

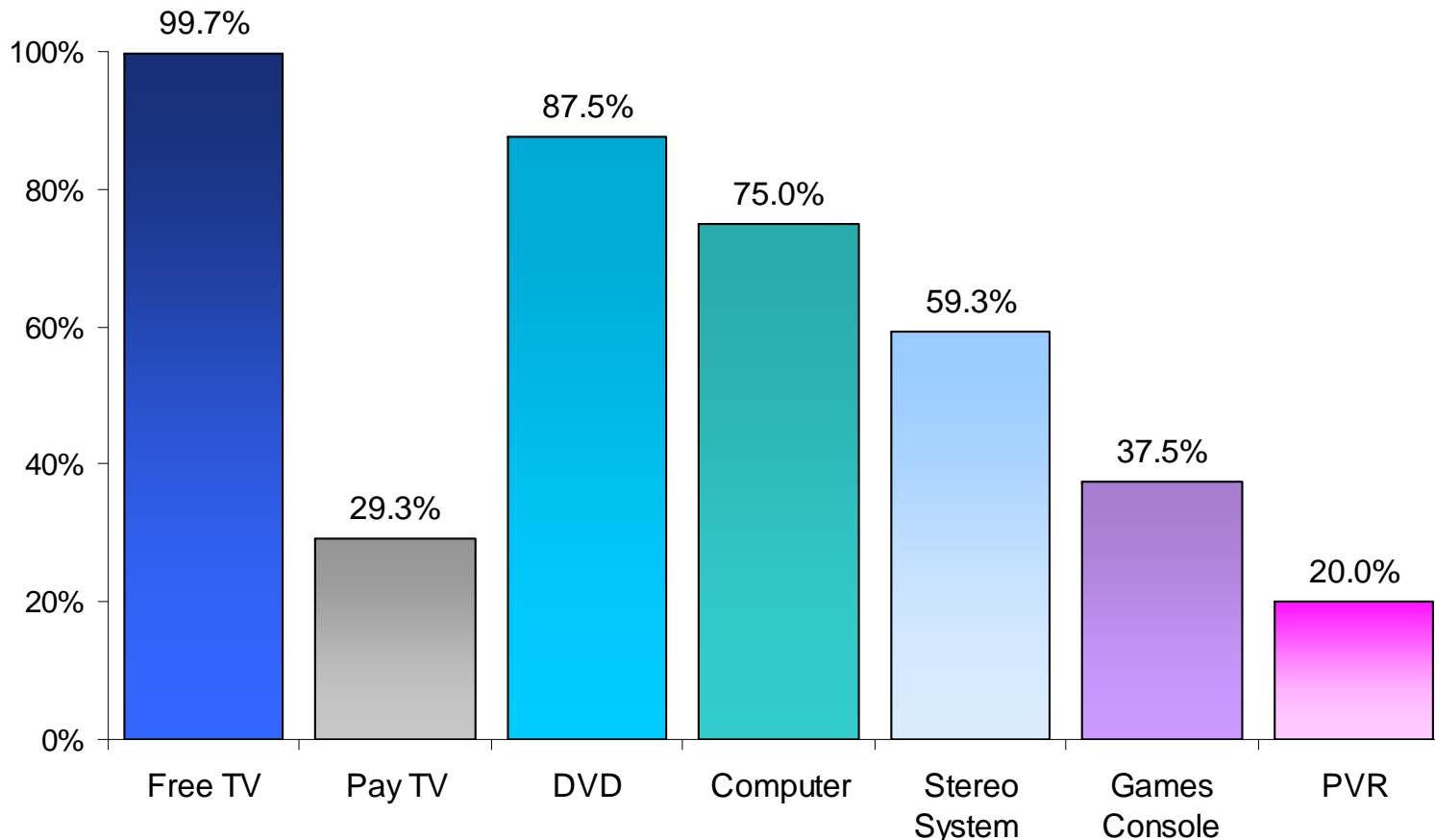
2009 YEAR IN REVIEW

**Free TV is part of
every Australian
household**

Free TV's household penetration is unrivalled

While Australians enjoy a wealth of media and entertainment options, Free TV continues to dominate other technologies in the home. According to Nielsen's Online Global Survey, Australia has the highest penetration of television households among 52 countries globally.

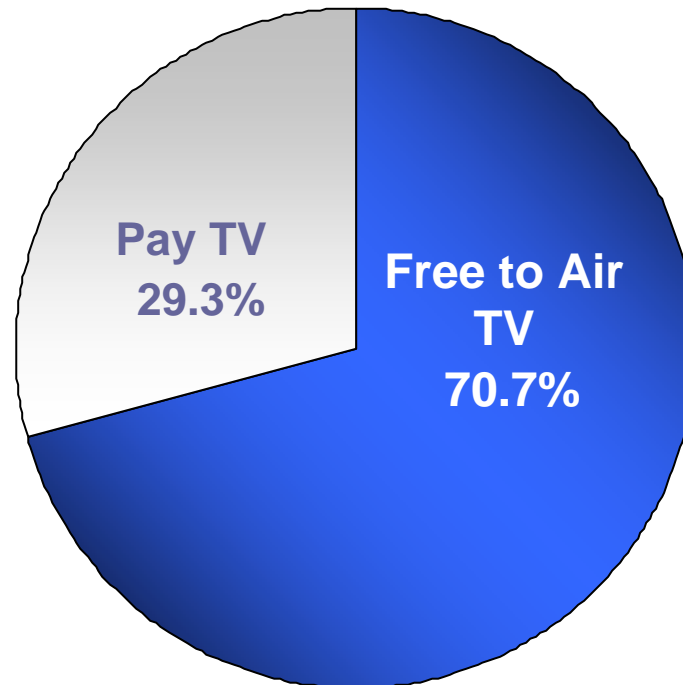
Household Penetration of Technology



Less than one-third of homes have pay TV

Pay TV penetration in Australia is well below that of other developed nations. The vast majority of Australian households don't have pay TV – they rely solely on their free-to-air television services.

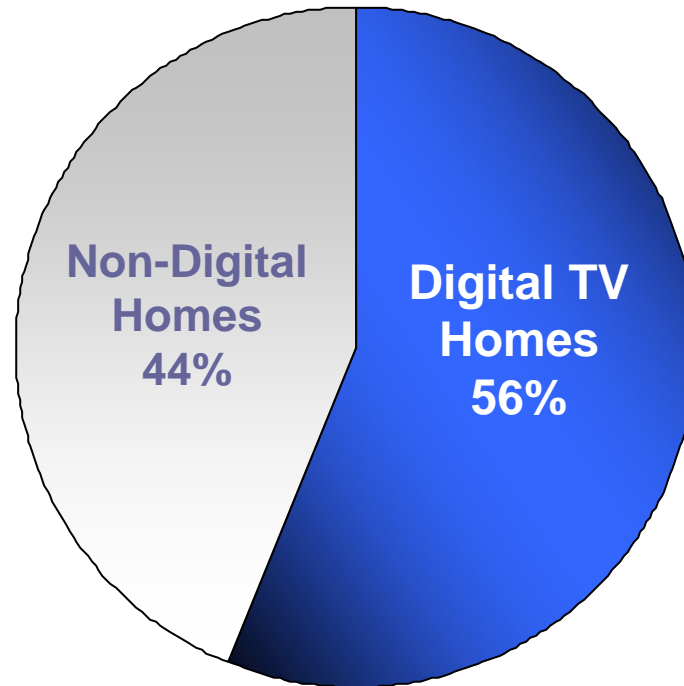
Household Penetration of Pay TV



More than half of Australian homes have digital

According to the Digital Switchover Taskforce Quarterly Tracker, over 90 per cent of households have heard of the Government's plan to switch to digital TV. 56 per cent of Australian homes already have at least one digital television. Satisfaction with digital TV is also very high at 83 per cent.

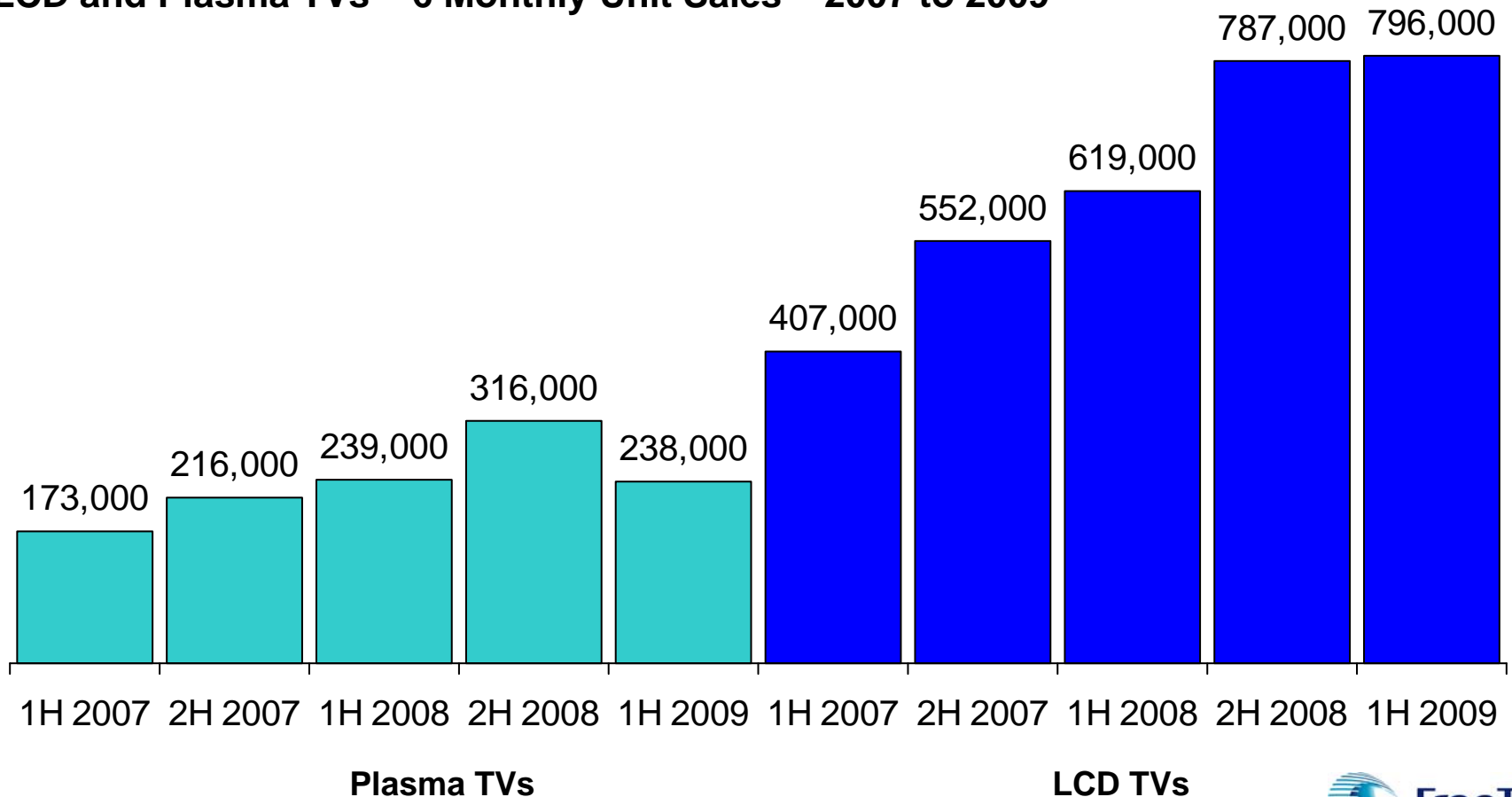
Household Penetration of Digital TV



Australians appetite for television isn't waning

Despite predictions that the economic downturn would significantly impact consumer electronic sales, the first half of 2009 saw record sales of LCD TVs, topping \$1 billion.

