

## FREE TV'S RATINGS RISE OVER EASTER

Updated 9 May 2011

A review of official ratings data for Easter 2011 shows more Australians tuned into Free TV when compared with the Easter period last year.

Free TV saw average audiences increase across the day by 9 per cent in metro markets and 23.2 per cent in regional markets. Increases were also seen in evening viewing (6pm to midnight) with average audiences increasing by 8.8 per cent in metro areas and 24.2 per cent in regional areas.

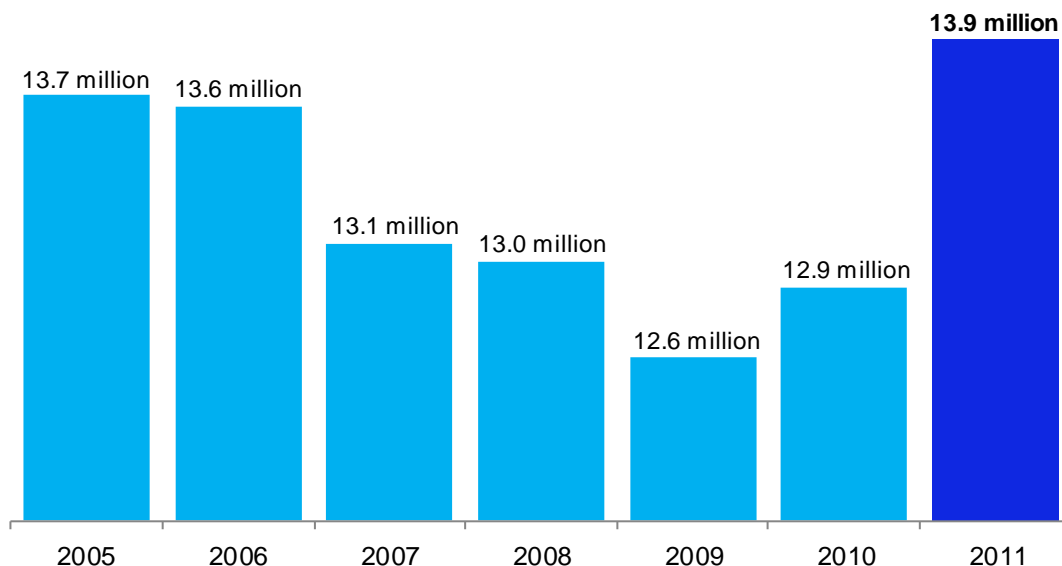
### Free TV Audience Increases – Year on Year – Easter Period

	Free TV	
	Metro	Regional
2am to 2am	9.0%	23.2%
6am to midnight	9.6%	22.9%
6pm to midnight	8.8%	24.2%

Source: OzTAM & RegionalTAM, 5 cap cities, 4 aggregated markets excl Tas, commercial TV, total people, average audience variances Easter 2011 v 2010. Based on Consolidated Ratings.

Furthermore, Free TV's average daily reach during the Easter period was at a 7-year high with over 13.9 million people tuning in daily, up from 12.9 million viewers for the same period last year.

### Free TV's Average Daily Reach - Easter Comparison



Source: OzTAM & RegionalTAM, 5 cap cities, 4 aggregated markets including Tas, commercial TV, total people, average daily reach metro and regional figures are combined to provide a national estimate, Easter year on year comparisons. Based on Consolidated Ratings 2010 and 2011.

During the period, free-to-air television accounted for 82 per cent of all nightly viewing (6pm to midnight) in metro areas and an 84 per cent share in regional markets. Free TV continues to dominate share of viewing, with a 64 per cent nightly share in metro markets and a 65 per cent share in regional areas.

Free TV programs delivered huge audiences with each of the top 40 shows during the Easter period attracting a combined average consolidated audience of more than 1.1 million viewers.

