



**STATEMENT FROM PRIME MEDIA GROUP (ASX:PRT)  
IN RESPONSE TO MEDIA REPORTS ABOUT  
ITS DECISION TO EXIT FREEVIEW**

PRIME made the decision to exit its shareholding in Freeview because it believes that HbbTV television set penetration into its regional markets will be less than 1% in the first quarter of 2015. Furthermore, there is no data to confirm when, or if, those HbbTV capable televisions will actually be connected to broadband services.

PRIME has decided that its best course of action is to wait and see, particularly as it does not believe regional television markets are sufficiently developed to support HbbTV commercially.

PRIME has paid all invoices issued by FREEVIEW, except in respect of invoices pertaining to an extraordinary budget item specifically related to the HbbTV project. There is, however, no question about PRIME's capacity to pay and PRIME has not made any representation to FREEVIEW to the contrary.