LCD and Plasma TVs – 6 Monthly Unit Sales – 2007 to 2009

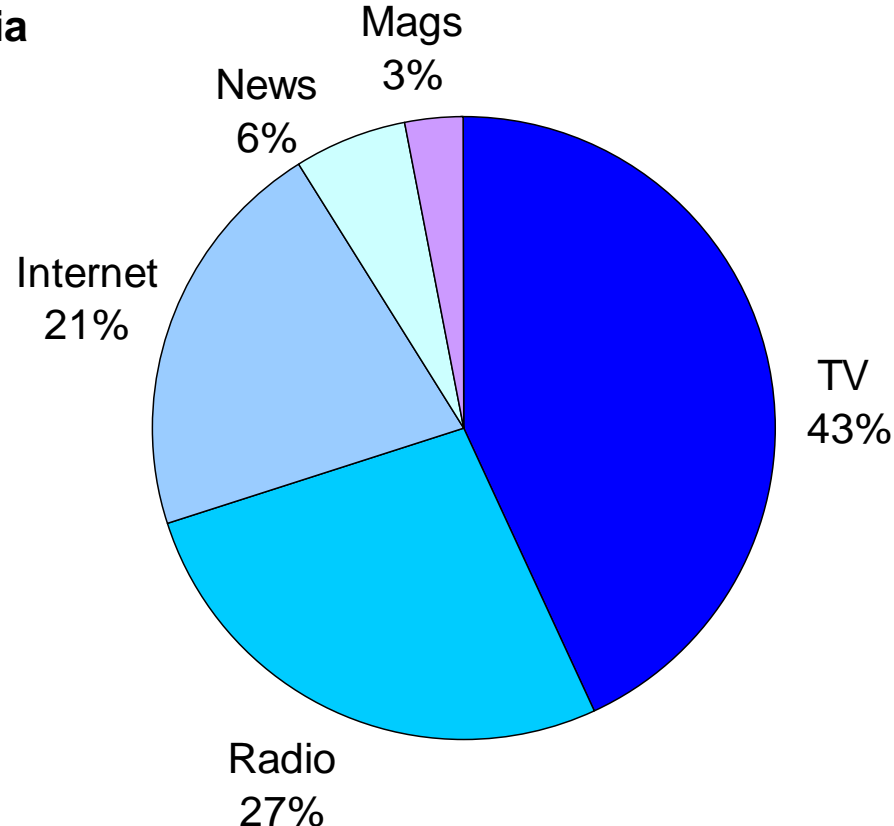


**People spend more time
with television
than any other media**

Television is the #1 media

Roy Morgan figures released this year show Australians continue to spend more time with television than any other media. Television accounts for a massive 43 per cent of people's time spent with media. And while teens have many more entertainment options these days, television is still the primary media for this group too, accounting for 42 per cent of their media time.

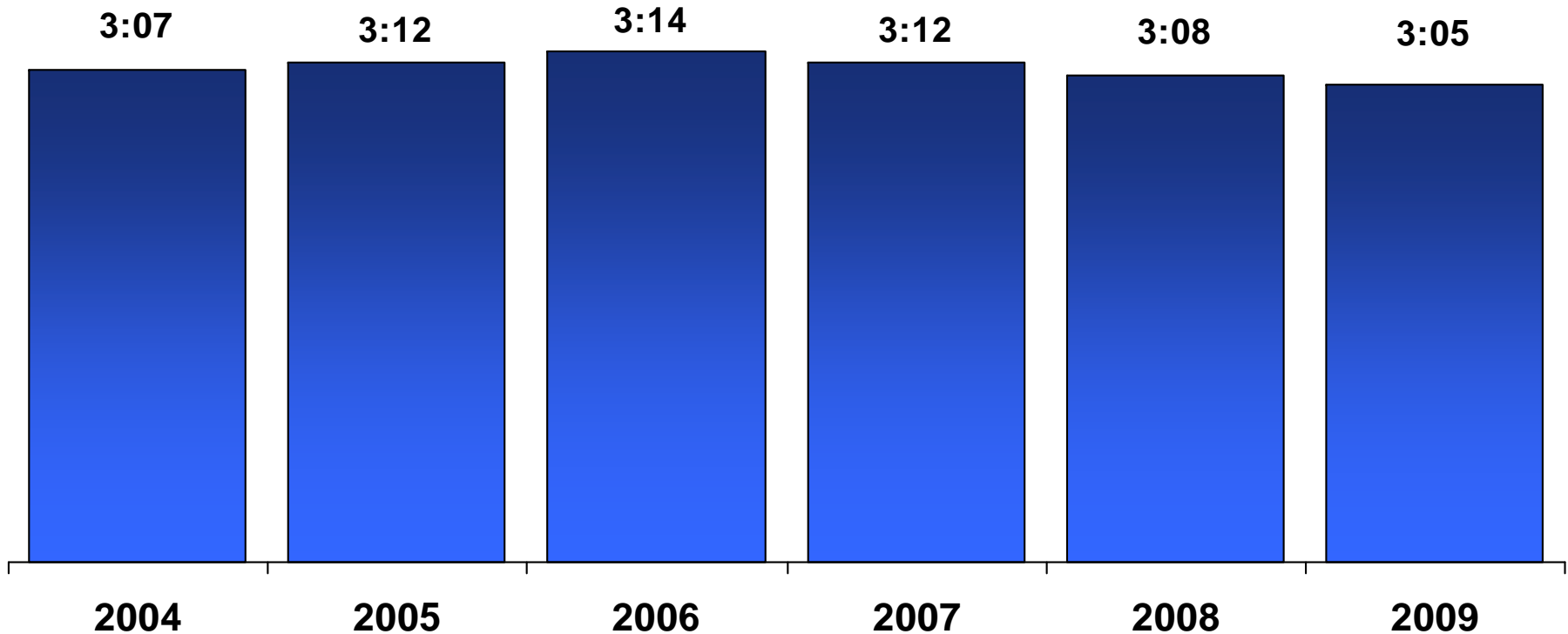
Time Spent with Media



TV viewing has remained stable

Australians are watching about the same amount of television as they were five years ago. In 2004 daily viewing was 3:07 minutes in metro markets, compared with 3:05 in 2009.

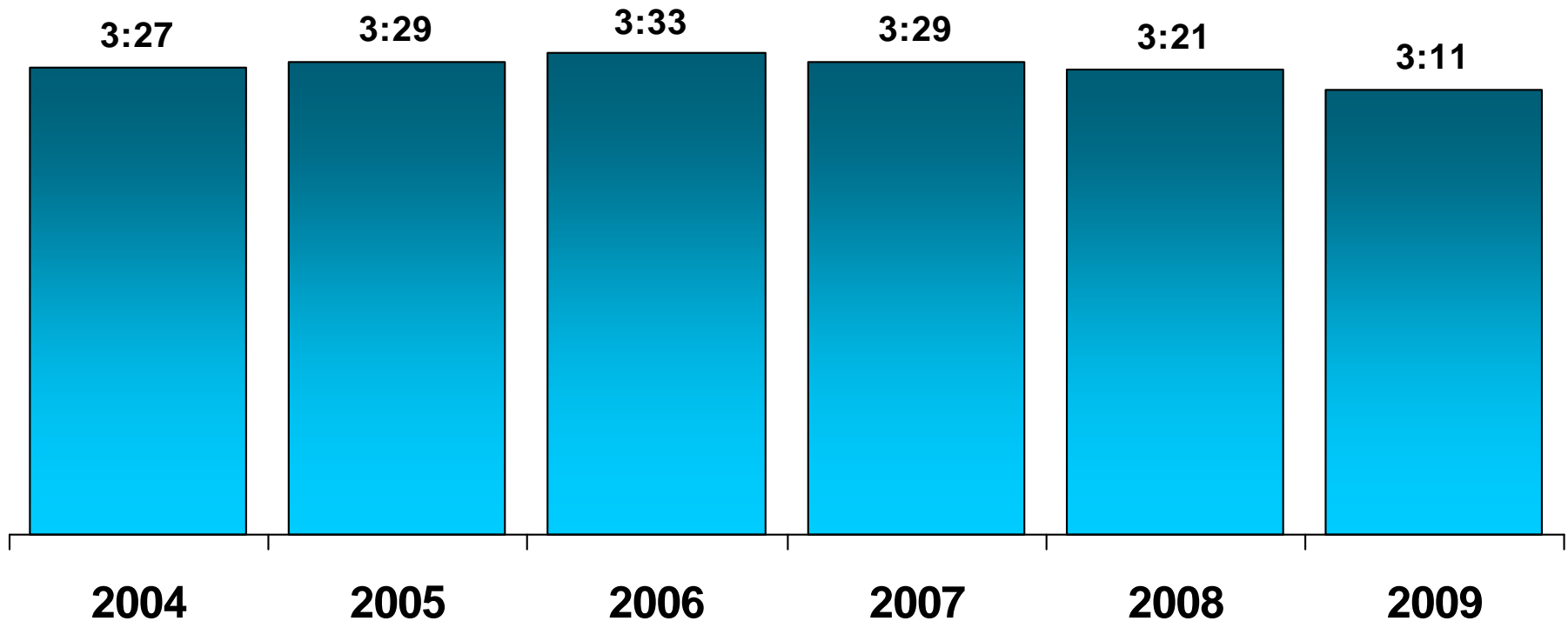
Daily Time Spent Viewing TV – YOY Comparison – Metro



TV viewing has remained stable

Regional TV viewing has also remained stable with people spending on average 3 hours and 11 minutes watching TV in 2009.

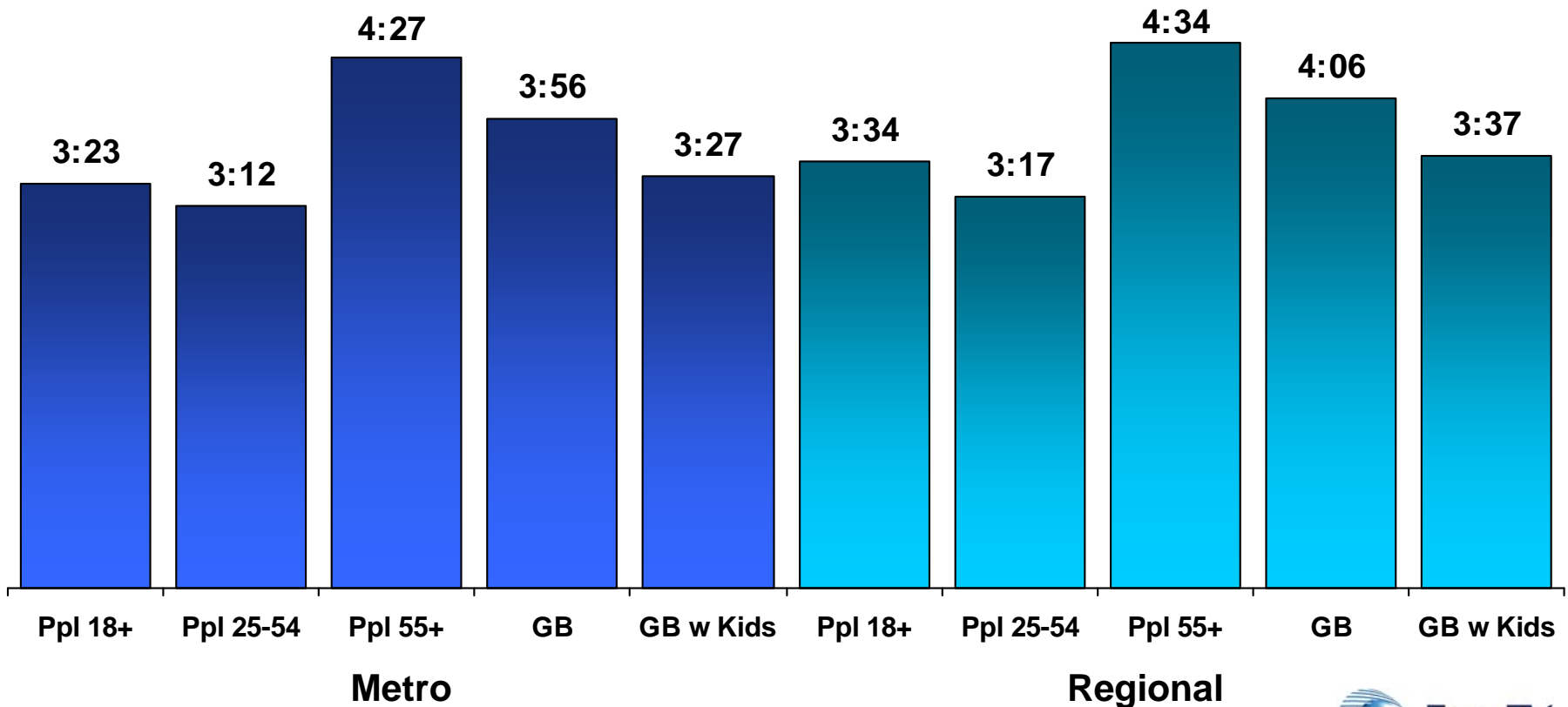
Daily Time Spent Viewing TV – YOY Comparison – Regional



Australians watch between 3 to 5 hrs of TV a day

We watch an average of between 3 to 5 hours of television a day. Grocery buyers and people aged 55+ watch the most TV.

