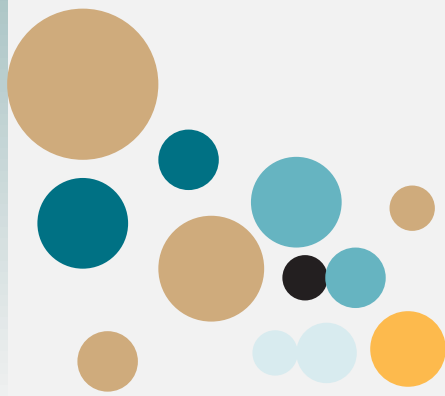


# 2014 THE YEAR THAT WAS

REGIONAL TAM RATINGS OVERVIEW



# QUICK FACTS

**3 HOURS  
 24 MINUTES**

... average time Regional viewers spend watching TV across the day

**2 PEOPLE  
 HOMES**

The majority - 40% - of Regional homes are two person households followed by single person households at 23%.

**SUBSCRIPTION  
 TV**

24% of Regional homes subscribe to Foxtel, with just over half of all prime time viewing on FTA TV in STV Homes.

**PVR**

50% of Regional homes have at least one PVR device with 91% of their viewing done LIVE. PVR homes spend 2 hours and 46 minutes a day watching FTA TV.

**# OF TVs**

37% of Regional homes have 1 TV set in the home. 36% of homes have 2 TV sets whilst 27% of homes have 3 or more TV's.

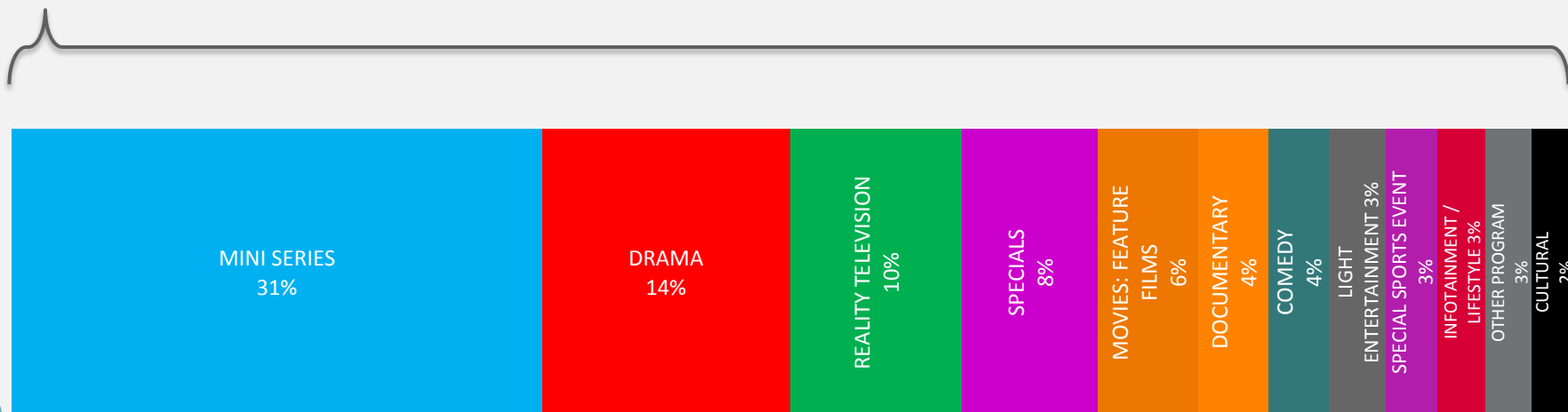
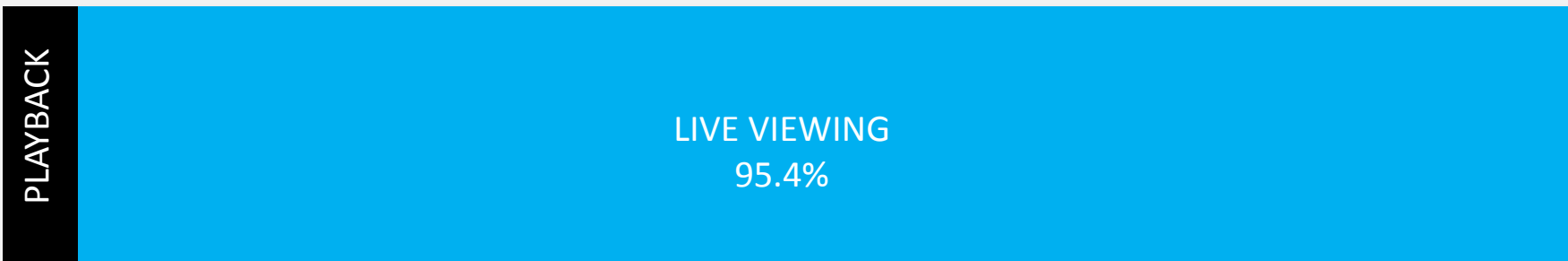
**2,292,000**

... the average number of people turning their TV on to watch TV between 6pm and midnight in Regional Australia.

