



AUSTRALIA

Media Release
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Free TV Broadcasters Maintain Strong Investment in Australian Content

Free TV Australia has welcomed the release of the ACMA's latest report, [TV in Australia: Spending on Commercial TV Programs for 2023-24](#), which confirms that Free TV broadcasters continue to deliver significant investment in Australian content.

Key highlights from the report include:

- \$1.625b invested in Australian content by commercial television broadcasters.
- 88% of total programming expenditure dedicated to Australian content.
- Ongoing support for trusted news services, with expenditure of \$408m, demonstrating the industry's commitment to Australian journalism.
- Continued investment in regional news and current affairs, despite economic and market pressures.

Bridget Fair, CEO of Free TV Australia, said, “Despite challenging economic conditions and increasing competition from global digital platforms, Free TV broadcasters continue to step up and deliver for Australian audiences. Our commitment to local content remains as strong as ever — from trusted news to live sport and entertainment.

“While global streamers sell stories, we tell the stories that matter to Australians — and all for free.

“Australians value Australian television and the vital role it plays in our democracy, our culture, and our everyday lives. To keep delivering, we look forward to continuing to work with Government on policy settings that support a sustainable and vibrant industry.”

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ABOUT FREE TV AUSTRALIA

Free TV Australia is a leading media industry organisation. It represents all of Australia's commercial free-to-air television licensees through advocacy, innovation and strategic advice. The members of Free TV Australia are Seven West Media, Nine Entertainment Co, Network 10, Southern Cross Austereo, WIN Network and Imparja Television.