Daily Average Hours Viewed – By Demographic



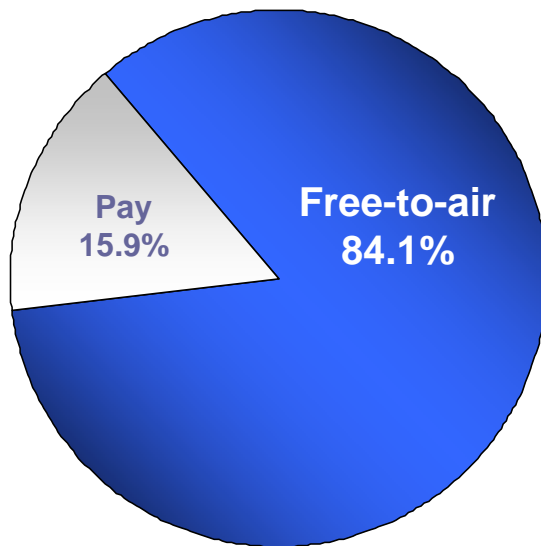
Free TV accounts for the vast majority of viewing

Free-to-air TV garners the lion's share of viewing

Free-to-air accounts for more than three quarters of all television viewing (2am – 2am). During the evening, free-to-air TV garners an 84.1 per cent share of metro viewing, while pay TV accounts for 15.9 per cent.

2009 Share of Viewing – 6pm to Midnight

Metro



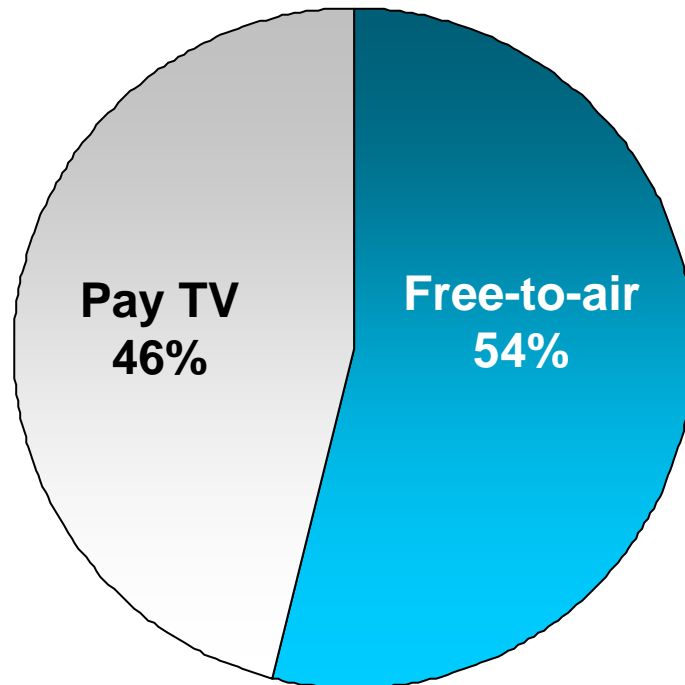
Regional



Free-to-air dominates viewing in pay TV homes

Australians love for free-to-air television doesn't end if they have pay TV. Within homes that have pay TV more than 40 per cent of their viewing during the day (2am to 2am) is of free-to-air television and the majority of nightly viewing (6pm to midnight) is, in fact, of free-to-air television.

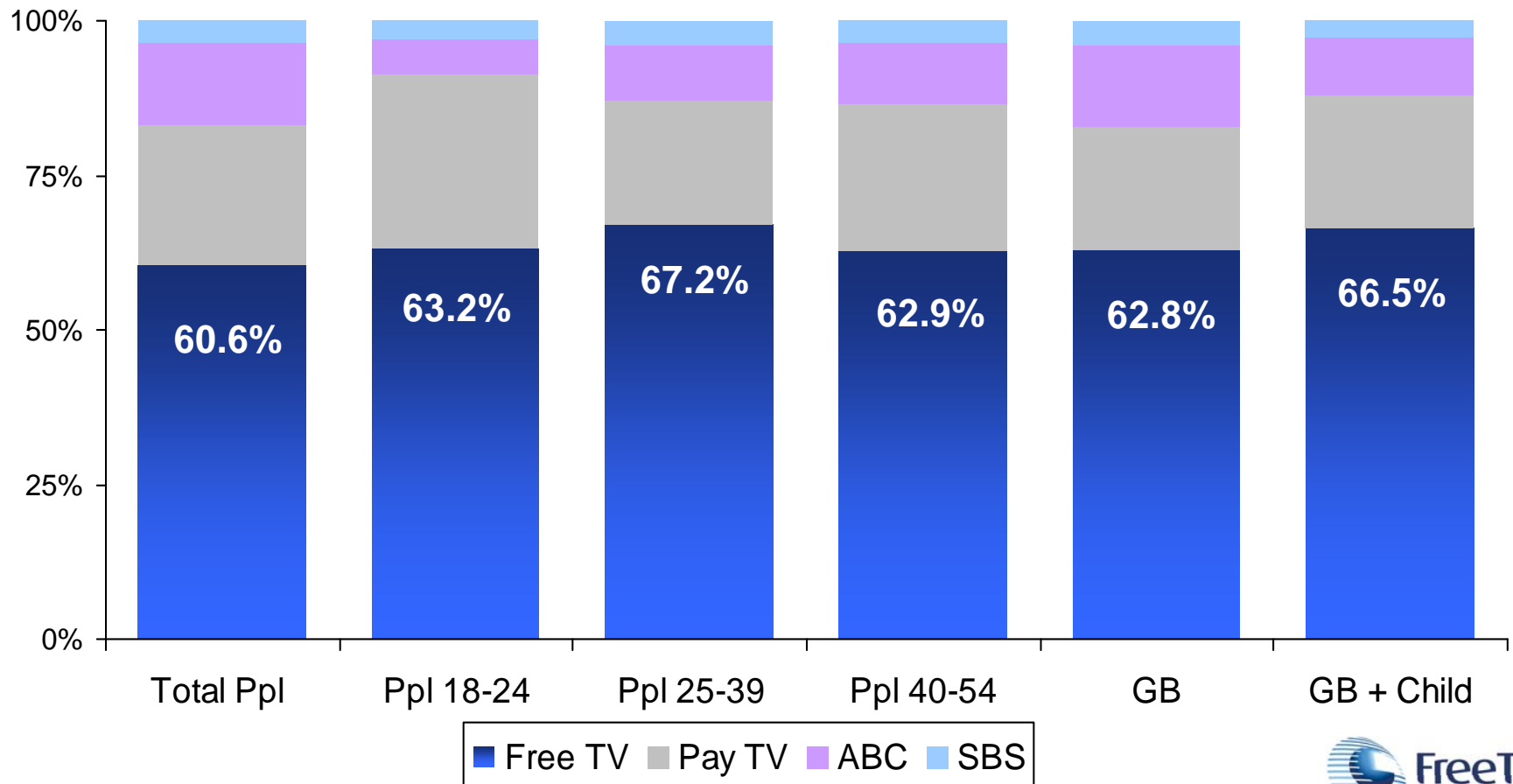
Share of Viewing in Pay TV Homes – 6pm to midnight



The majority of time is spent watching Free TV

Free TV continues to account for the vast majority of all metro television viewing across all key buying demographics.

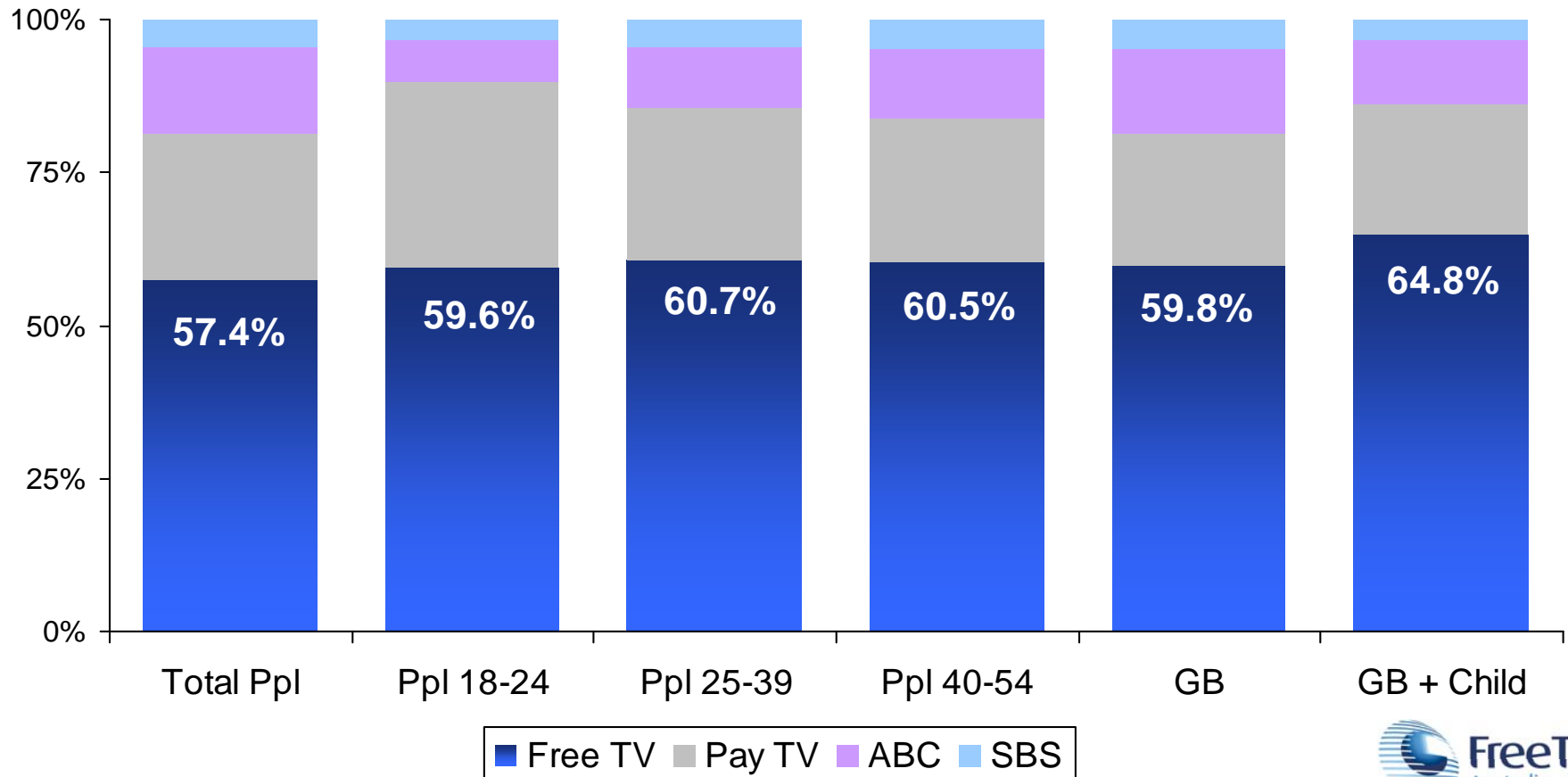
2009 Share of Viewing – All Day (2am to 2am) – Metro



Free TV dominates in regional markets

Free TV also dominates share of viewing in regional markets where Free TV accounts for the majority of viewing.