# PORTION OF PLAYBACK BY GENRE

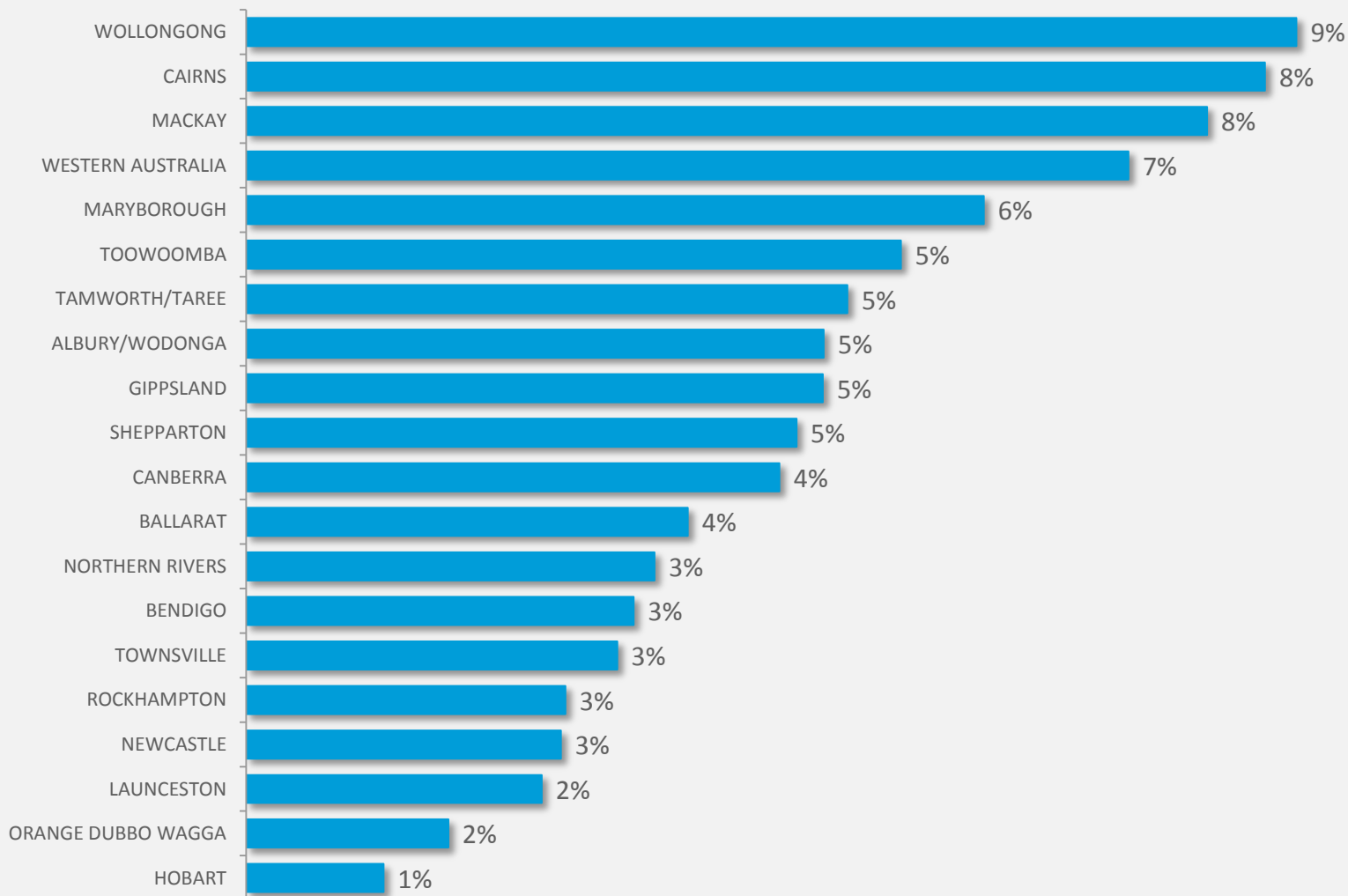
OF THE SMALL PORTION OF VIEWING IN PLAYBACK MODE, 'MINI SERIES' THE GENRE WITH THE GREATEST PLAYBACK ACTIVITY

