

Consolidated Ratings for Survey 10

31 October to 27 November 2010

In Survey 10, Free TV delivered huge audiences with each of the top 40 programs attracting a combined average consolidated audience of more than 1.5 million viewers.

During the period, free-to-air television accounted for 85 per cent of all nightly viewing (6pm to midnight) in metro areas and 85 per cent in regional markets. Free TV continues to dominate share of viewing with a 67 per cent nightly share in metro markets and a 67 per cent share in regional areas.

		Survey 10									
Consolidated Ratings											
Share of Nightly Viewing 6pm - Midnight			Top 40 Free TV Programs								
Metro	Regional		Metro Average '000's		Regional Average '000's		Combined Metro & Reg '000's				
Seven	20.3 Prime/ 7QLD	21.2	1	2010 MELBOURNE CUP: THE RACE	2,707	1	2010 MELBOURNE CUP: THE RACE	957	1	2010 MELBOURNE CUP: THE RACE	3,664
Nine	17.7 WIN/NBN	20.0	2	PACKED TO THE RAFTERS	2,328	2	PACKED TO THE RAFTERS	882	2	PACKED TO THE RAFTERS	3,210
Ten	15.0 Sthn Cross 10	15.2	3	2010 MELBOURNE CUP: PRESENTATION	2,134	3	THE X FACTOR - WINNER ANNOUNCED	803	3	2010 MELBOURNE CUP: PRESENTATION	2,889
7TWO	3.0 7TWO	3.1	4	JUNIOR MASTERCHEF - WINNER ANNOUNCED	1,950	4	THE 2010 MELBOURNE CUP: PRESENTATION	755	4	THE X FACTOR - WINNER ANNOUNCED	2,646
7mate	2.2 7mate	2.4	5	THE X FACTOR - WINNER ANNOUNCED	1,843	5	JUNIOR MASTERCHEF - WINNER ANNOUNCED	666	5	JUNIOR MASTERCHEF - WINNER ANNOUNCED	2,616
GO!	3.5 GO!	3.9	6	2010 MELBOURNE CUP: MOUNTING YARD	1,778	6	2010 MELBOURNE CUP: MOUNTING YARD	654	6	2010 MELBOURNE CUP: MOUNTING YARD	2,432
Gem	1.4 Gem	1.4	7	THE BLOCK - WINNER ANNOUNCED	1,767	7	THE FORCE - BEHIND THE LINE - WED	629	7	THE BLOCK - WINNER ANNOUNCED	2,303
ONE	0.7 ONE	0.6	8	JUNIOR MASTERCHEF - FINALE NIGHT	1,581	8	4 NATIONS RUGBY LEAGUE 2010 - AUS V ENG	583	8	JUNIOR MASTERCHEF - FINALE NIGHT	2,108
ABC1	11.1 ABC1	10.3	9	JUNIOR MASTERCHEF - SUN	1,501	9	BORDER SECURITY - WED	581	9	THE FORCE - BEHIND THE LINE - WED	2,074
ABC2	1.3 ABC2	1.2	10	THE FORCE - BEHIND THE LINE - WED	1,445	10	KEEPING UP WITH THE JONESES	578	10	BONES	1,988
ABC3	0.4 ABC3	0.7	11	SEVEN NEWS - SUN	1,439	11	THE X FACTOR - SUN	572	11	JUNIOR MASTERCHEF - SUN	1,971
ABC News 24	0.4 ABC News 24	0.6	12	BONES	1,433	12	THE BIG BANG THEORY	558	12	BORDER SECURITY - WED	1,958
SBS1	3.8 SBS1	3.9	13	BORDER SECURITY - WED	1,377	13	BONES	555	13	SEVEN NEWS - SUN	1,937
SBS2	0.7 SBS2	0.7	14	GLEE - WED	1,373	14	THE BLOCK	546	14	THE BLOCK	1,867
Fox8	0.8 Fox8	0.6	15	TWO AND A HALF MEN EP1	1,353	15	A CURRENT AFFAIR	536	15	THE X FACTOR - SUN	1,844
Lifestyle Channel	0.7 Lifestyle Channel	0.6	16	THE BLOCK	1,321	16	THE BLOCK - WINNER ANNOUNCED	536	16	SEVEN NEWS	1,830
UKTV	0.6 C&I	0.5	17	SEVEN NEWS	1,318	17	JUNIOR MASTERCHEF - FINALE NIGHT	527	17	TWO AND A HALF MEN EP1	1,817
TV1	0.5 TV1	0.5	18	TALKIN BOUT YOUR GENERATION	1,315	18	THE X FACTOR - MON	525	18	BEAUTY & GEEK AUST - WINNER REVEALED	1,801
13th Street	0.4 UKTV	0.5	19	BEAUTY & GEEK AUST - WINNER REVEALED	1,304	19	SEVEN NEWS	512	19	TALKIN BOUT YOUR GENERATION	1,800