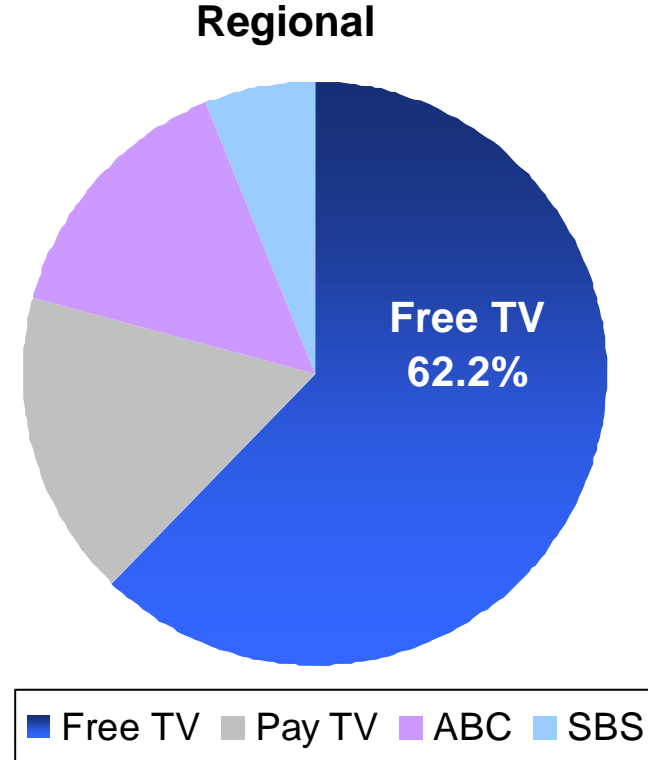
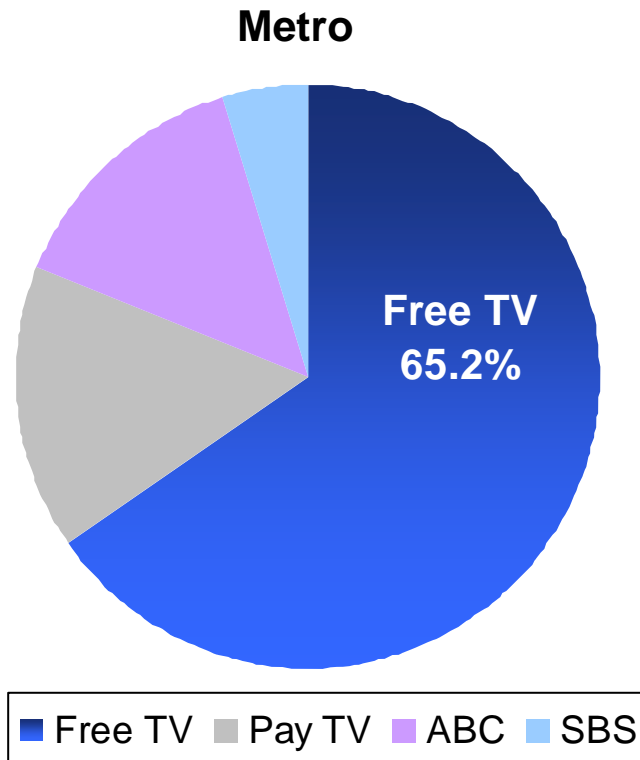
2009 Share of Viewing – All Day (2am to 2am) - Regional



Free TV also dominates evening viewing

In the evening, when the majority of viewing occurs, Free TV accounts for around two-thirds of all television viewing.

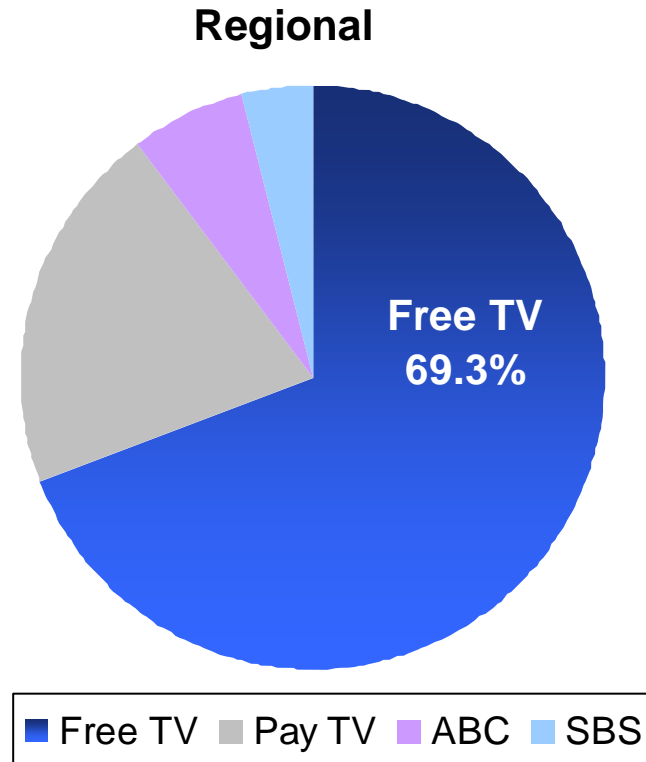
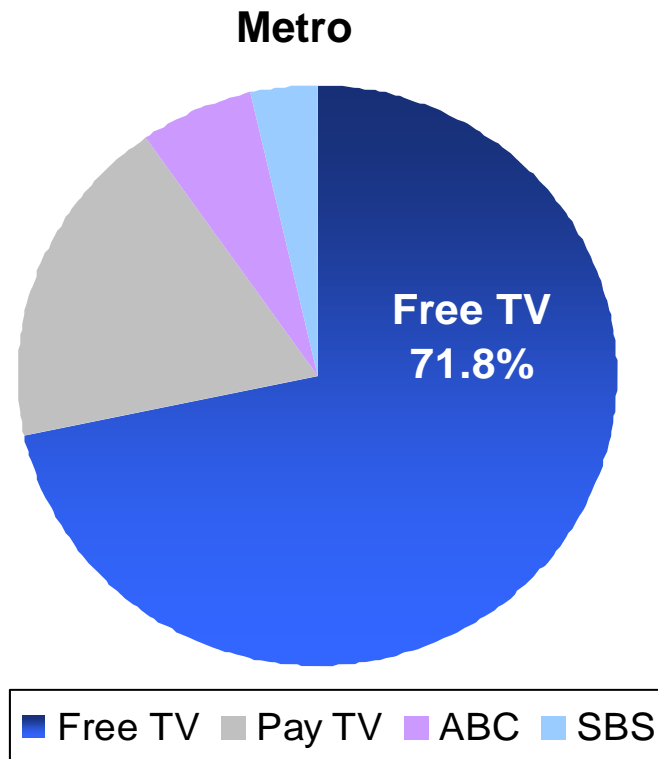
2009 Share of Viewing – 6pm to Midnight – Total People



Younger demos watch more Free TV

Young adults aged 18 to 24 years are still spending the vast majority of their TV viewing time watching Free TV.

2009 Share of Viewing – 6pm to Midnight – 18 to 24's

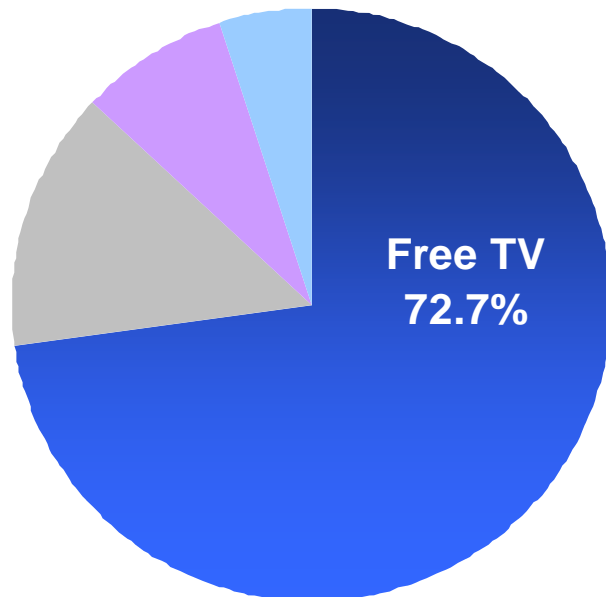


Free TV dominates viewing among 25 to 39's

People aged 25 to 39 also spend the majority of their time watching Free TV.

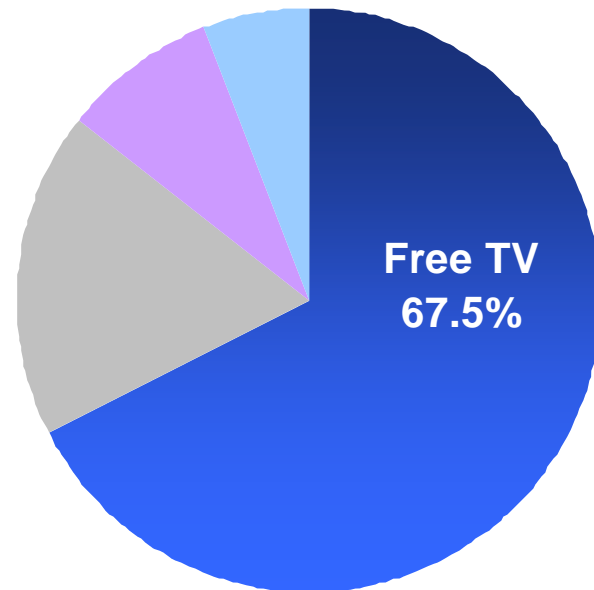
2009 Share of Viewing – 6pm to Midnight – 25 to 39's

Metro



Free TV Pay TV ABC SBS

Regional

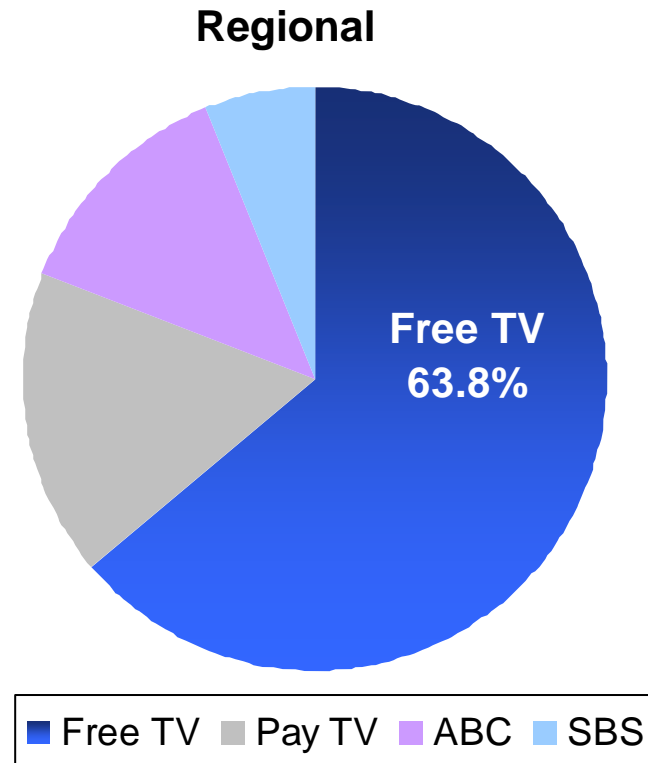
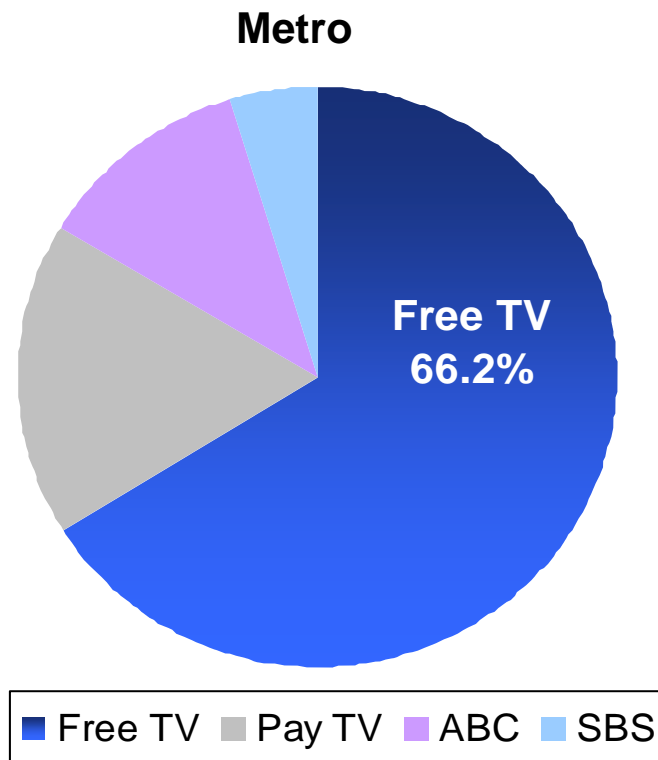


Free TV Pay TV ABC SBS

Free TV dominates viewing among 40 to 54's

People aged 40 - 54 also spend the majority of their time watching Free TV.

