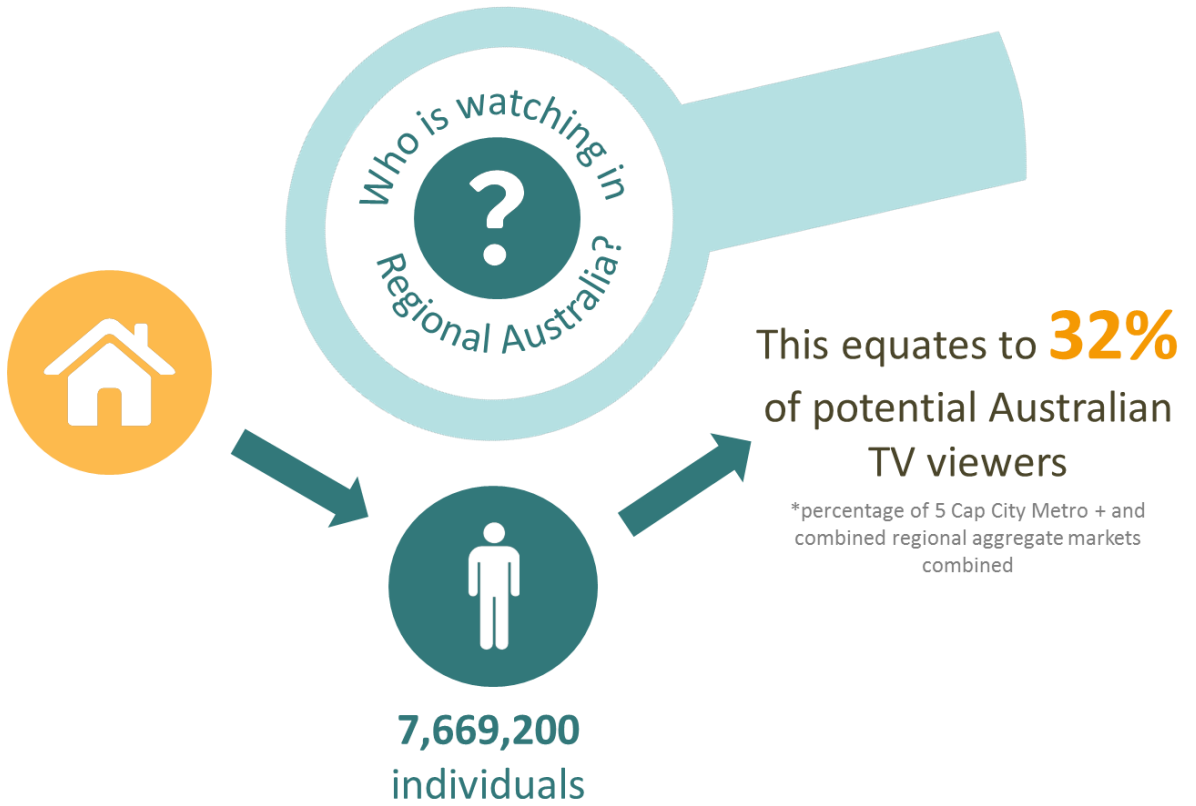




MID YEAR REGIONAL TV RATINGS INSIGHTS

Survey 1-5 2015 excl. Easter



TV reaches **88%** of regional households each week!

*Cume Reach (1 min) per week, Total Television



1,151,085 households tune into Regional FTA channels each night*

*Source: Regional TAM, Total households, TTL FTA, Consolidated, 1800-2400, Combined Agg Markets, AUD



25% of Regional Homes Subscribe to Subscription Television



55% of Homes have a Personal Video Recorder (PVR) – Up **5%** from the same time last year

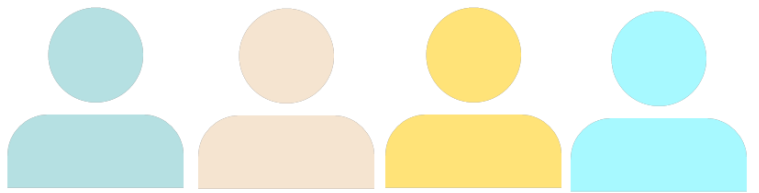
But... **Over 90%** of viewing is still done...