C&I	0.4 13th Street	0.4	20	JUNIOR MASTERCHEF - MON	1,285	20	BETTER HOMES & GARDENS	510	20	GLEE - WED	1,789
Fox Sports 1	0.4 Disney Channel	0.4	21	NCIS	1,281	21	1D CRKRT - AUS V SRI LANKA G1 S2	507	21	NCIS	1,765
Arena	0.3 Fox Sports 1	0.4	22	TODAY TONIGHT	1,279	22	SUNDAY NIGHT	501	22	BETTER HOMES & GARDENS	1,740
Bio.	0.3 W	0.4	23	THE X FACTOR - SUN	1,272	23	SEVEN NEWS - SUN	498	23	THE X FACTOR - MON	1,725
Comedy	0.3 111 Hits	0.3	24	HAMISH & ANDY'S REMINISTMAS SPECIAL	1,265	24	BEAUTY & GEEK AUST - WINNER REVEALED	497	24	SUNDAY NIGHT	1,719
Discovery	0.3 Bio.	0.3	25	UNDERCOVER BOSS AUSTRALIA	1,233	25	BONDI VET	497	25	HAMISH & ANDY'S REMINISTMAS SPECIAL	1,712
Disney Channel	0.3 Discovery	0.3	26	BETTER HOMES & GARDENS	1,230	26	TOP GEAR AUSTRALIA	497	26	UNDERCOVER BOSS AUSTRALIA	1,708
Fox Classics	0.3 Fox Classics	0.3	27	SUNDAY NIGHT	1,218	27	THE FORCE - BEHIND THE LINE	495	27	JUNIOR MASTERCHEF - MON	1,701
Fox Sports 2	0.3 Fox Sports 2	0.3	28	GLEE - MON	1,214	28	4 NATIONS RUGBY LEAGUE 2010 FINAL	493	28	BEAUTY & THE GEEK AUSTRALIA	1,650
Fox Sports 3	0.3 Fox Sports 3	0.3	29	THE X FACTOR - MON	1,200	29	THE ZOO: AUSTRALIA'S BIGGEST BABY	490	29	NINE NEWS SUNDAY	1,618
Fox8+2	0.3 History Channel	0.3	30	BEAUTY & THE GEEK AUSTRALIA	1,198	30	TALKIN BOUT YOUR GENERATION	485	30	NINE NEWS	1,608
Lifestyle Food	0.3 Lifestyle Food	0.3	31	NINE NEWS SUNDAY	1,160	31	NCIS	484	31	THE FORCE - BEHIND THE LINE	1,585
Sci Fi	0.3 Nat Geo	0.3	32	NINE NEWS	1,143	32	4 NATIONS RUGBY LEAGUE 2010 - AUS V NZ	478	32	A CURRENT AFFAIR	1,583
Showtime Premiere	0.3 Showtime Premiere	0.3	33	SEVEN NEWS - SAT	1,141	33	UNDERCOVER BOSS AUSTRALIA	475	33	CITY HOMICIDE	1,568
W	0.3 Sky News	0.3	34	CRIMINAL MINDS - MON	1,123	34	JUNIOR MASTERCHEF - SUN	470	34	GLEE - MON	1,563
111 Hits	0.2 Arena	0.2	35	MODERN FAMILY - SUN	1,122	35	NATIONAL NEWS SATURDAY	466	35	NINE NEWS SATURDAY	1,563
BBC Knowledge	0.2 BBC Knowledge	0.2	36	CITY HOMICIDE	1,108	36	NATIONAL NEWS	465	36	CRIMINAL MINDS - MON	1,561
Cartoon Network	0.2 Cartoon Network	0.2	37	NINE NEWS SATURDAY	1,097	37	TWO AND A HALF MEN EP 1	464	37	KEEPING UP WITH THE JONESES	1,556
EI	0.2 Comedy	0.2	38	BONES	1,093	38	CITY HOMICIDE	460	38	TODAY TONIGHT	1,555
FMC	0.2 Fox8+2	0.2	39	THE FORCE - BEHIND THE LINE	1,090	39	1D CRKRT - AUS V SRI LANKA G3 S2	460	39	1D CRKRT - AUS V SRI LANKA G1 S2	1,549
History Channel	0.2 Lifestyle Channel+2	0.2	40	TWO AND A HALF MEN	1,089	40	THE NATIONAL IQ TEST	460	40	THE NATIONAL IQ TEST	1,539

Consolidated. Source OzTAM and RegionalTAM. Based on 5 city metro and 4 aggregated regional markets (ex Tas). Top program lists excl. ABC & SBS. Metro and regional audiences are added to form a combined average audience total and ranking. Based on Consolidated Ratings (i.e. Live plus Time Shift). Program results represent an average of all times aired during the week. Total metro shares incl spill; total reg shares excl spill. Shares based on total pop. Share figures rounded to nearest dec. place.

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