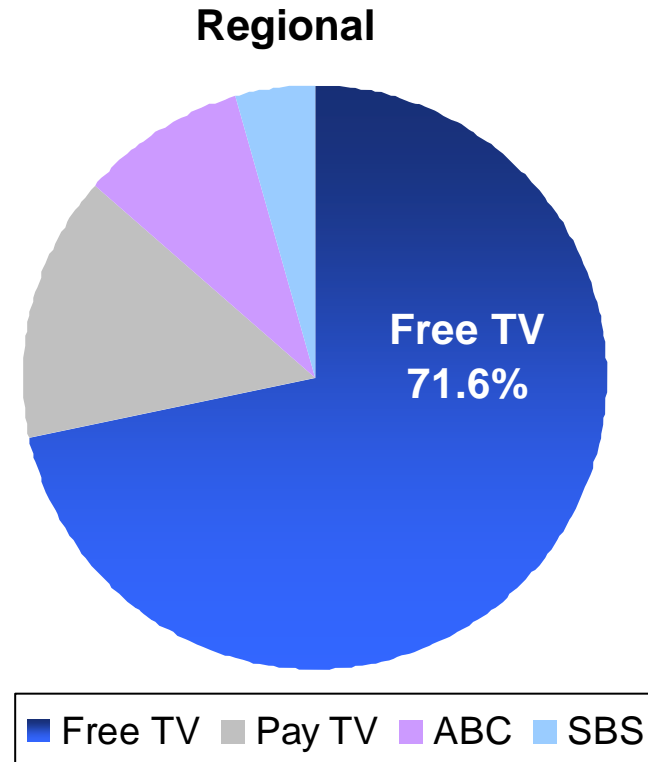
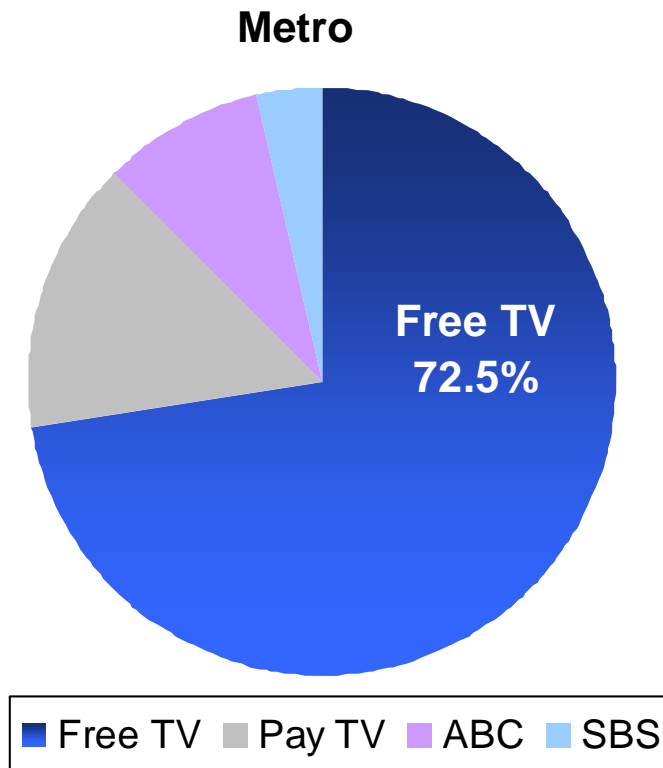
2009 Share of Viewing – 6pm to Midnight – 40 to 54's



Free TV garners over 70 per cent of GB viewing

Free TV accounts for the vast majority of television viewing amongst the all-important Grocery Buyer with kids demographic.

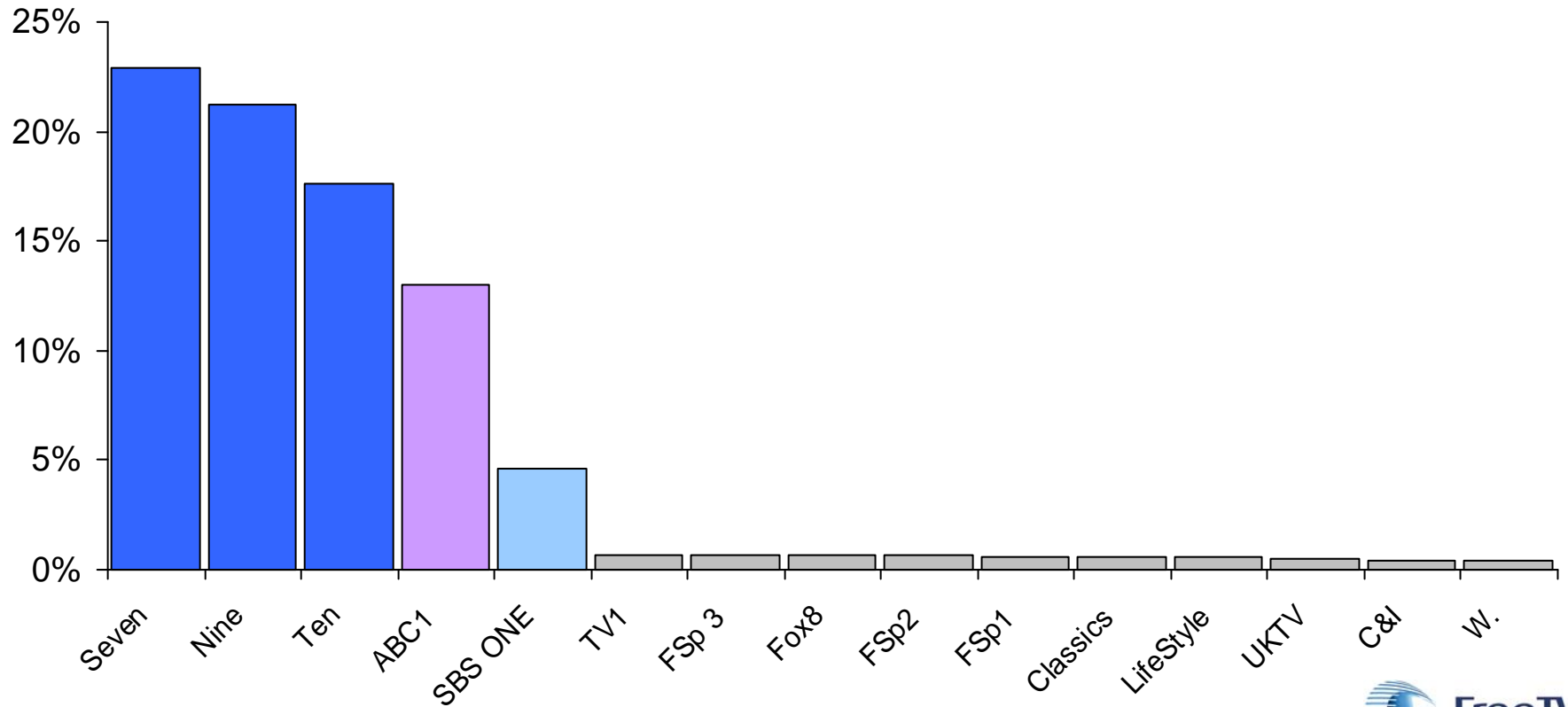
2009 Share of Viewing – 6pm to Midnight – GBs with Kids



Free TV channels garner the greatest share

Free TV's three primary metro channels attract by far the largest share of television viewing, particularly during prime-time. By comparison, Pay TV's top channel struggles to attract a one per cent share of nightly metro viewing.

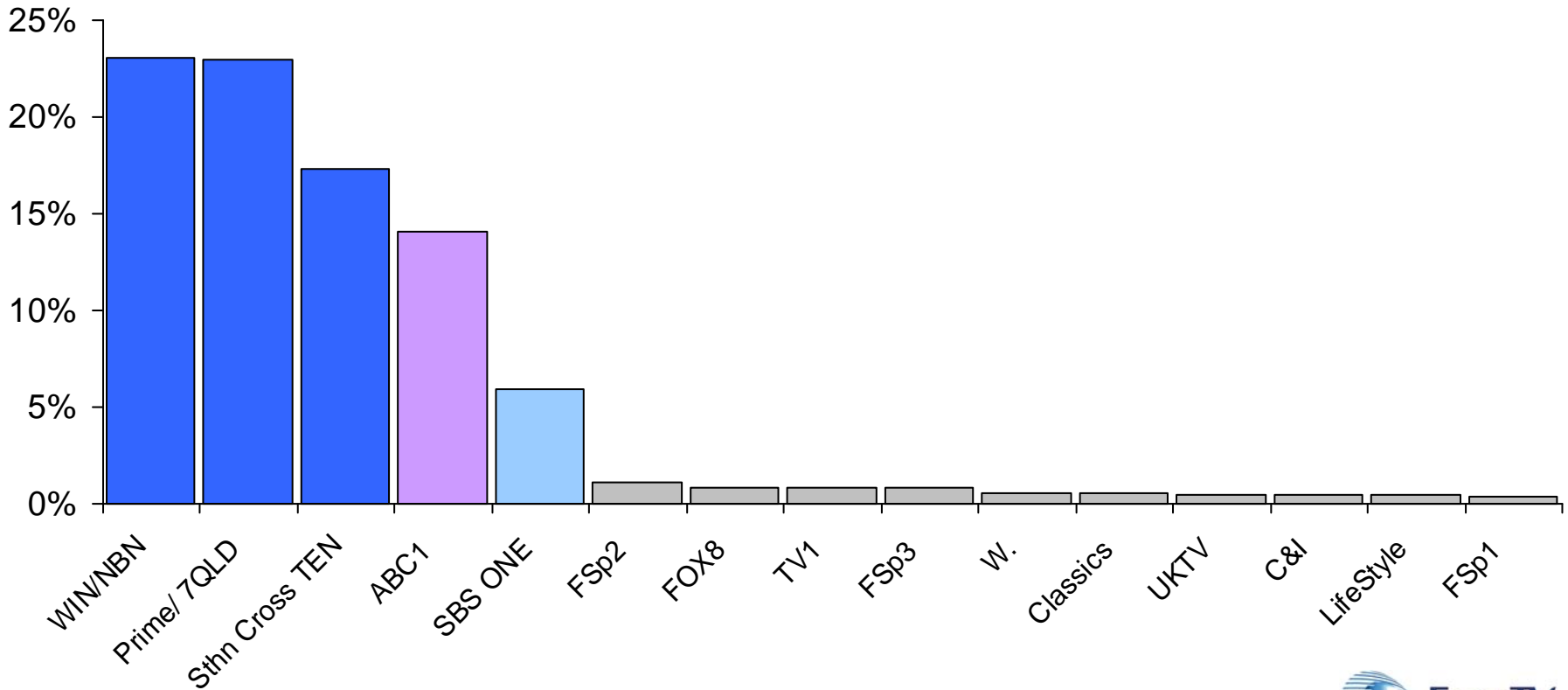
2009 Share of Nightly Viewing - Main Channels - Metro



Regional channels also dominate

Free TV's three primary regional channels also attract by far the largest share of television viewing, particularly during prime-time.

