



Australian Television Audience Measurement

FOR IMMEDIATE RELEASE

OzTAM announces estimates for DTT capable households

11 May 2009

OzTAM today released estimates for digital terrestrial television households* in the five mainland capital cities as at March, 2009.

The figures show the percentage of households in Sydney, Melbourne, Adelaide and Perth – as well as a five-city figure – that can receive standard definition or high definition free-to-air digital television:

5 Metro Markets	43.4%
Sydney	40.0%
Melbourne	44.1%
Brisbane	45.4%
Adelaide	42.7%
Perth	47.2%

OzTAM's chief executive officer, Kate Inglis-Clark, said: "OzTAM always strives to enhance its service and we are pleased to introduce this detail on digital terrestrial television penetration in metropolitan television households."

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Source: OzTAM Establishment Survey Quarter 1, 2009 (Sunday 28th December, 2008 - Saturday 28th March, 2009). Households are recruited to OzTAM's panel via a large-scale Establishment Survey, which is carried out each quarter to define the population to be represented and its characteristics. The Establishment Survey ensures that the OzTAM panel remains representative of television households.

***Digital Terrestrial (SD or HD) Households:** - homes capable of receiving Digital Terrestrial Television (Standard Definition or High Definition); they can include homes with access to Subscription Television

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About OzTAM

OzTAM is Australia's official source of television audience measurement (TAM) covering the five mainland capital city metropolitan areas and nationally for Subscription TV. The media industry uses OzTAM data to assist in program development, advertising planning and to gauge the performance of television programs and networks. OzTAM television ratings information is the currency by which television is bought, sold and evaluated.