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**Media Release
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Free TV the one to watch in 2010

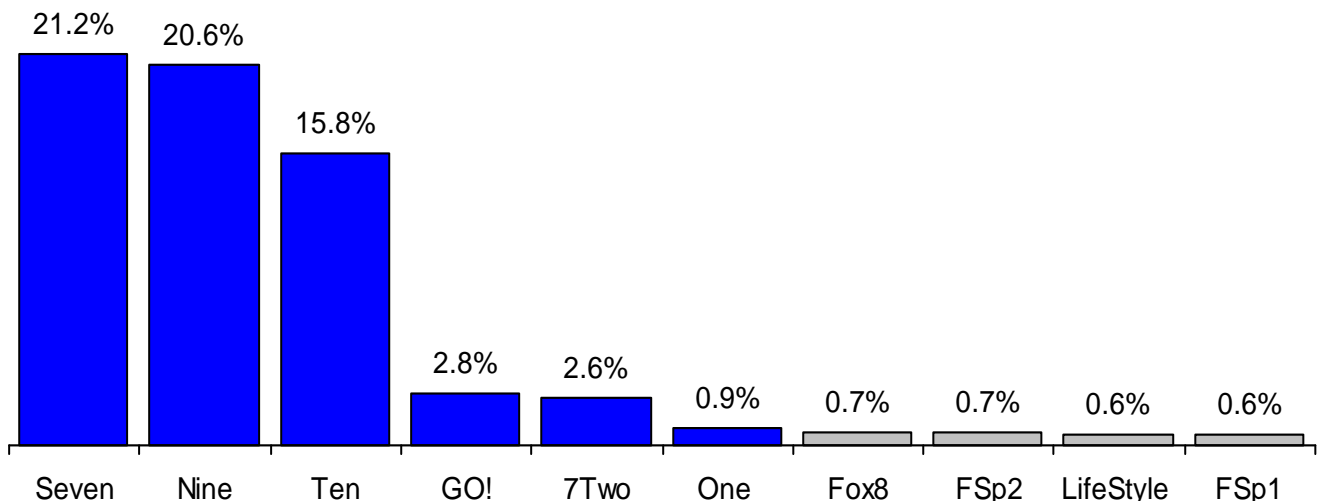
A review of the survey year-to-date ratings shows blockbuster programming, new digital multi-channels and new technologies are all driving huge audiences for Free TV in 2010.

Hit shows such as The Pacific, Australia's Got Talent, Top Gear, Underbelly, NCIS and Masterchef have all delivered massive combined average consolidated audiences of more than 2 million viewers – and more than 13.2 million people are tuning in to Free TV every day.

Free TV has also dominated share of viewing over the period, accounting for a 66 per cent share of nightly viewing in metro markets and a 62 per cent share of nightly viewing in regional markets.

Since launching last year, Free TV's digital multi-channels have quickly attracted significant audience share.

Nightly Share of Viewing – Survey YTD - Metro



Source: OzTAM, 5 cap cities, 6pm to midnight, total ppl, survey YTD (to 28 April 2010), consolidated figures used when available.

This year has seen a change to the television ratings panel to include homes with personal video recorders (PVRs). PVR technology is providing viewers with more opportunities to watch more of their favourite programming, when they want to watch it.

The top time-shifted programs have added incremental audiences of up to 180,000 viewers, once playback viewing is taken into account.

Free TV's Top 20 Time Shift Programs – Survey YTD – Metro & Regional

Rank	Program	Preliminary Overnight	Consolidated	% Increase	Audience Increase
1	THE PACIFIC - EP.2	2,061,000	2,241,000	8.7	180,000
2	THE PACIFIC	2,249,000	2,407,000	7.0	158,000
3	HOUSE	1,134,000	1,284,000	13.2	150,000
4	UNDERBELLY: THE GOLDEN MILE	2,603,000	2,744,000	5.4	141,000
5	UNDERBELLY: THE GOLDEN MILE -EP 2	2,664,000	2,789,000	4.7	125,000
6	THE GOOD WIFE	1,487,000	1,611,000	8.3	124,000
7	NCIS	1,904,000	2,026,000	6.4	122,000
8	BROTHERS & SISTERS	1,172,000	1,292,000	10.2	120,000
9	GREY'S ANATOMY	1,344,000	1,464,000	8.9	120,000
10	UNDERBELLY: THE GOLDEN MILE -EP 1	2,972,000	3,092,000	4.0	120,000
11	BROTHERS & SISTERS-TUE	1,183,000	1,298,000	9.7	115,000
12	PRIVATE PRACTICE	922,000	1,035,000	12.3	113,000
13	GREY'S ANATOMY-EP.2	1,270,000	1,382,000	8.8	112,000
14	CRIMINAL MINDS	1,666,000	1,775,000	6.5	109,000
15	BONES	1,735,000	1,843,000	6.2	108,000
16	DESPERATE HOUSEWIVES	1,350,000	1,456,000	7.9	106,000
17	CASTLE	1,256,000	1,361,000	8.4	105,000
18	FLASHFORWARD - EP2	456,000	556,000	21.9	100,000
19	FLASHFORWARD	628,000	723,000	15.1	95,000
20	THE MENTALIST	1,756,000	1,848,000	5.2	92,000

