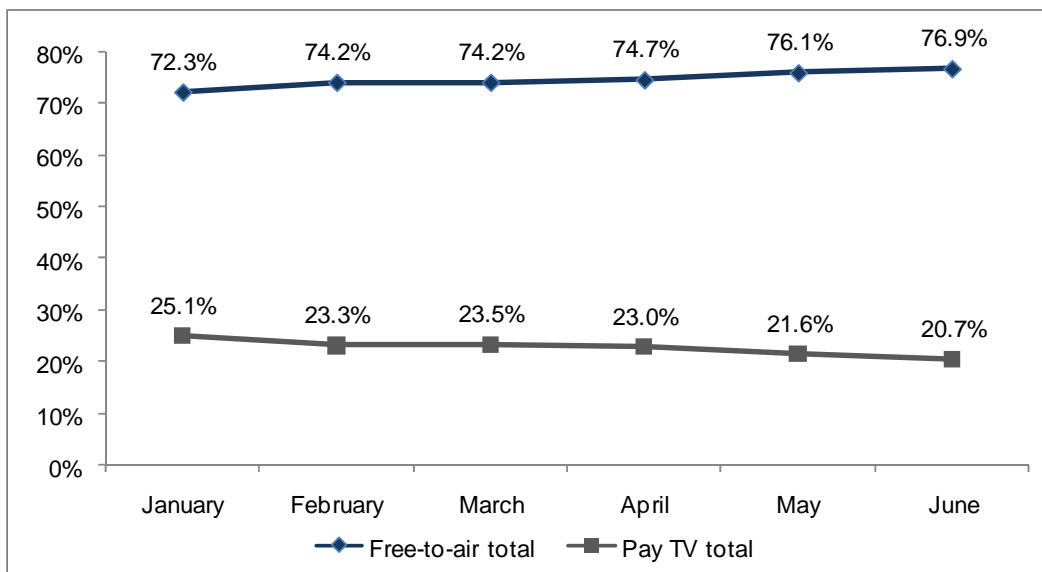
Free-to-air television's share of total viewing has hit a four-year high this winter while pay TV has suffered its worst June share since 2007, ratings analysis shows.

The success of the new free-to-air digital multi-channels and blockbuster must-see programming has contributed to impressive audience share growth for free-to-air television so far this year. Meanwhile, pay TV's share has steadily decreased as free-to-air continues to draw viewers to its primary and multi-channel offerings.

Analysis of OzTAM ratings figures for the 2010 year-to-date reveals strong and steady growth for free-to-air television, which hit its best share figures in four years with a massive 76.9 per cent of all-day television viewing (6am to midnight) and an 83.6 per cent share of prime-time viewing (6pm to midnight) in June.

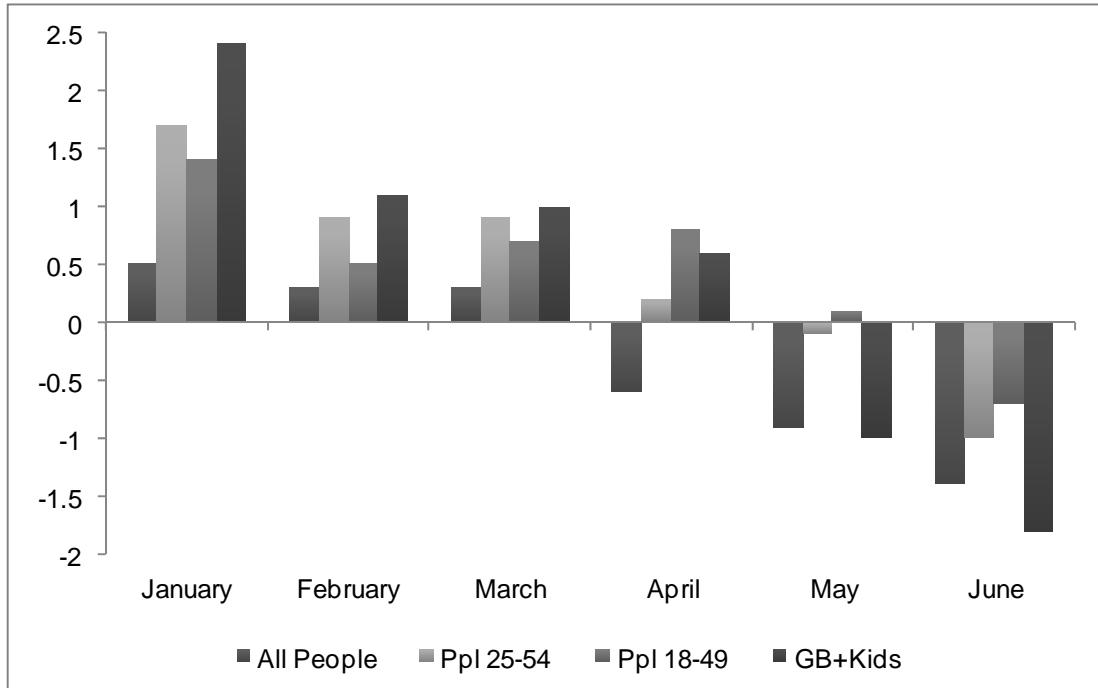
Meanwhile, pay TV continues on a negative growth trend, beginning the year with a 25.1 per cent share of all-day viewing in January 2010 and sliding to its lowest June share in four years, at 20.7 per cent.

2010 Monthly Share Trend



Key demographics including grocery buyers with kids, people 18-49 and people 25-54 are also turning off pay TV, illustrating the continuing appeal of the free-to-air platform across all of these segments.

Pay TV Monthly Share Variation



With around 75 per cent of Australian households already converted to digital television and Mildura recently becoming the first region to make the switch to digital-only broadcasting, the free-to-air television platform continues to thrive in the new media landscape.

And as the networks prepare to roll out even more stellar programming in the second half of this year, free-to-air television will continue to be the one to watch.

-ENDS-

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

Source: OzTAM, 5 City Metro, Sun-Sat 0600-2400. Total individuals Monthly Share Trend. Share variation in points (2010 vs 2009 by month). Data: 2009 Live and 2010 Consolidated (Live + As Live + TSV).