*percentage of live viewing against consolidated – FTA+WA + Regional STV

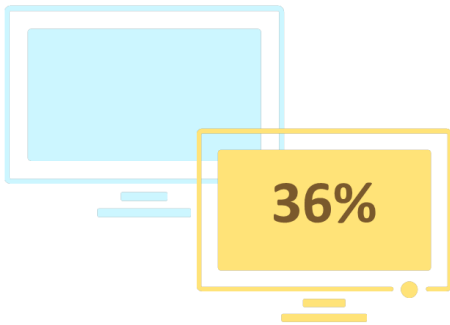


53% of the Regional TV audience are women



Regional viewers watch **3 hours and 17 minutes** of television each day, that's **99 hours** per month

*Source: Regional TAM, Total Individuals, Total Television, Consolidated, Combined Agg Markets, ATV (universe) per month



...of Regional TV Households have 2 TVs



48% of viewing is with others



45% of households have 3 or more people



Most Watched Genres



MINI SERIES/ DRAMA
24%
up 4% YOY



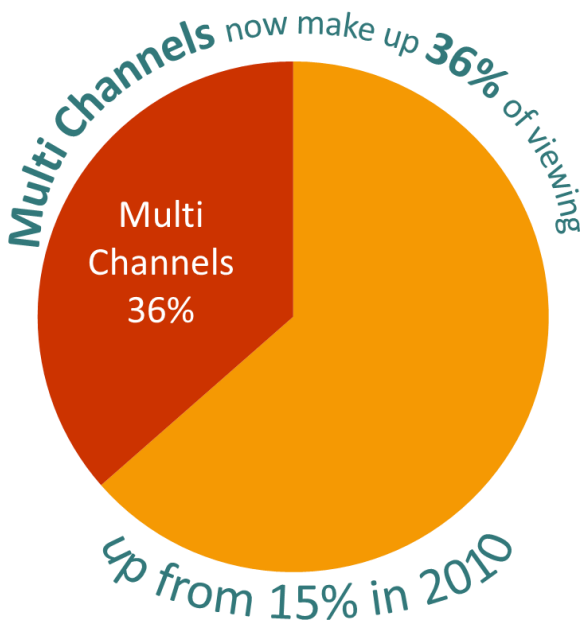
REALITY TV
13%
up 3% YOY



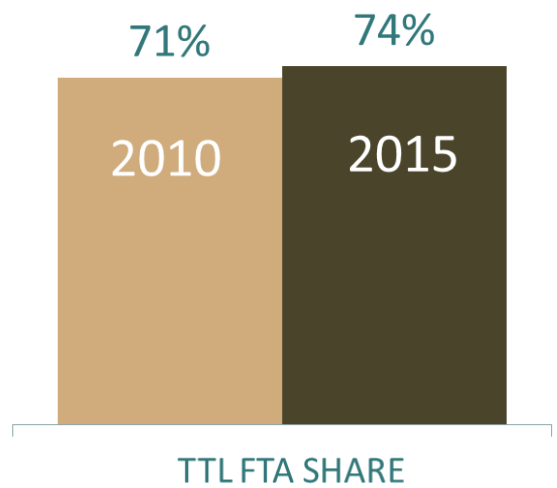
SPORTS EVENTS
11%
down 7% YOY



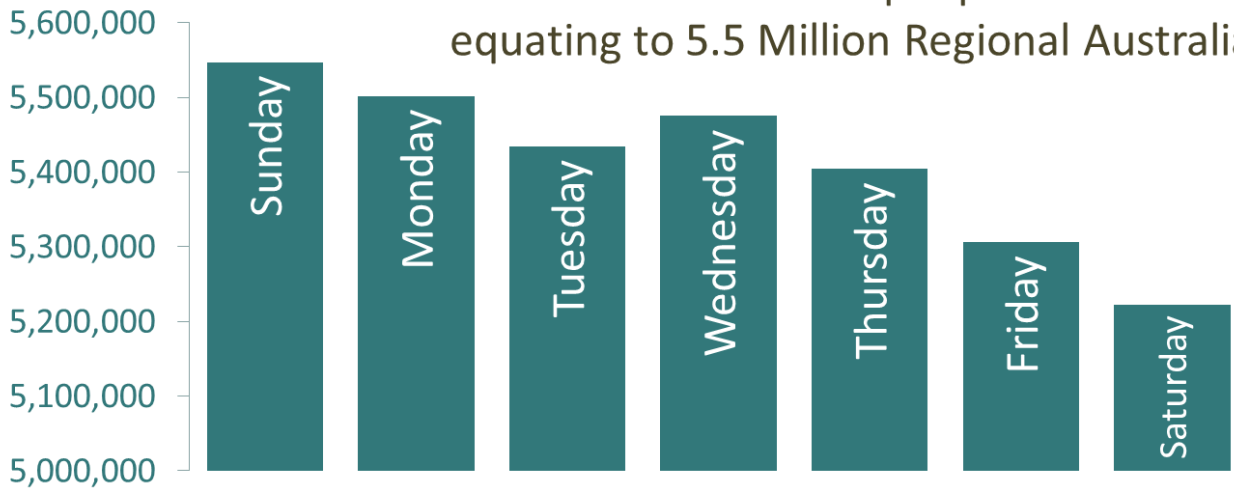
SPECIALS
9%
unchanged



Which has increased the total FTA Share by 3 Share points



TV reaches the most people on a Sunday,
equating to 5.5 Million Regional Australians



WANT MORE INFO?

Contact us



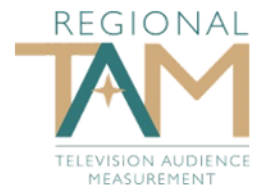
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