

# REGIONAL TAM TURNS 10



2013 marked the 10th anniversary of Nielsen TAM's Regional TV service.  
How has regional viewing behaviour changed?

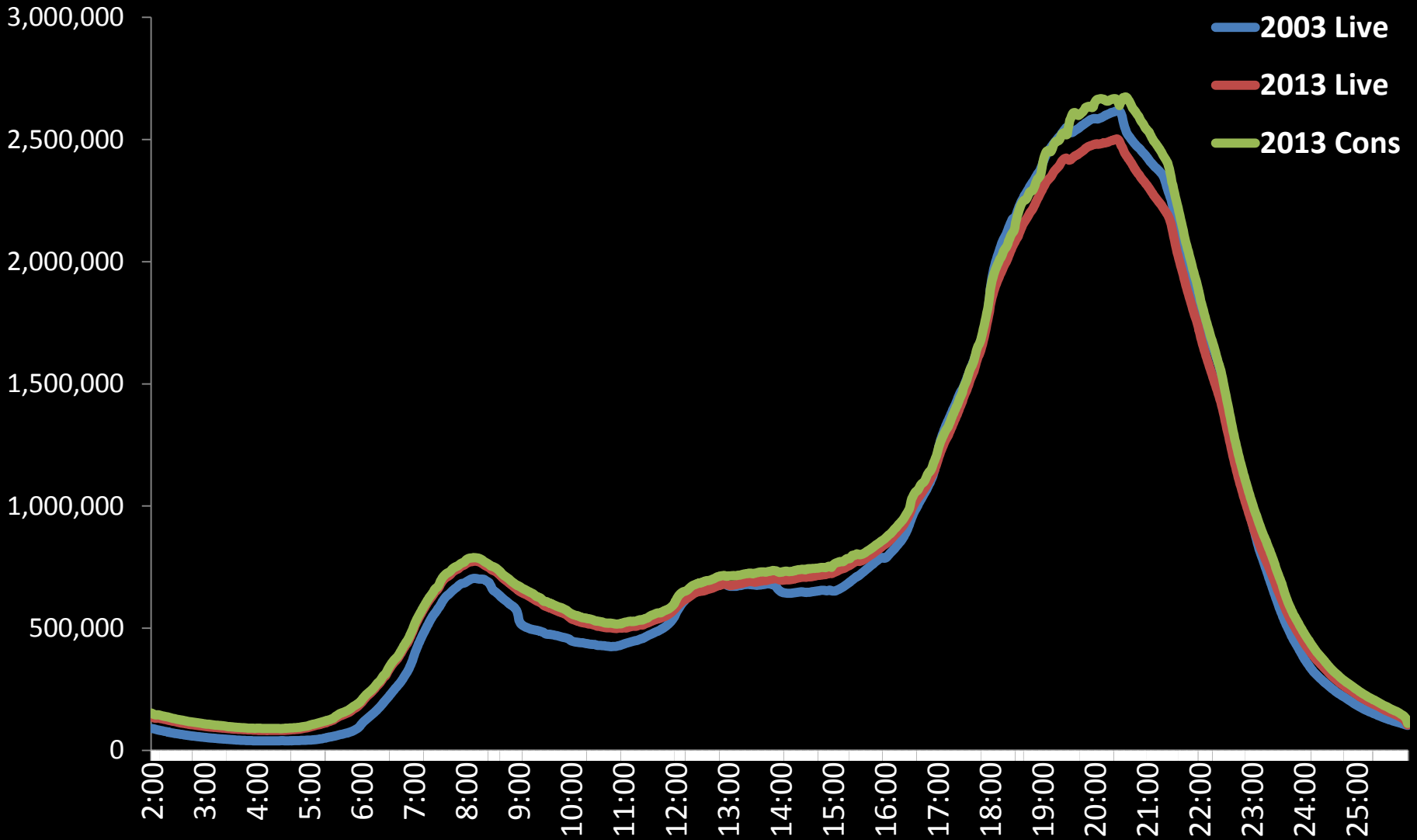
# Changes in the TV Landscape

	2003	2013
Total Individuals (UE's)	5.7 Million	6.5 Million
Total Households (UE's)	2.2 Million	2.7 Million
Average Time Spent Viewing (TTL FTA)	3 Hours 31 Minutes	3 Hours 38 Minutes
Subscription TV Household Penetration	19.2%	26.6%
Number of Reported STV Channels	36 Channels	96 Channels
Number of FTA Channels	5 Analogue Channels	16 Digital Channels
PVR Household Penetration	N.A.	50.3% (TTL TV Playback Proportion 5.1%)

Source – Regional TAM, Weeks 1-52 (2003 & 2013), TTL PPL, PVR Homes, Combined Agg Markets Exc TAS/WA, Universe, ATS.

STV Household Penetration - Jan 2004 vs Jan 2013, STV Homes, Universe. PVR Playback Proportion, Weeks 1-52 2013, TTL TV, 0200 – 2559, TTL PPL.

