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MORE AUSTRALIANS TUNING IN TO FREE TV

The last month has seen a huge boost to Free TV viewer numbers with average audience increases recorded across all major demographics.

In the uncertain economic climate, people are turning to feel-good television in their millions with programs such as Masterchef, Talkin' 'Bout Your Generation, The Zoo, Thank God You're Here, the State of Origin and Random Acts of Kindness attracting record audiences.

In the last four weeks, Free TV's average audience has increased 3.3 per cent in metro areas and increased 4 per cent across regional markets. Of particular note was the 4.9 per cent increase in viewing seen in the 25-39 demographic.

Across the period, an average of more than 13.1 million Australians tuned in to Free TV each and every day.

Average Audience % Increase 4 Week Comparison - Weeks 18-21 vs Weeks 22-25 2009

	Metro Increases	Regional Increases
Total People	3.3%	4.0%
Ppl 16-24	3.7%	2.2%
Ppl 25-54	1.6%	2.9%
Ppl 55+	4.4%	7.0%
GB	2.6%	5.3%
GB w/ Kids	3.6%	2.5%

Source: OzTAM & RegionalTAM; 5 city metro and 4 aggregated regional markets ex Tas; 2am – 2am;
Wks 18-21 vs Wks 22-25 2009.

**Free TV Top 40 Programs
Weeks 22-25 2009**

	Program	AUD 000s
1	STATE OF ORIGIN - 1ST MATCH	3,441
2	SEVEN NEWS - SUN	2,441
3	STATE OF ORIGIN - PRE MATCH	2,366
4	SEVEN NEWS	2,238
5	MASTERCHEF AUSTRALIA - CHALLENGE	2,230
6	NINE NEWS SUNDAY	2,191
7	TALKIN' 'BOUT YOUR GENERATION	2,187
8	THE ZOO	2,146
9	STATE OF ORIGIN - POST MATCH	2,141
10	NCIS - EP 1	2,126
11	FIND MY FAMILY	2,016
12	SEVEN NEWS - SAT	1,987
13	THANK GOD YOU'RE HERE	1,940
14	MASTERCHEF AUSTRALIA	1,933
15	RANDOM ACTS OF KINDNESS	1,925
16	SEA PATROL	1,913
17	SUNDAY NIGHT	1,910
18	60 MINUTES	1,860
19	BETTER HOMES & GARDENS	1,845
20	MERLIN	1,843
21	GETAWAY	1,818
22	A CURRENT AFFAIR	1,801
23	NINE NEWS	1,782
24	NCIS - EP 2	1,779
25	BONES	1,773
26	TODAY TONIGHT	1,761
27	CRIMINAL MINDS	1,744
28	ALL SAINTS	1,732
29	NINE NEWS SATURDAY	1,702
30	20 TO 1	1,691
31	RECRUITS	1,658
32	RPA	1,647
33	GHOST WHISPERER	1,626
34	GREY'S ANATOMY	1,618
35	AUST FUNNIEST HOME VIDEOS	1,607
36	DESPERATE HOUSEWIVES	1,582
37	HOME AND AWAY	1,567
38	ROVE	1,558
39	THE FORCE - BEHIND THE LINE	1,542
40	BORDER SECURITY USA	1,523

Source: OzTAM & RegionalTAM; Weeks 22-25 (May 24 - June 20 2009); Free TV Channels; Metro and regional audiences are added together to form a combined average audience total and ranking; All program results represent an average of the period; Program ranking is based on absolute audience rounded to thousands.

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