4.6%



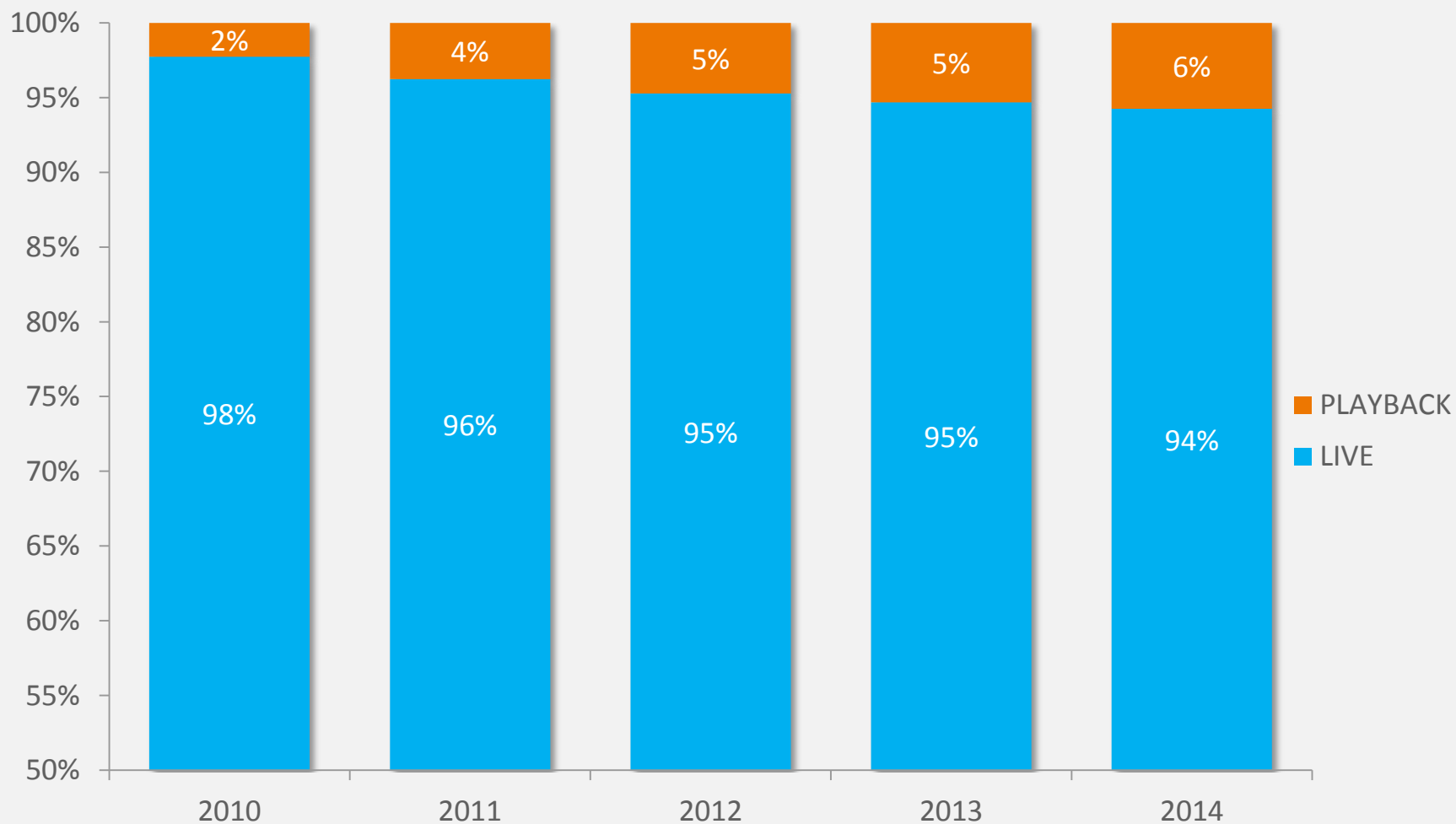
# UNIVERSE ESTIMATE INCREASES – 2010-2014