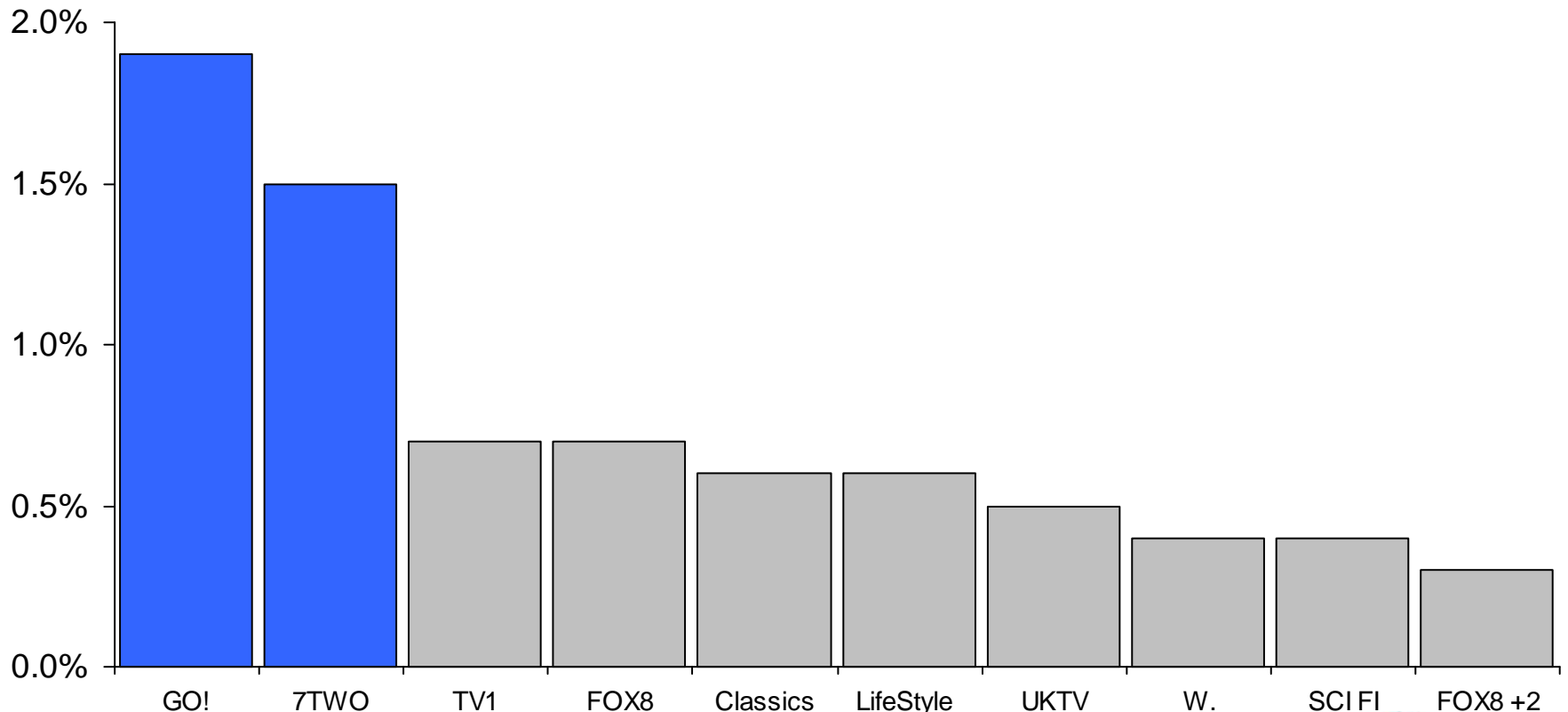
2009 Share of Nightly Viewing – Main Channels - Regional



GO! and 7TWO are out-performing pay TV

After less than three months in market, Free TV's general entertainment-based digital multichannels are out-performing pay TV channels both during day and in the evenings.

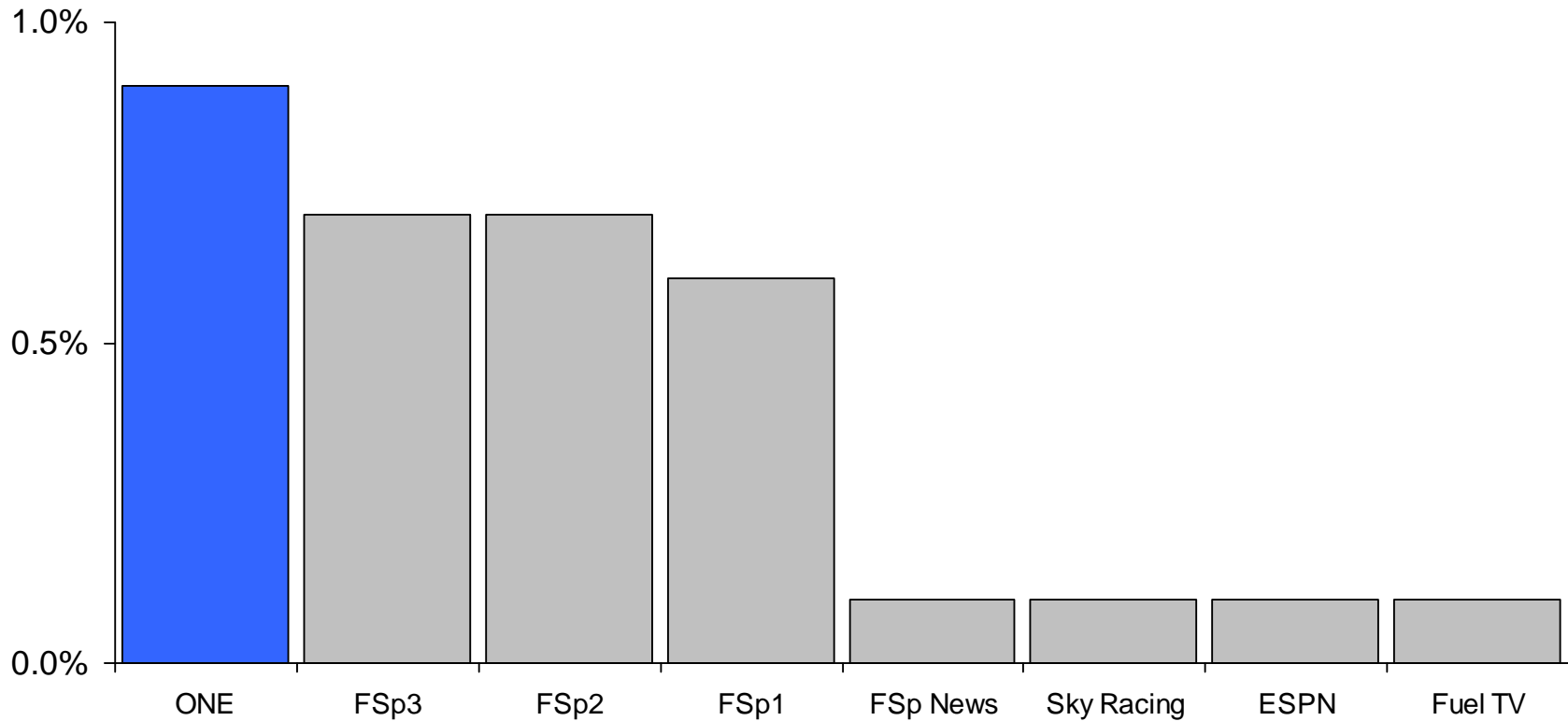
2009 Share of Metro Nightly Viewing – General Entertainment Channels



ONE is outperforming pay TV's sports channels

Free TV's first 24 hour sports channel also dominates pay's well-established sports-based channels both during the day and in the evening.

2009 Share of Metro Nightly Viewing – Sports Channels

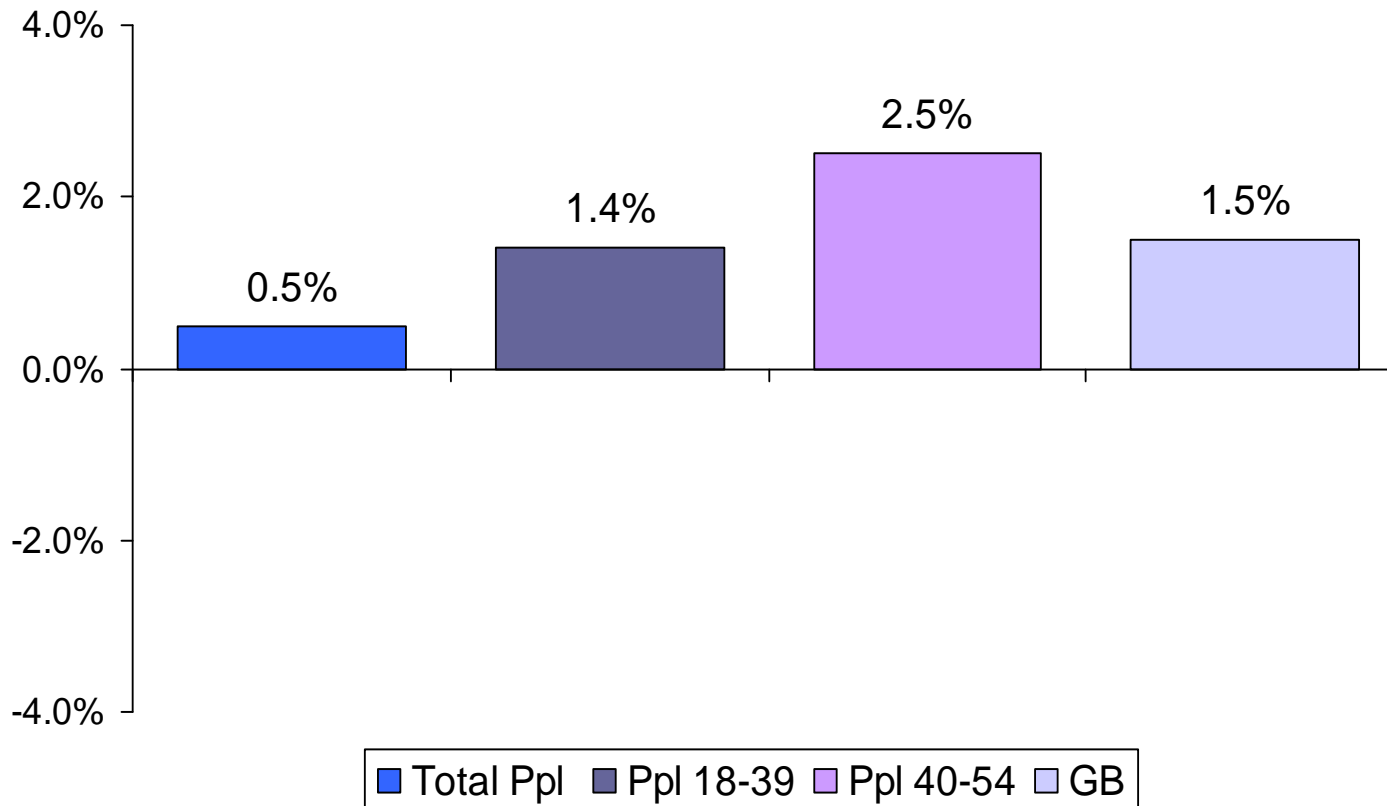


**More people watch
Free TV**

Free TV saw audiences increase in 2009

In 2009, Free TV networks saw some metro audiences increases in key demographics across the day.

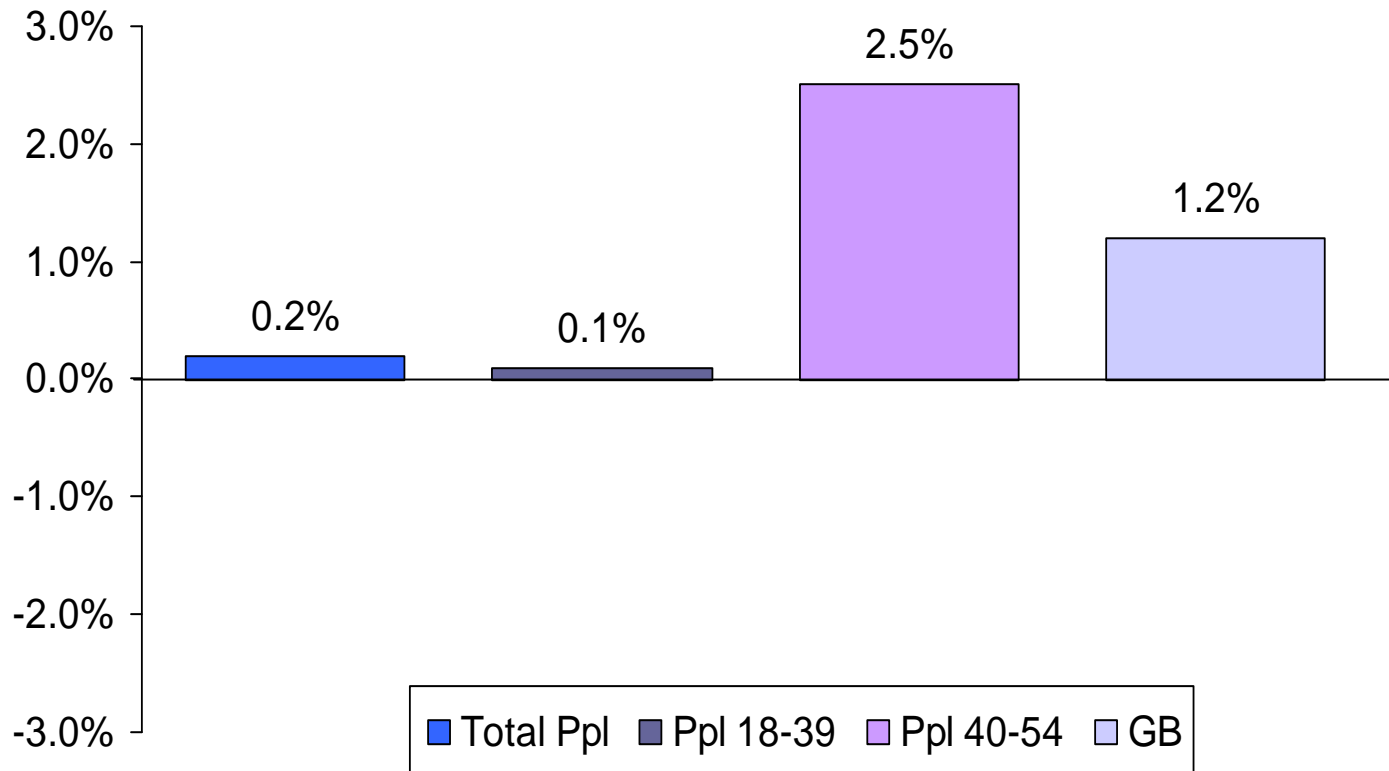
Average Metro Audience Increases - 2009 vs 2008 – 2am to 2am



Prime-time also saw audience increases

In addition to the audience increases seen across the day, Free TV also saw average audience increases in the all-important 6pm to midnight prime-time slot.

