



## NEWS RELEASE

### FREE-TO-AIR TV VIEWING SURGES IN 2009

14 January 2010

Free-to-air television viewing in Australia surged in the latter part of 2009 with audience growth gathering momentum as a result of new digital channels launched on the Freeview platform.

The picture was in stark contrast to pay TV, which posted a fall in viewing levels in the final months of last year.

In weeks 36 to 52 of 2009, OzTAM figures show that free-to-air TV viewing increased by 2.2 per cent compared with the same period in 2008. Over the same weeks last year, pay TV viewing declined by twice as much, 4.4 per cent, compared with 2008\*.

These figures are proof that Australian viewers are embracing free-to-air TV more enthusiastically, thanks largely to the launch of Freeview digital channels by all the free-to-air networks during 2009.

Commenting on the viewing data, Freeview CEO Robin Parkes said that in 2009, each of the free-to-air broadcasters had launched a new channel (ONE, SBS TWO, GO!, 7TWO and most recently, ABC 3) and Australian viewers have responded very favourably.

“The launch of all these new digital channels, under the Freeview brand name, has produced very real growth in terms of overall viewing of free-to-air TV, while we’ve seen pay TV viewing figures decline at the same time,” Parkes said.

“Australians are now getting more from their free-to-air viewing experience – more channels, more shows and more viewing choice than ever before.

“The best part is that so much is yet to come and we’re incredibly excited about what’s ahead for Freeview in 2010,” Parkes added.

“These figures are also great news for advertisers on free-to-air TV as they reap the benefits of higher viewing figures,” Parkes said.

“Freeview is all about more for free for the Australian viewer, and this year we’ll be putting even more weight behind that promise,” Parkes said.

\* Source:

OzTAM, 5 City Metro

Wks 36-52, 2008 vs Wks 36-52, 2009

31/08/2008 - 27/12/2008; 30/08/2009 - 26/12/2009

6am-Midnight

ends.

### **About Freeview**

Launched in 2008, Freeview is the free digital television service in Australia. It comprises all the channels from Australia's free-to-view broadcasters. Freeview encourages Australians to switch to free-to-view digital television by promoting its benefits including more channels, more moments, better picture and superior sound, for free. Freeview is not-for-profit and owned by ABC, SBS, Seven, Nine, Network Ten, Prime, Southern Cross and WIN.

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