WOLLONGONG AND CAIRNS UNIVERSE ESTIMATES HAVE GROWN THE MOST SINCE 2010



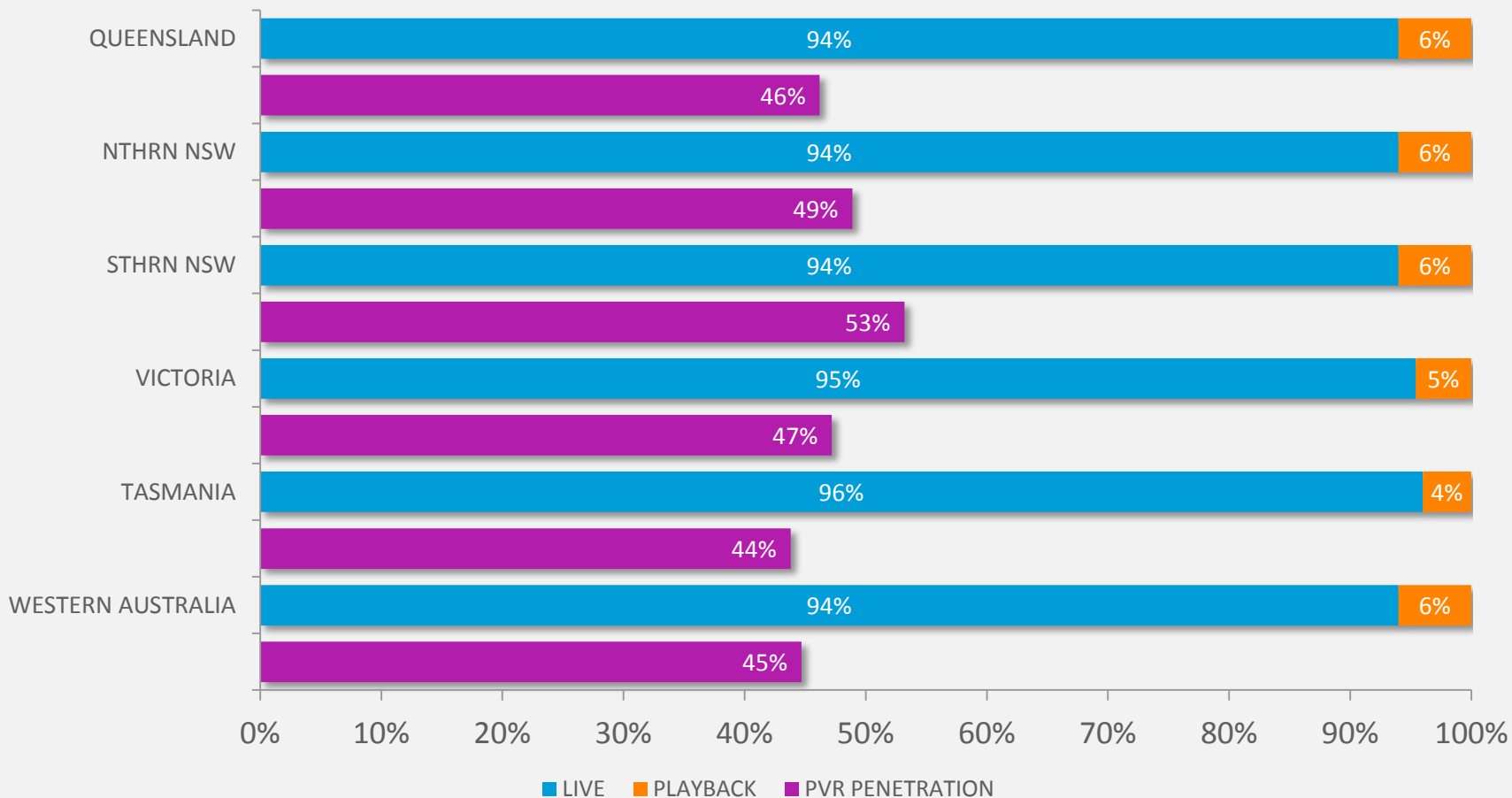
# LIVE VIEWING TRENDS 2010-2014

THE MAJORITY OF VIEWING IS STILL DONE LIVE, HOWEVER PLAYBACK VIEWING HAS INCREASED IN 2014 AS PVR PENETRATION INCREASES