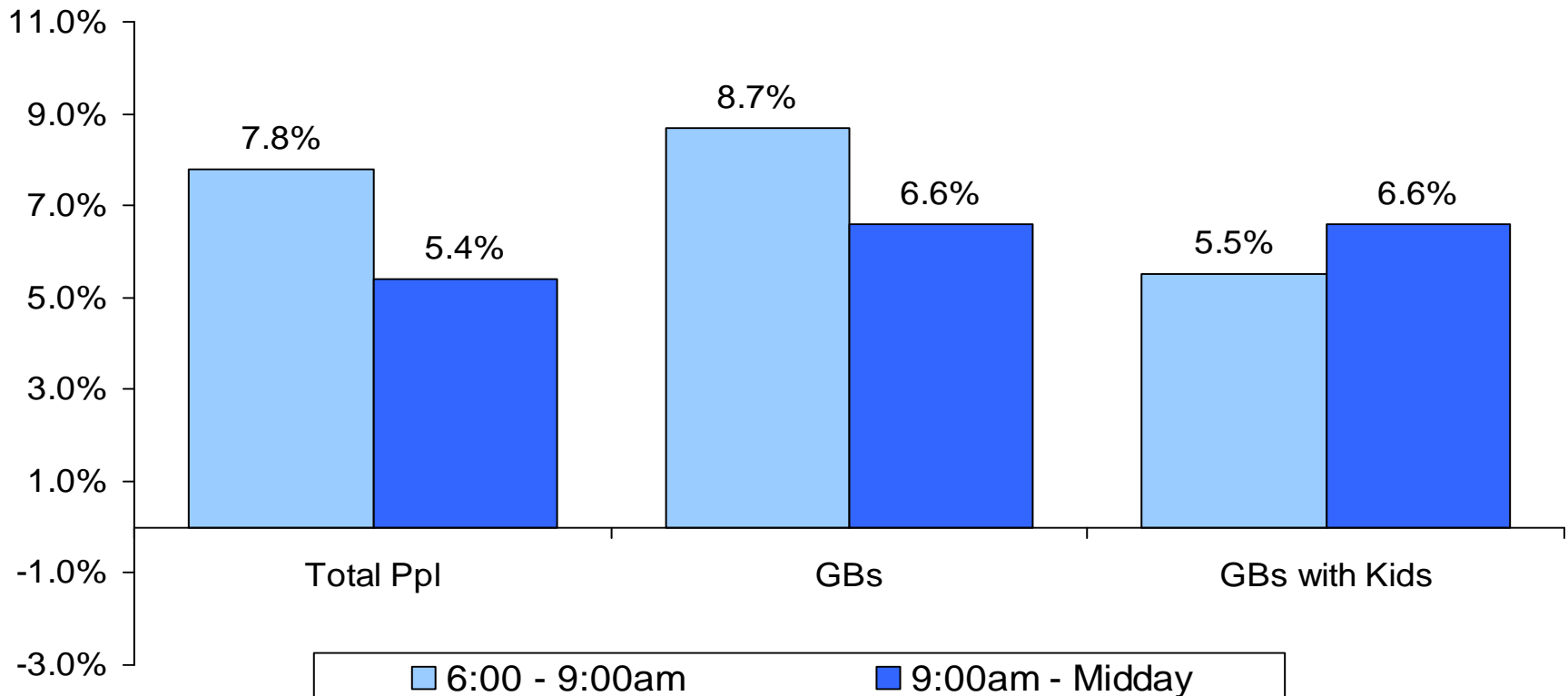
Average Metro Audience Increases – 2009 v 2008 – 6pm to midnight



More people tuning into Free TV in the mornings

Average metro audiences also increased in the 6am-9am and 9am-midday time slots for all key demographics; most notably for the all important Grocery Buyer demographic.

Average Audience Increases – 2009 v 2008

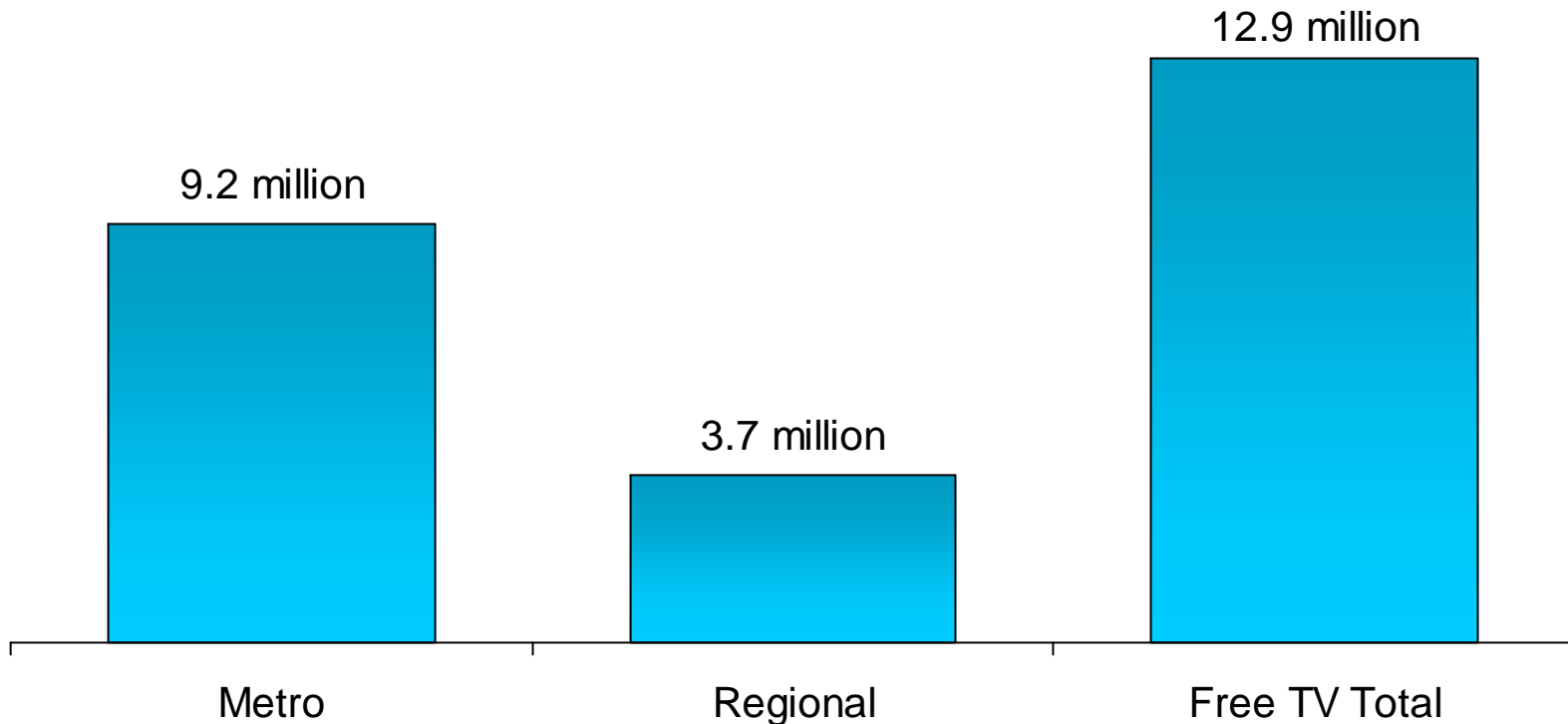


**Free TV reaches
more people**

13 million Australians tune into Free TV daily

Free TV's reach is unrivalled. On any given day, approximately 13 million Australians tune in to Free TV.

2009 Average Daily Reach – Free TV



**A stellar year of
Free TV programming**

2009 Top Programs on Free TV

TOP PROGRAMS - OVERALL

1	MASTERCHEF - THE WINNER ANNOUNCED	4,946,000
2	MASTERCHEF - FINALE NIGHT	4,427,000
3	AFL GRAND FINAL ST KILDA V GEELONG	3,702,000
4	RUGBY LEAGUE GRAND FINAL	3,632,000
5	MELBOURNE CUP-THE RACE	3,564,000
6	STATE OF ORIGIN NSW V QLD 1ST - MATCH	3,441,000
7	STATE OF ORIGIN NSW V QLD 2ND - MATCH	3,216,000
8	AFL GRAND FINAL POST MATCH PRESENTATION	3,115,000
9	TENNIS: 2009 AUST OPEN - DAY 9 NIGHT SESSION	3,109,000
10	HEY HEY REUNION EP 1	3,037,000
11	TENNIS: 2009 AUST OPEN - MEN'S FINAL	3,011,000
12	HEY HEY REUNION EP 2	2,991,000
13	TWENTY/20 - AUSTRALIA V SOUTH AFRICA GAME 2	2,940,000
14	STATE OF ORIGIN NSW V QLD 3RD - MATCH	2,923,000
15	UNDERBELLY: A TALE OF TWO CITIES	2,910,000
16	TWENTY/20 - AUSTRALIA V SOUTH AFRICA	2,781,000
17	THE BIGGEST LOSER (AUS) - THE WINNER	2,769,000
18	PACKED TO THE RAFTERS	2,647,000
19	THE BIGGEST LOSER (AUS) - FINALE NIGHT	2,393,000
20	STATE OF ORIGIN NSW V QLD 1ST - PRE MATCH	2,366,000

TOP REGULAR PROGRAMS

1	UNDERBELLY: A TALE OF TWO CITIES	2,910,000
2	PACKED TO THE RAFTERS	2,647,000
3	MASTERCHEF AUSTRALIA - CHALLENGE	2,322,000
4	TALKIN' 'BOUT YOUR GENERATION	2,154,000
5	FIND MY FAMILY	2,146,000
6	THE ZOO	2,133,000
7	SEVEN NEWS - SUN	2,129,000
8	WORLD'S STRICTEST PARENTS	2,082,000
9	MASTERCHEF AUSTRALIA	2,043,000
10	THANK GOD YOU'RE HERE	2,037,000
11	RSPCA ANIMAL RESCUE	2,034,000
12	BORDER SECURITY - AUS FRONT LINE	2,016,000
13	SEVEN NEWS	2,000,000
14	SURF PATROL	1,980,000
15	LAST CHANCE SURGERY	1,978,000
16	NCIS	1,965,000
17	DANCING WITH THE STARS 9	1,964,000
18	NINE NEWS SUNDAY	1,943,000
19	AUSTRALIA'S GOT TALENT	1,937,000
20	TRIPLE ZERO HEROES	1,914,000



