



NEWS RELEASE

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Has reality television fatigue set in Australia?

- ***Over four in five Australian consumers lament “Too much” reality TV***

Sydney, 3 November 2006: Television producers in Australia take note: the wildly popular reign of reality television may be coming to an end, with over four in five Aussies claiming that *“there is too much reality TV around at the moment.”*

That’s the finding from a new study by ACNielsen, the world’s leading marketing information provider. In an Internet survey of more than 22,780 consumers in 41 markets, ACNielsen found that 83 percent of Australian consumers agreed that there is “too much” reality television on the air today, six percentage points higher than the global average of 77 percent.

And it appears that Aussie consumers aged 55-59 are the most fed up, with 98 percent saying there is too much reality TV (*refer to Chart 1*). “Considering this genre is targeted towards a younger demographic, it is concerning to see that almost three in four 15-20 year olds believe that there is too much reality TV around at the moment,” said Peter Matthew, Associate Director, Customised Research – Media, ACNielsen Australia.

Around the world, Greece, Russia and Spain have the most people who are likely to be fed up with reality TV – not surprising given that Europe started the reality television trend with the export of shows such as *Pop Idol* and *Big Brother* (*refer to Chart 2*).

Conversely, Asia holds a rare bright spot in the overall outlook for reality television. Out of the top 10 markets where consumers were least likely to be tired of reality shows,

seven hail from Asia (refer to Chart 3). These include China and India, huge markets that are of great interest to advertisers and marketers of consumer packaged goods; and Hong Kong, Japan and Taiwan where TV program production is relatively more developed.

“The genre’s promise of audience attraction has encouraged the production of reality TV programs which leverage additional promotional opportunities when incorporating local celebrities/TV hosts and entertainment elements, designed to engage the audience further,” commented Matthew.

“However, given the high proportion of Australian consumers who appear to be ‘tired’ of reality TV, producers should be cautious not to flood the market with this genre.”

Chart 1: “There is too much reality TV at the moment” percentage of those who agree split by age (Australia)