Source: OzTAM 5 cap cities and RegionalTAM 4 agg markets, consolidated ratings results for survey YTD up until 20 April 2010, total people, metro and regional audiences are added to form a combined average audience total and ranking. Ranked on audience increases. Program results represent an average of all times aired during the period.

With even more great programming rolling out over the coming months, as well as the launch of additional digital multi-channels slated for the latter part of this year, Free TV is proving to be the one to watch in 2010.

See over for a list of the top 40 programs.

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

Free TV's Top 40 Programs – Survey YTD – Metro & Regional

Rank	Program	Consolidated
1	UNDERBELLY: THE GOLDEN MILE -EP 1	3,092,000
2	UNDERBELLY: THE GOLDEN MILE -EP 2	2,789,000
3	UNDERBELLY: THE GOLDEN MILE	2,419,000
4	MASTERCHEF AUSTRALIA - LAUNCH	2,283,000
5	THE PACIFIC - EP.2	2,241,000
6	THE BIGGEST LOSER (AUS) - THE WINNER ANNOUNCED	2,146,000
7	TOP GEAR -EP1	2,143,000
8	MIRACLE AT THE ZOO	2,114,000
9	THE PACIFIC	2,084,000
10	MASTERCHEF AUSTRALIA - TOP 50 TUES	2,083,000
11	MASTERCHEF AUSTRALIA - TOP 50 WED	2,079,000
12	AUSTRALIA'S GOT TALENT	2,074,000
13	MASTERCHEF AUSTRALIA - TOP 50 THURS	2,072,000
14	MASTERCHEF AUSTRALIA	2,043,000
15	NCIS	2,013,000
16	TOP GEAR	1,941,000
17	SEVEN NEWS - SUN	1,939,000
18	TWO AND A HALF MEN - MON	1,917,000
19	THE BIGGEST LOSER (AUS) - FINALE NIGHT	1,913,000
20	AIR WAYS	1,903,000
21	MY KITCHEN RULES-TUE	1,900,000
22	BORDER SECURITY - AUSTRALIA'S FRONT LINE	1,891,000
23	NINE NEWS SUNDAY	1,877,000
24	MY KITCHEN RULES-MON	1,845,000
25	THE MENTALIST	1,840,000
26	BONES	1,811,000
27	WICKED LOVE: THE MARIA KORP STORY	1,807,000
28	SEVEN NEWS	1,805,000
29	HEY HEY IT'S SATURDAY	1,750,000
30	THE FORCE - BEHIND THE LINE	1,737,000
31	TWENTY/20 - AUSTRALIA V WEST INDIES	1,727,000
32	60 MINUTES	1,724,000
33	CUSTOMS	1,717,000
34	CRIMINAL MINDS	1,714,000
35	ONE DAY CRICKET - AUSTRALIA V WEST INDIES G1 S2	1,686,000
36	TRISHNA & KRISHNA: THE QUEST FOR SEPARATE LIVES	1,684,000
37	MASTERCHEF AUSTRALIA - TOP 24 REVEALED	1,676,000
38	TOP GEAR -SPECIAL	1,670,000
39	SEA PATROL	1,661,000
40	A CURRENT AFFAIR	1,641,000

Source: OzTAM 5 cap cities and RegionalTAM 4 agg markets, excludes repeats, consolidated ratings used when available, metro and regional audiences are added to form a combined average audience total and ranking. Program results represent an average of all times aired during the period. Survey YTD - includes consolidated figures up until 20 April and one week of preliminary overnight ratings up until 28th April 2010.

Free TV figures exclude ABC and SBS. Survey YTD figures exclude Easter.