2009 Top Programs on Free TV – By Genre

Light Entertainment, Reality, Info/Lifestyle & Comedy		
1	MASTERCHEF - WINNER ANNOUNCED	4,946,000
2	MASTERCHEF - FINALE NIGHT	4,427,000
3	HEY HEY REUNION EP 1	3,037,000
4	HEY HEY REUNION EP 2	2,991,000
5	BIGGEST LOSER (AUS) - THE WINNER	2,769,000
6	BIGGEST LOSER (AUS) - FINALE NIGHT	2,393,000
7	MASTERCHEF - CHALLENGE	2,322,000
8	TALKIN' 'BOUT YOUR GENERATION	2,154,000
9	FIND MY FAMILY	2,146,000
10	THE ZOO	2,133,000
11	DANCING WITH THE STARS 9 - GRAND FINAL	2,090,000
12	WORLD'S STRICTEST PARENTS	2,082,000
13	BORDER SECURITY - MON	2,044,000
14	MASTERCHEF AUSTRALIA	2,043,000
15	THANK GOD YOU'RE HERE	2,037,000
16	RSPCA ANIMAL RESCUE	2,034,000
17	BIGGEST LOSER (AUS) - FINAL WEIGH-IN	2,018,000
18	AUSTRALIAN IDOL - WINNER ANNOUNCED	2,017,000
19	BORDER SECURITY - AUST FRONT LINE	2,016,000
20	SURF PATROL	1,980,000

News & Current Affairs		
1	SEVEN NEWS - SUN	2,129,000
2	SEVEN NEWS	2,000,000
3	NINE NEWS SUNDAY	1,943,000
4	SEVEN NEWS - SAT	1,761,000
5	SUNDAY NIGHT	1,745,000
6	60 MINUTES	1,727,000
7	TODAY TONIGHT	1,658,000
8	A CURRENT AFFAIR	1,654,000
9	SEVEN NEWS - BUSHFIRE DISASTER ED (metro)	1,640,000
10	NINE NEWS	1,636,000
11	NINE NEWS SATURDAY	1,490,000
12	NINE NEWS -VICTORIAN BUSHFIRES (metro)	1,401,000
13	SEVEN AFTERNOON NEWS - SUN	1,193,000
14	TEN NEWS AT FIVE	1,189,000
15	SEVEN LATE NEWS - SUN	1,092,000
16	TODAY TONIGHT – M JACKSON SPECIAL (metro)	1,059,000
17	TEN NEWS AT FIVE SAT	1,044,000
18	TEN NEWS SPECIAL: VICTORIAN BUSHFIRES	1,040,000
19	TEN NEWS AT FIVE SUN	979,000
20	NINE NEWS -VICTORIAN BUSHFIRES D2 (metro)	808,000

2009 Top Programs on Free TV – By Genre

Specials		
1	A LION CALLED CHRISTIAN	2,286,000
2	TV WEEK LOGIE AWARDS ARRIVALS	2,275,000
3	51ST ANNUAL TV WEEK LOGIE AWARDS	2,199,000
4	MIRACLE OF THE HUDSON PLANE CRASH	2,010,000
5	UNLIKELY ANIMAL FRIENDS	1,991,000
6	THE MICHAEL JACKSON STORY	1,780,000
7	A TRIBUTE TO DON LANE	1,693,000
8	ON BOARD AIR FORCE ONE	1,675,000
9	BATTLE AT KRUGER PARK	1,637,000
10	INSIDE QUEEN MARY 2	1,575,000
11	MICHAEL JACKSON: THE LAST TIME	1,573,000
12	10 THINGS ABOUT LOSING WEIGHT	1,527,000
13	AUSTRALIA UNITES	1,480,000
14	COMING HOME	1,407,000
15	THE 81ST ANNUAL ACADEMY AWARDS	1,360,000
16	MICHAEL JACKSON THE KING OF POP	1,359,000
17	BIG BARRA WITH MALCOLM DOUGLAS	1,345,000
18	RELENTLESS ENEMIES: LIONS AND BUFFALO	1,315,000
19	STONEHENGE DECODED	1,241,000
20	INSIDE SUPER CARRIER	1,222,000

Sport		
1	AFL GRAND FINAL ST KILDA V GEELONG	3,702,000
2	RUGBY LEAGUE GRAND FINAL	3,632,000
3	MELBOURNE CUP-THE RACE	3,564,000
4	STATE OF ORIGIN NSW V QLD 1ST - MATCH	3,441,000
5	STATE OF ORIGIN NSW V QLD 2ND - MATCH	3,216,000
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10	STATE OF ORIGIN NSW V QLD 3RD - MATCH	2,923,000
11	TWENTY/20 - AUSTRALIA V SOUTH AFRICA	2,781,000
12	STATE OF ORIGIN NSW V QLD 1ST - PRE MATCH	2,366,000
13	STATE OF ORIGIN NSW V QLD 2ND - POST MATCH	2,305,000
14	2009 AUST OPEN - DAY 7 NIGHT SESSION	2,255,000
15	TWENTY/20 - AUSTRALIA V NEW ZEALAND	2,235,000
16	ONE DAY CRICKET - AUSTRALIA V SA G1 S2	2,233,000
17	2009 AUST OPEN - MEN'S FINAL INTRODUCTION	2,233,000
18	2009 AUST OPEN - WOMEN'S FINAL	2,229,000
19	AFL GRAND FINAL PRE MATCH ENTERTAINMENT	2,184,000
20	STATE OF ORIGIN NSW V QLD 1ST - POST MATCH	2,141,000

2009 Top Programs on Free TV – By Genre

Children's Programs		
1	HAPPY FEET	1,314,000
2	OPEN SEASON	1,285,000
3	SHREK THE THIRD	1,075,000
4	SATURDAY DISNEY	368,000
5	W.I.T.C.H	352,000
6	SCOOBY DOO! LOCH NESS	349,000
7	SCOOBY DOO! PIRATES AHOY	290,000
8	DENNIS & GNASHER	289,000
9	FLIPPER AND LOPAKA	284,000
10	HANNAH MONTANA	275,000
11	TOON DISNEY	271,000
12	KID'S WB ON NINE	265,000
13	GO GO STOP	226,000
14	ZEKE'S PAD	225,000
15	MASTER RAINDROP	222,000
16	SNAKE TALES	220,000
17	TRAPPED	218,000
18	TRIBE: THE NEW TOMORROW	209,000
19	ERKY PERKY	208,000
20	DIVE OLLY DIVE	206,000

Drama		
1	UNDERBELLY: A TALE OF TWO CITIES	2,910,000
2	PACKED TO THE RAFTERS	2,647,000
3	ALL SAINTS-THE FINALE	2,150,000
4	NCIS	1,965,000
5	SEA PATROL	1,878,000
6	MERLIN	1,855,000
7	CITY HOMICIDE-MON	1,762,000
8	CRIMINAL MINDS	1,730,000
9	BONES	1,688,000
10	CITY HOMICIDE-SUN	1,685,000
11	ALL SAINTS	1,684,000
12	FLASHFORWARD	1,676,000
13	LAW AND ORDER: SVU	1,582,000
14	HOME AND AWAY	1,557,000
15	CSI: CRIME SCENE INVESTIGATION	1,504,000
16	GREY'S ANATOMY	1,495,000
17	THE MENTALIST	1,485,000
18	CITY HOMICIDE-WED	1,478,000
19	CRIMINAL MINDS-MON	1,468,000
20	RUSH	1,467,000

**Every one of the
top programs
were on free-to-air TV**

The top 1000 TV shows were all on free-to-air

A review of the top 1,000 programs on television this year shows that every one of the top programs on that list were on free-to-air television.

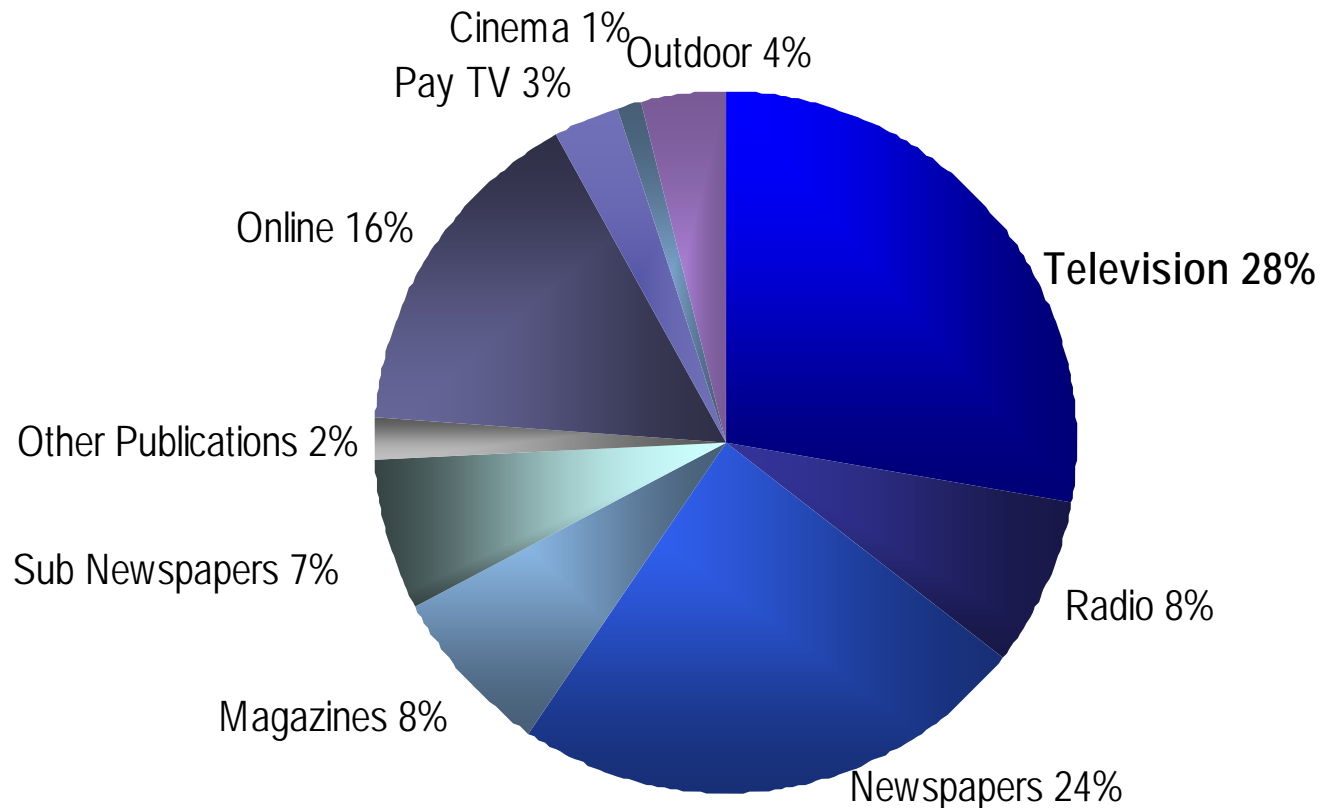
Not one of the top 1,000 programs was on pay TV.

High demand for Free TV in 2009

Free TV dominates advertising expenditure

According to the Commercial Economic Advisory Service of Australia (CEASA) figures, advertising on Free TV represents 28 per cent of the total \$11.5 billion spent on advertising in main media during the period July 2008 to June 2009.

CEASA Advertising Expenditure - July 2008 to June 2009



Advertisers continue to invest in Free TV

Free TV's ability to aggregate audiences and influence purchasing decisions is why the medium continues to attract the lion's share of media spend across a range of key advertising categories.

Advertising Expenditure – Top Categories – Share of Media spend

Category	Television	Press	Mags	Radio	Cinema	Outdoor	Online	Direct Mail
Food	68%	4%	15%	4%	1%	7%	2%	0%
Pharmaceuticals	66%	8%	12%	5%	1%	3%	3%	1%
Non Alc Beverages	54%	4%	11%	5%	5%	17%	3%	0%
Toiletries & Cosmetics	47%	5%	41%	1%	1%	3%	2%	0%
Retail	44%	35%	9%	8%	0%	2%	1%	1%
Ent & Leisure	40%	34%	9%	8%	1%	5%	3%	1%

About this report

Figures are based on survey year (weeks 7 to 48 ex Easter) excluding Top Programs which are based on calendar year (weeks 1 to 48).

Year-on-year comparisons exclude extraordinary events (ie. Summer Olympics and Commonwealth Games).

Free-to-air shares include spill. Free TV shares include spill in metro and exclude spill in regional.

For Top Programs metro and regional audiences are summed to form a combined average audience total and ranking. Program repeats are excluded.

Free TV figures are for the commercial free-to-air networks and do not include ABC and SBS.

Free-to-air figures include commercial free-to-air networks as well as the public broadcasters (ABC and SBS).

**For more information
about the power of
advertising on Free TV
visit www.thinktv.com.au**