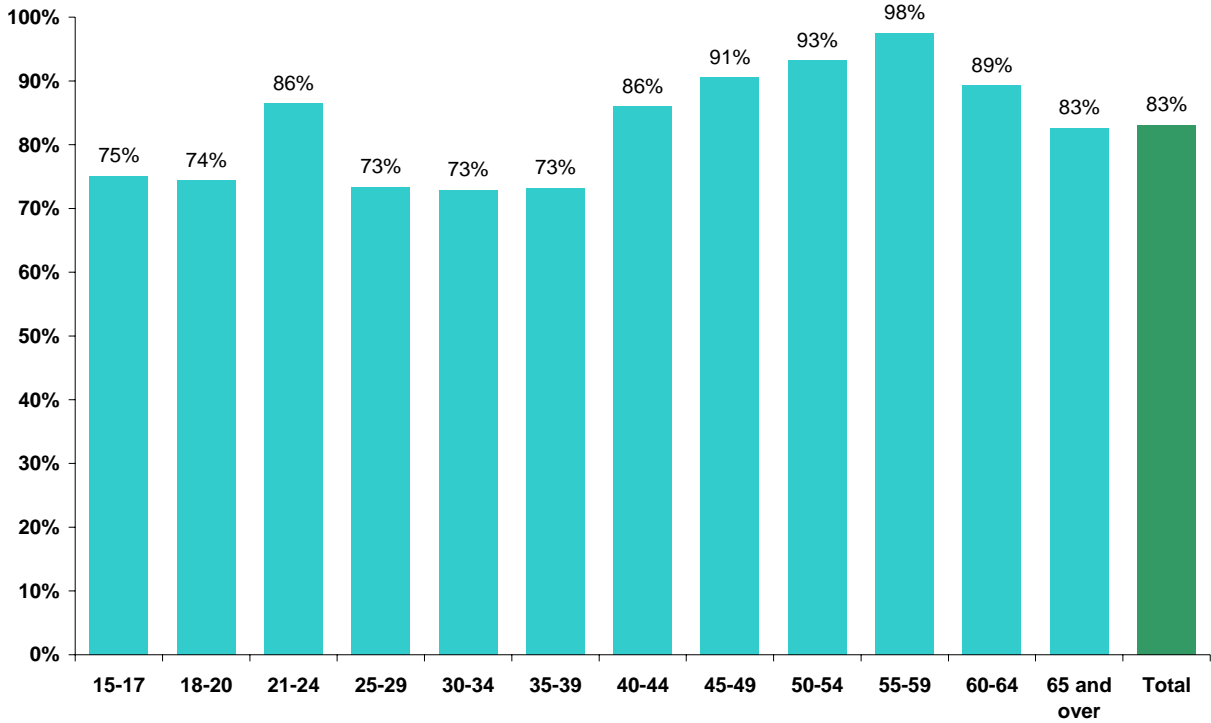


Chart 2: "There is too much reality TV at the moment" – Top 10 countries who agree

