

Media Release
5 March, 2009

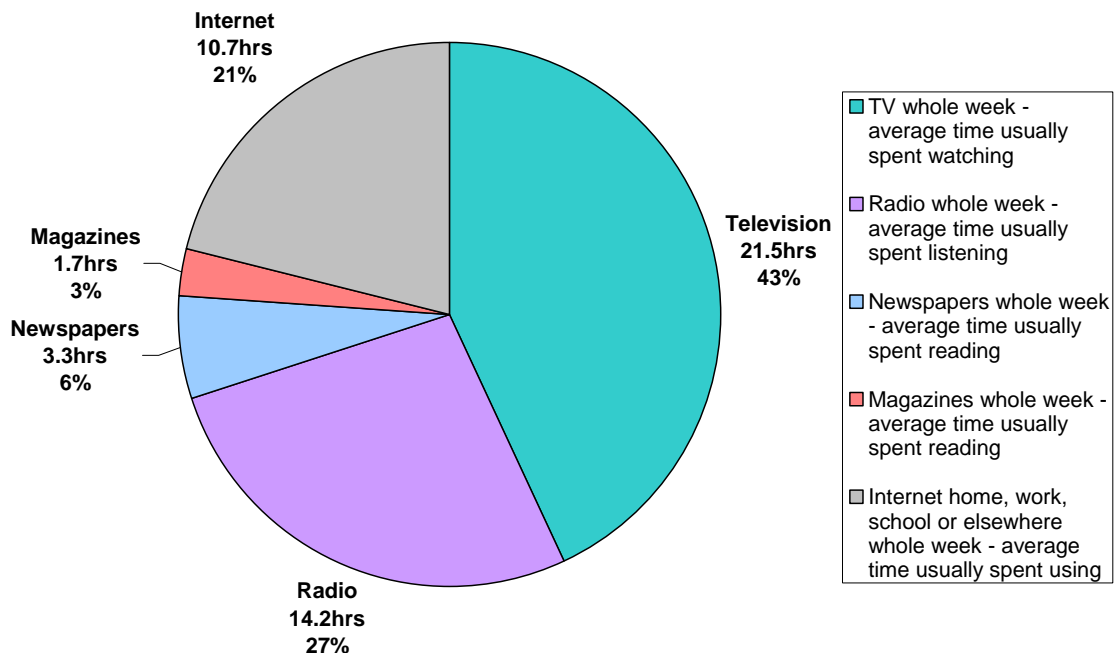
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TV VIEWING TOPS MEDIA CONSUMPTION

Figures released by Roy Morgan Research yesterday confirm that Australians spend more time with television than any other media.

Analysis of the Roy Morgan Research single source survey (January to December 2008), shows that people spend 43 per cent of their media time with television, watching on average 21.5 hours of television a week. This compares to 14.2 hours per week for radio, 10.7 hours per week for the internet, 3.3 hours per week for newspapers and 1.7 hours per week for magazines.

Time Spent With Media – Average Hours Per Week – All People 14+



Source: Roy Morgan Single Source Australia Jan 2008 – Dec 2008. Representative sample of 20,865 Australians.

The figures echo OzTAM and Regional TAM official ratings data that show in 2008 Australians on average spent 3 hours and 8 minutes a day watching television in metro markets, and 3 hours and 21 minutes a day in regional markets. The vast majority of this time is spent viewing Free TV.

Free TV Marketing Director, Ms Rhonda Brown, says the figures reaffirm that watching television is still Australia's favourite pastime. "Despite the plethora of new entertainment options, our appetite for television isn't waning.

"Television remains an integral part of Australian culture and very much a part of our everyday lives," says Brown.

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Click [here](#) for a copy of the Roy Morgan Research Article No. 853.

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