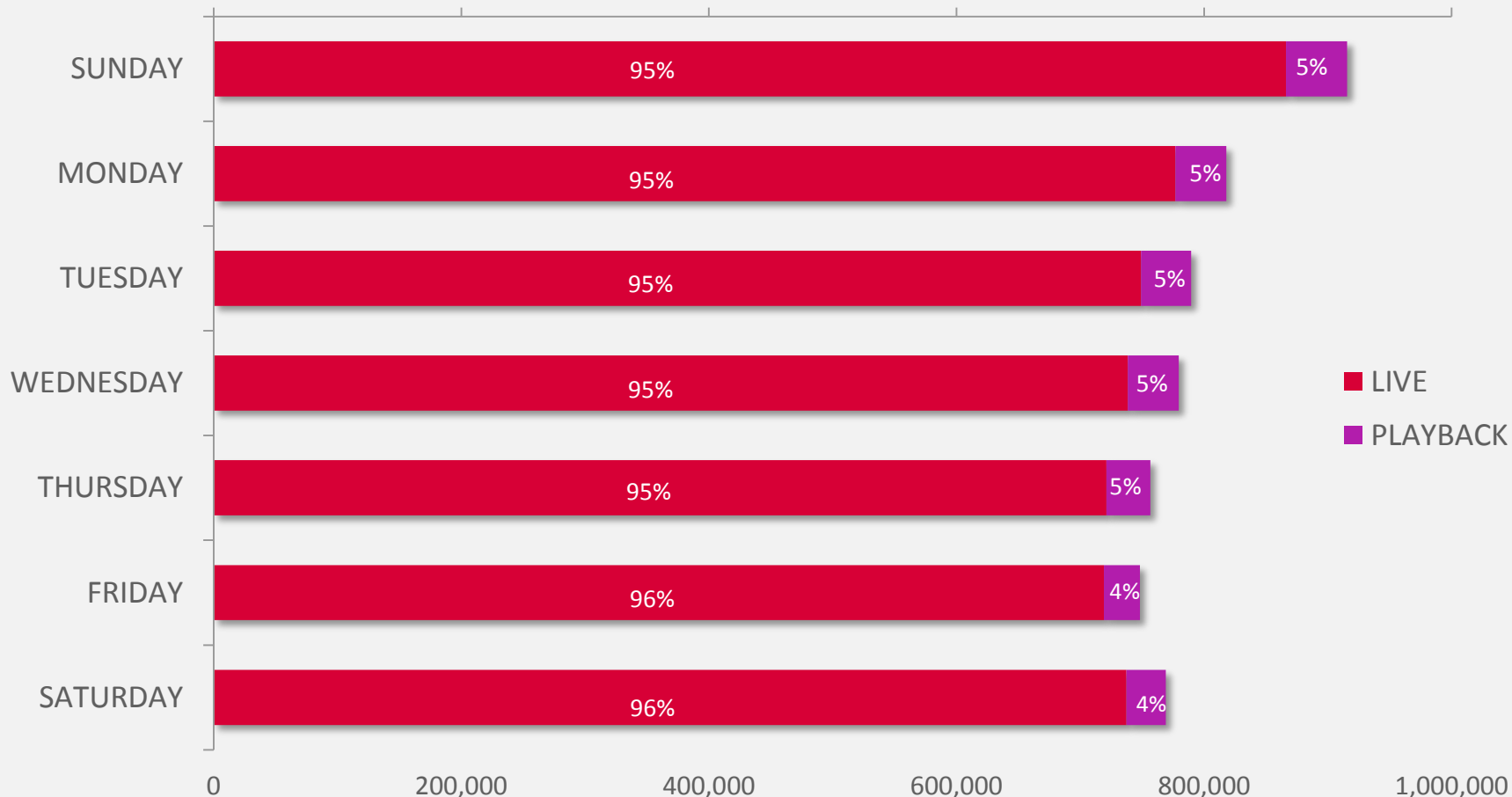
# LIVE VIEWING TRENDS BY MARKET

PVR PENETRATION VARIES BY MARKET, LIVE VIEWING CONSISTENT ACROSS MARKETS



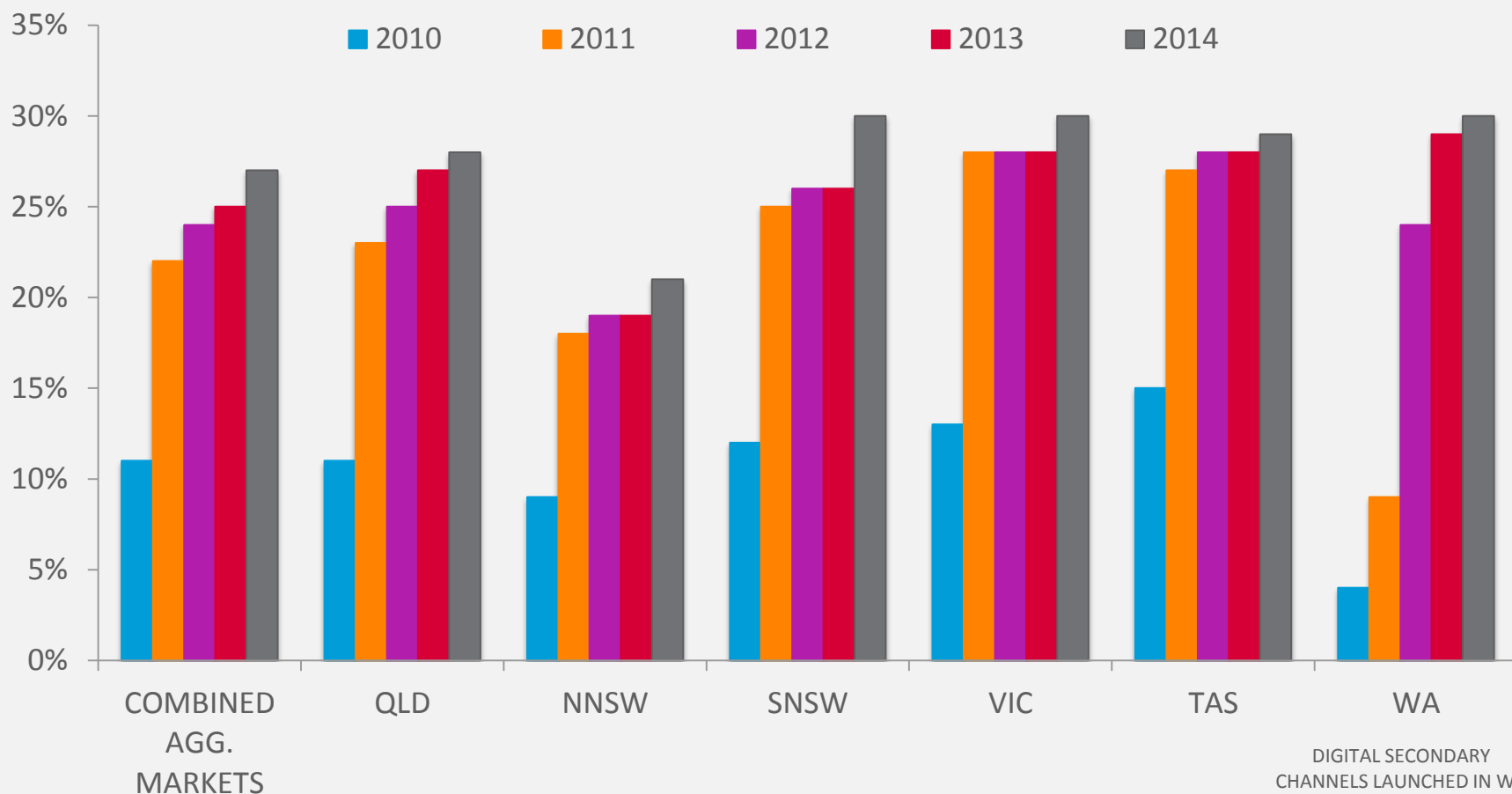
# DAY OF WEEK FTA VIEWING TRENDS SURVEY YEAR