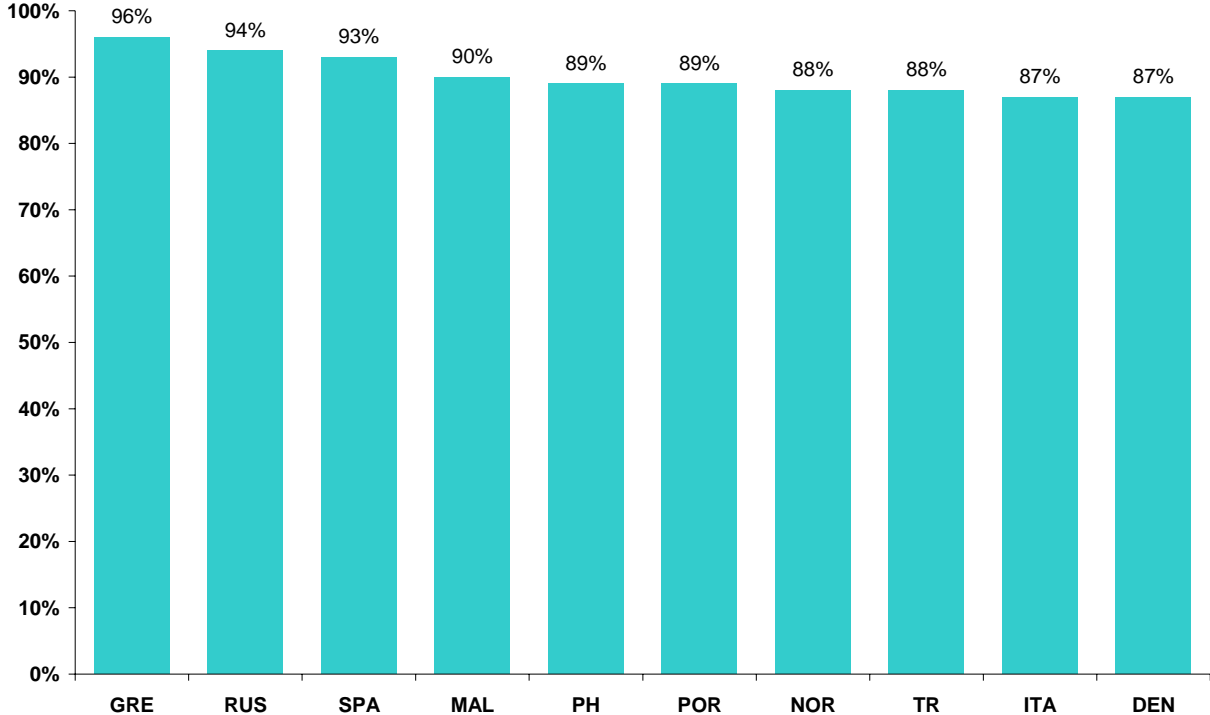
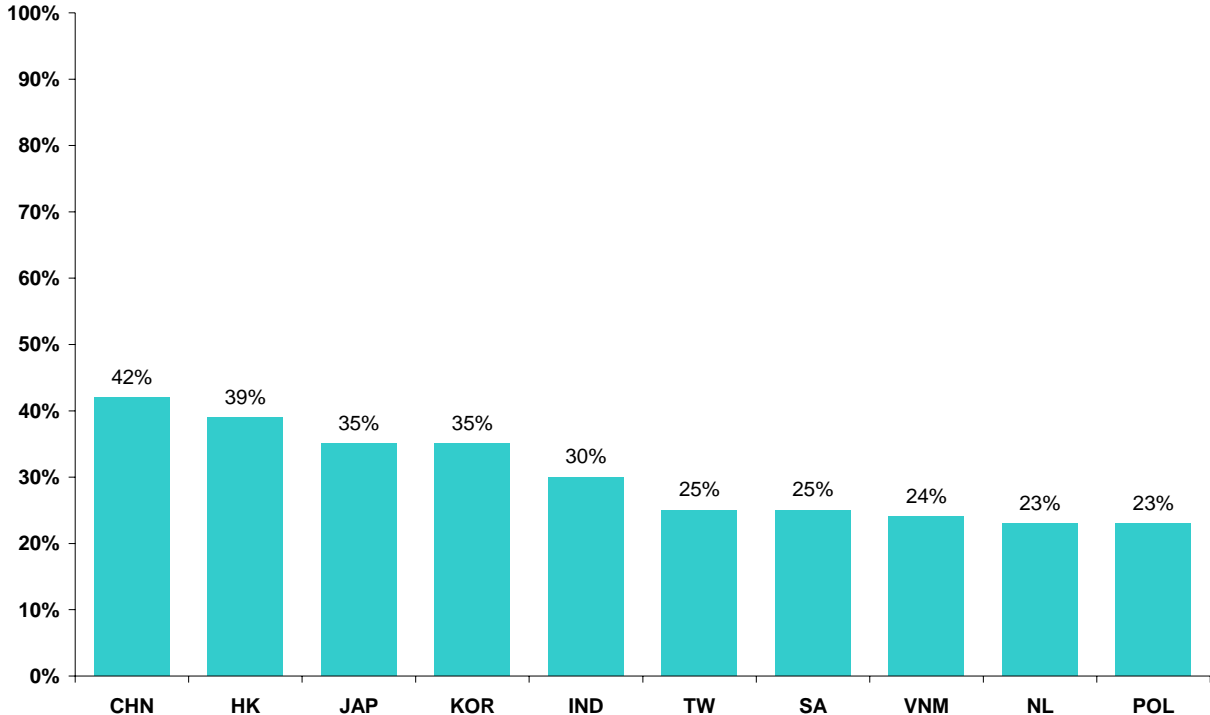


Chart 3: "There is too much reality TV at the moment" – Top 10 countries who disagree



The ACNielsen Online Consumer Confidence and Opinions Survey is the largest half-yearly survey of its kind aiming at gauging current confidence levels, spending habits/intentions and current major concerns of consumers across the globe. The ACNielsen Consumer Confidence Index is developed based on consumers' confidence in the job market, status of their personal finance and their readiness to spend. The latest survey, conducted in late May/early June 2006, polled around 22,780 Internet users in 41 markets from Europe, Asia Pacific, North America to the Baltics.

About ACNielsen

ACNielsen, a VNU business, is the world's leading marketing information provider. Offering services in more than 100 countries, the unit provides measurement and analysis of marketplace dynamics and consumer attitudes and behaviour. Clients rely on ACNielsen's market research, proprietary products, analytical tools and professional service to understand competitive performance, to uncover new opportunities and to raise the profitability of their marketing and sales campaigns.

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