

## PRESS RELEASE: 27 APRIL 2011

### New free to air channels driving regional TV audience growth

Regional commercial networks have increased their average audience this year by 19.2% with the success of the new free to air TV channels being the primary driver of growth.

Viewing of the new digitally broadcast commercial channels in regional markets has doubled since September last year when the launch of a second new channel from each of the three commercial networks began with GEM and 7Mate and was followed by Eleven in January 2011.

The actual average audience for combined aggregated markets Reg. QLD, NNSW, SNSW, VIC & TAS for the year to date is:

Survey 1-2, 2010	Survey 1-2, 2011	YOY % Change
1,320,302	1,574,035	19.2%

Average audience 18.00 – 22.29. Source RegTam. Survey 1 (Sun 6 Feb - Sat 5 March) Survey 2 (Sun 6 March - Sat 2 April)

The new digital free to air TV channels now represent 20% of all TV viewing in regional Australia. The new FTA channels achieved a combined average regional audience of 457,000 viewers during peak viewing time which was almost 50% greater than the 315,000 average viewers achieved by pay TV in regional markets so far this year.

Pay TV's share of total regional TV viewing so far this year was only 13.6% and its average audience has declined by 1.2% year on year.

The vast majority of regional consumers now have access to 15 free to air TV channels with the latest surveys estimating around nine in ten regional households are digital ready.

Regional Victoria will be the first regional aggregated markets to go 100% digital when the analogue signal is switched off in May 2011. Regional QLD will switch over to all digital TV broadcasting in December this year.

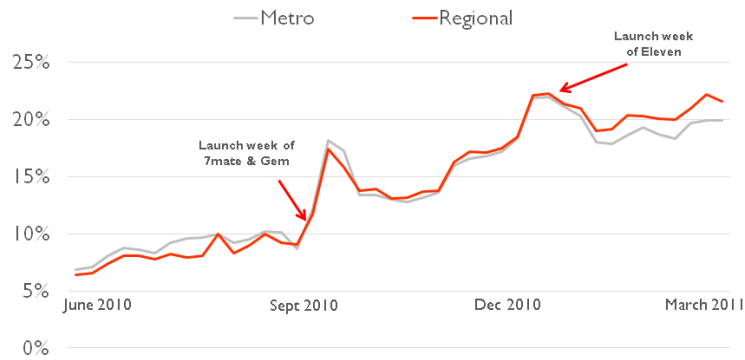
**Brian Hogan General Manager of Regional TV Marketing says:**

“The success of the new commercial free to air TV channels proves regional consumers want more choice in their viewing options but they want it for free.”

“For advertisers the new free to air channels offer greater choice in the types of regional audiences they can target while maintaining the cost efficiency regional free to air TV is renowned for.”

For further comment call Brian Hogan 0414 380 418

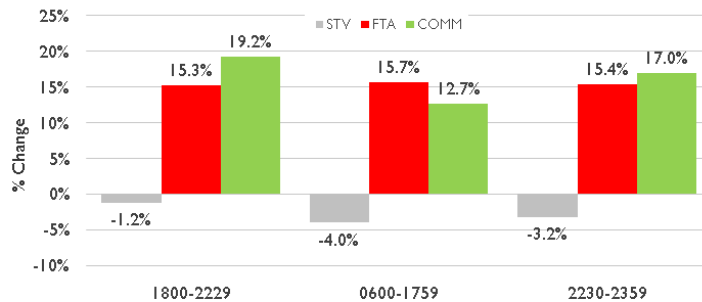
Audience share of the new commercial “digital” channels has more than tripled since June 2010



Source: Mediaweek, Metro data from OzTAM and Regional data from Regional TAM. All People 18:00 - 23:59

**New commercial channels driving Free to air TV audiences up in 2011**

- Subscription TV audiences are down in all key dayparts for the Survey Year to Date
- FTA viewing is up & commercial TV even more



Audience Year on Year % Change; Combined Agg Markets (QLD, NNSW, SNSW, VIC & TAS)  
Total People; Sun-Sat; Survey 1-2, 2011 vs. 2010

Source: Regional TAM; Survey 1-2, 2011 vs. 2010; Consolidated Data

Data source: Regional TAM; Survey 1-2, 2011 vs. 2010; consolidated data, combined aggregated markets (QLD, NSW, SNSW, VIC, TAS); Total people; 18.00-22.29; SUN-SAT.

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