THE PROPORTION OF LIVE AND PLAYBACK VIEWING REMAINS CONSISTENT THROUGHOUT THE WEEK, WITH HIGHEST VIEWING ON SUNDAY'S AND MONDAY'S



# MULTI-CHANNEL SHARE OF TTV SURVEY YEAR

FTA SECONDARY DIGITAL CHANNEL AUDIENCE HAS GROWN SLIGHTLY IN 2014 FOLLOWING ANALOGUE SWITCH OFF IN ALL MARKETS AND CHANGING VIEWING BEHAVIOUR

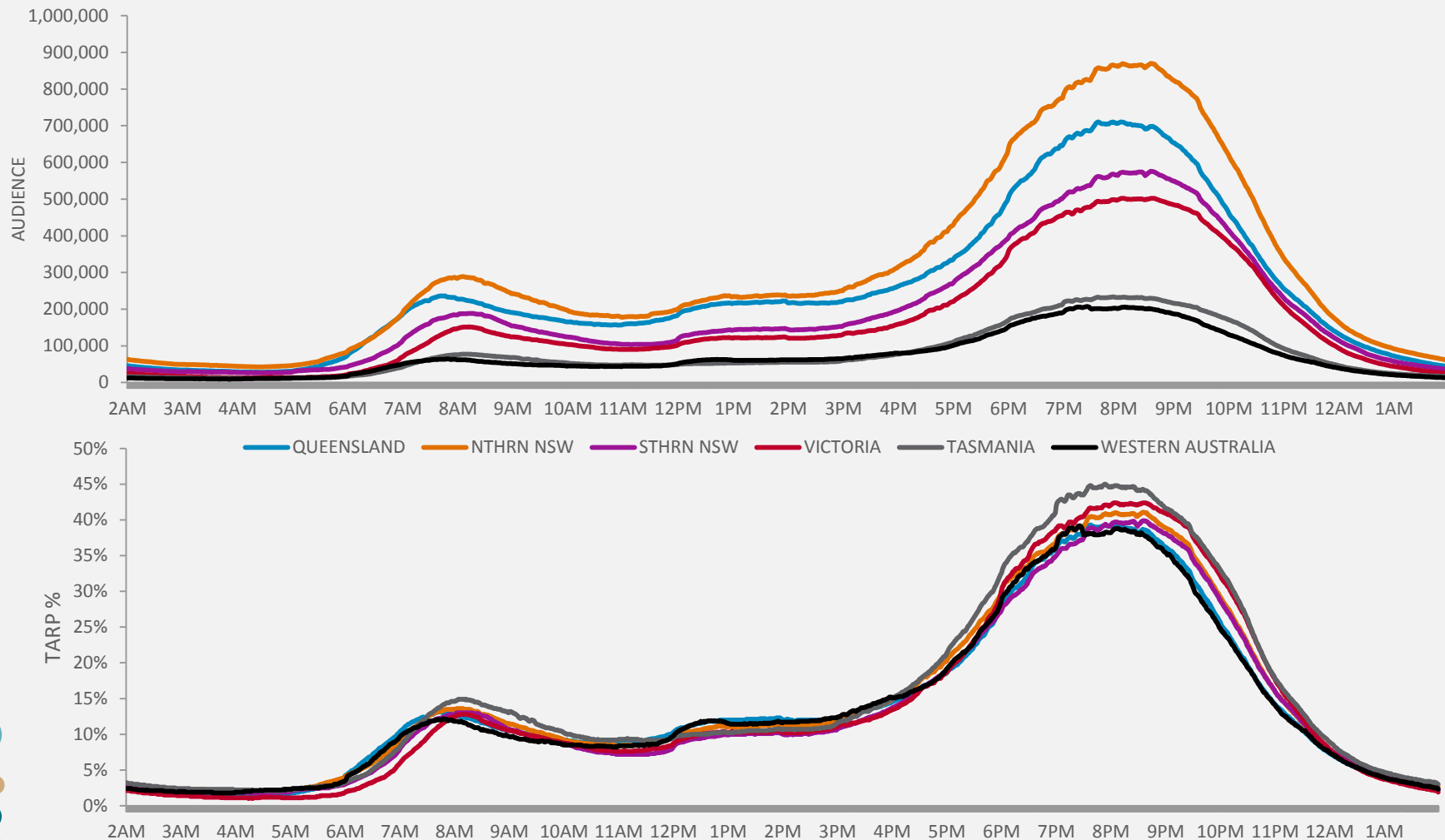


DIGITAL SECONDARY CHANNELS LAUNCHED IN WA JULY 2011



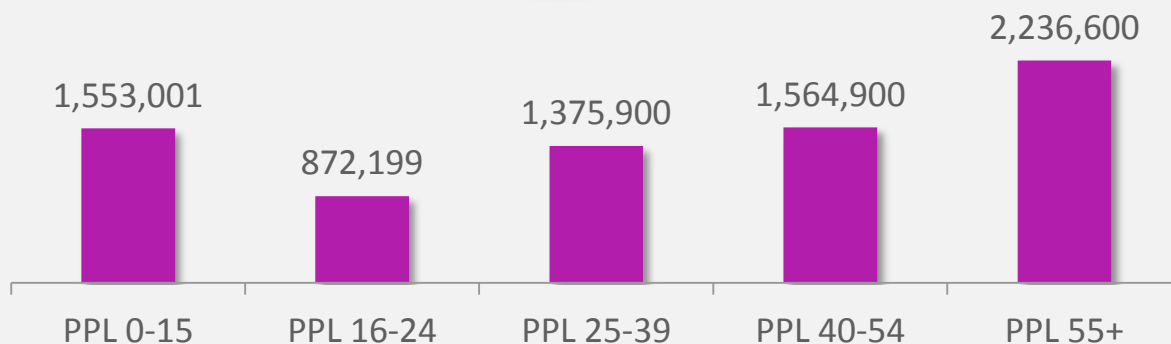
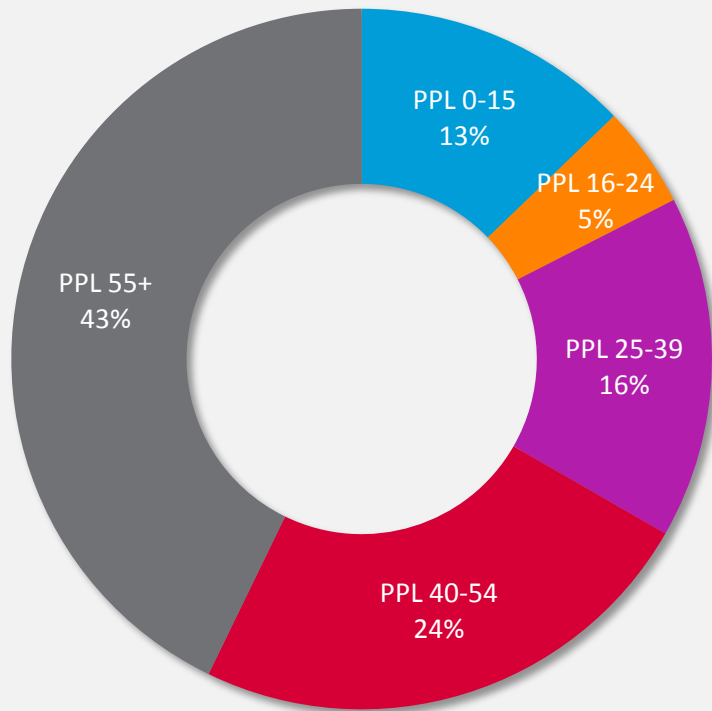
# SHAPE OF DAY BY MARKET SURVEY YEAR

TASMANIA CONSISTENTLY HAS THE HIGHEST % OF VIEWERS (TARP) THROUGHOUT THE DAY, DESPITE COMPARABLY LOWER AUDIENCES.