# Audience Shape of the Day Comparison



# Headline Programming

2003

2013

ABC



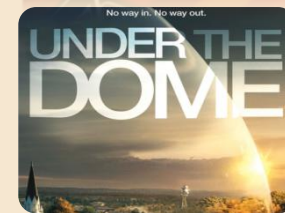
Prime 7 /  
7 Queensland



WIN NBN



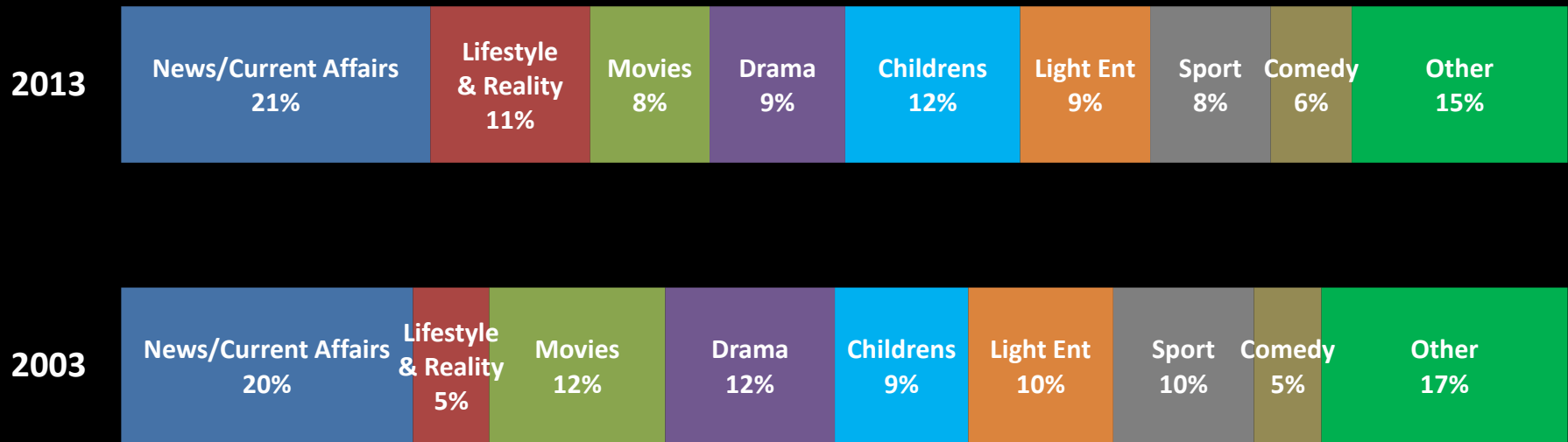
Southern Cross  
10



SBS



# Comparison of FTA Broadcast Content



**Other includes Documentary, Religious, Special Events, Cultural, Mini Series and Non Program Material.**

**2003 Broadcast Total hours 57,000 hours vs 2013 Broadcast Total hours 149,000 hours.**

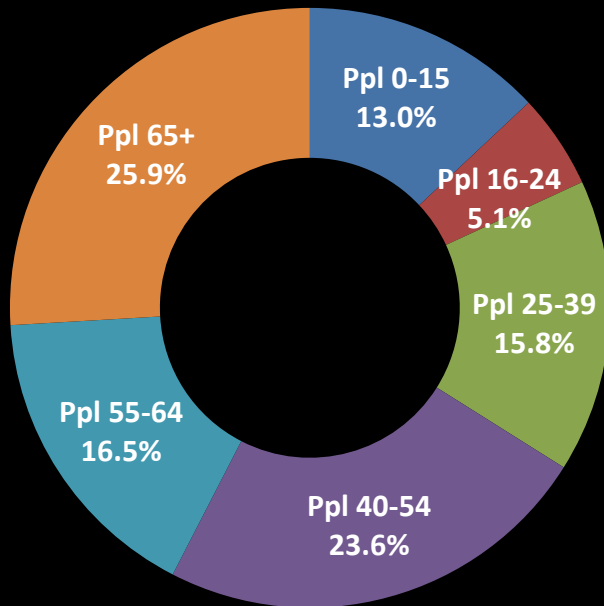
# Total FTA Prime Time Viewing Profile by Day of Week

<b>2013</b>	<b>Sunday</b> 15.7%	<b>Monday</b> 15.3%	<b>Tuesday</b> 14.8%	<b>Wednesday</b> 14.5%	<b>Thursday</b> 13.9%	<b>Friday</b> 13.3%	<b>Saturday</b> 12.5%
<b>2003</b>	<b>Sunday</b> 15.1%	<b>Monday</b> 15.2%	<b>Tuesday</b> 15.0%	<b>Wednesday</b> 14.7%	<b>Thursday</b> 14.0%	<b>Friday</b> 13.3%	<b>Saturday</b> 12.7%

The table above identifies the strongest day of the week (Prime Time) based on each days average audience, as a proportion of the total weeks average audience.

# Total FTA Viewing Profile by Age

2013



2003