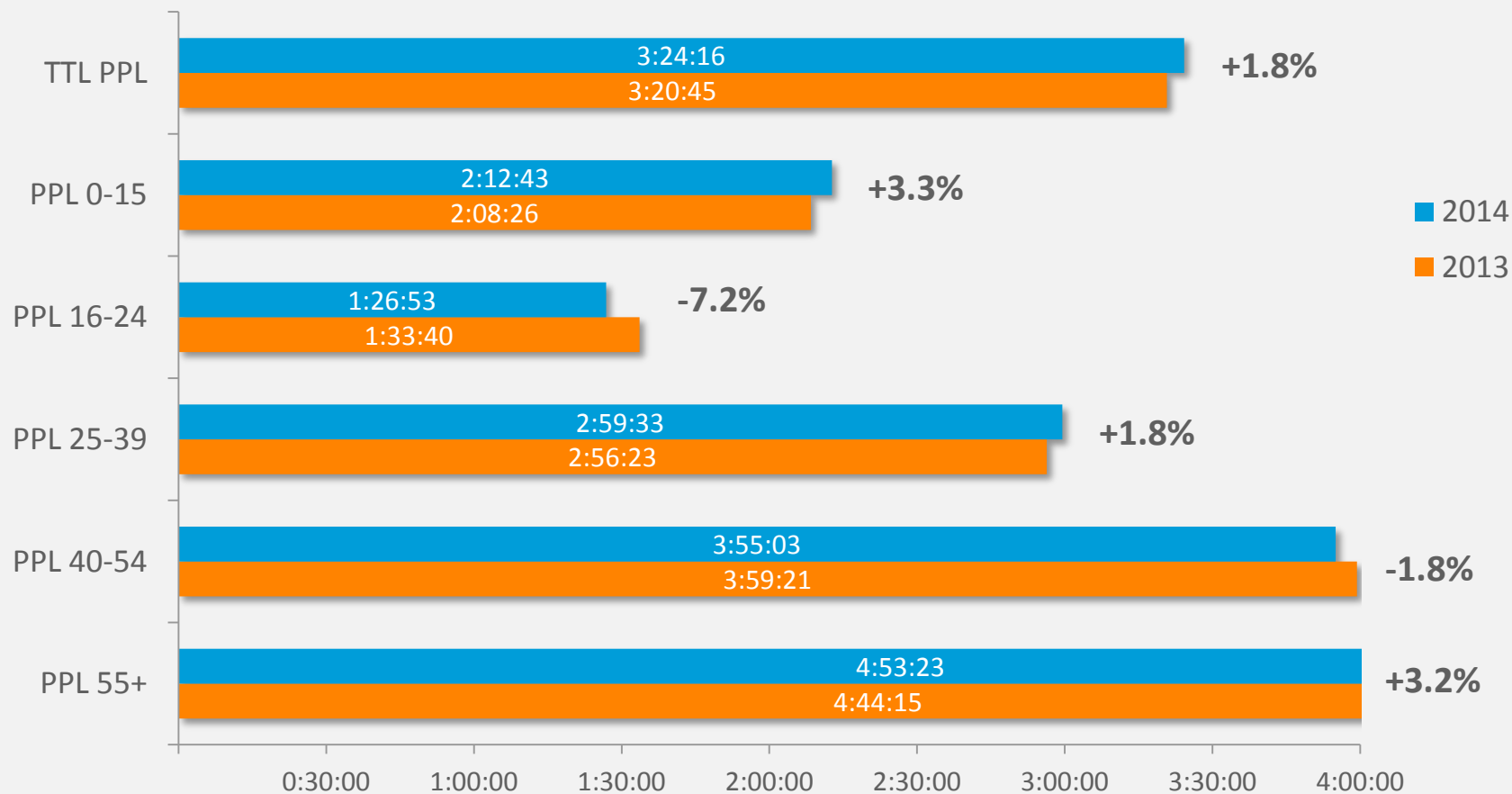
# 2014 VIEWER PROFILE FTA SURVEY YEAR

40% OF ALL REGIONAL FREE TO AIR VIEWERS ARE AGED 25-54, WHILST A FURTHER 43% ARE AGED 55+. FEMALES ACCOUNT FOR 53% OF ALL REGIONAL FREE TO AIR VIEWING.



# AVERAGE TIME VIEWED PER DAY SURVEY YEAR

A VERY POSITIVE YEAR FOR FTA VIEWING, WITH TIME SPENT VIEWING REMAINING STABLE AND INCREASES RECORDED AGAINST THE MAJORITY OF KEY DEMOGRAPHICS





## FOR FURTHER INFORMATION



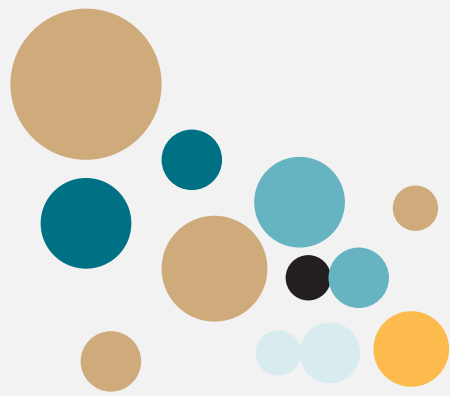
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