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	17.5 Prime/ 7QLD	18.2	1	WILLIAM & KATE-WEDDING-EVENING	1,765	1	WILLIAM & KATE-WEDDING-EVENING	730	1	WILLIAM & KATE-WEDDING-EVENING	2,495
Nine	14.1 WIN/NBN	17.2	2	WILLIAM & KATE-WEDDING-FAMILY ARVL	1,693	2	WILLIAM & KATE-WEDDING-FAMILY ARVL	720	2	WILLIAM & KATE-WEDDING-FAMILY ARVL	2,413
Ten	11.8 Sthn Cross 10	10.1	3	WILLIAM & KATE-WEDDING-LATE	1,629	3	WILLIAM & KATE-ROYAL WEDDING	636	3	WILLIAM & KATE-WEDDING-LATE	2,195
7TWO	4.1 7TWO	4.4	4	WILLIAM & KATE-ROYAL WEDDING	1,528	4	WILLIAM & KATE-WEDDING-LATE	566	4	WILLIAM & KATE-ROYAL WEDDING	2,164
7mate	2.8 7mate	3.4	5	WILLIAM & KATE-WEDDING -EV	1,484	5	MIGHTY SHIPS	552	5	WILLIAM & KATE-WEDDING-EV	2,034
GO!	3.2 GO!	3.9	6	MIGHTY SHIPS	1,346	6	WILLIAM & KATE-WEDDING - PRE CEREMONY	550	6	MIGHTY SHIPS	1,898
Gem	2.5 Gem	2.6	7	WINNERS & LOSERS	1,341	7	AFP-AUST FEDERAL POLICE	548	7	AFP-AUST FEDERAL POLICE	1,846
ONE	1.6 ONE	1.7	8	SEVEN NEWS - SAT	1,310	8	CUSTOMS	536	8	WINNERS & LOSERS	1,837
Eleven	3.0 Eleven	3.1	9	AFP-AUST FEDERAL POLICE	1,298	9	NATIONAL NEWS SUNDAY	532	9	SEVEN NEWS	1,805
ABC1	11.6 ABC1	11.0	10	SEVEN NEWS	1,296	10	SEVEN NEWS	509	10	NINE NEWS SUNDAY	1,774
ABC2	2.0 ABC2	1.9	11	SEVEN NEWS - SUN	1,268	11	WINNERS & LOSERS	496	11	SEVEN NEWS - SUN	1,738
ABC3	0.5 ABC3	0.8	12	NINE NEWS SUNDAY	1,242	12	NATIONAL NEWS	492	12	SEVEN NEWS - SAT	1,727
ABC News 24	0.4 ABC News 24	0.6	13	TODAY TONIGHT	1,174	13	A CURRENT AFFAIR	490	13	BORDER SECURITY	1,567
SBS1	3.6 SBS1	3.9	14	BIGGEST LOSER FAM - TEMPT	1,128	14	BETTER HOMES & GARDENS	478	14	BORDER PATROL-MON	1,559
SBS2	0.6 SBS2	0.6	15	THE FORCE - BEHIND THE LINE	1,118	15	BORDER PATROL	471	15	THE FORCE - BEHIND THE LINE	1,555
Fox Sports 2	0.9 Fox Sports 2	1.5	16	BORDER SECURITY	1,114	16	SEVEN NEWS - SUN	470	16	NINE NEWS	1,554
Fox Sports 1	0.9 UKTV	0.7	17	BORDER PATROL	1,088	17	BORDER SECURITY	453	17	BIGGEST LOSER FAM - TEMPT	1,526
UKTV	0.9 Fox8	0.7	18	BIGGEST LOSER FAM - CONTEST	1,070	18	60 MINUTES	452	18	BETTER HOMES & GARDENS	1,472
Fox8	0.7 Fox Classics	0.6	19	BIGGEST LOSER FAM - ELIM	1,063	19	LIVE FRIDAY NIGHT FOOTBALL	447	19	UNLIKELY ANIMAL FRIENDS	1,441
Fox Classics	0.6 Lifestyle	0.5	20	NINE NEWS	1,062	20	THE FORCE - BEHIND THE LINE	437	20	BIGGEST LOSER FAM - CONTEST	1,440
Lifestyle	0.5 W	0.5	21	BIGGEST LOSER FAM - ELIM MON	1,033	21	UNLIKELY ANIMAL FRIENDS	432	21	60 MINUTES	1,417
Tv1	0.5 Tv1	0.5	22	UNLIKELY ANIMAL FRIENDS	1,009	22	SEA PATROL: DAMAGE CONTROL	431	22	TODAY TONIGHT	1,414
Fox Sports 3	0.5 C&I	0.4	23	BETTER HOMES & GARDENS (R)	1,008	23	COASTWATCH	426	23	BETTER HOMES & GARDENS (R)	1,408
C&I	0.4 Fox Sports 1	0.4	24	NCIS	1,006	24	MEDICAL EMERGENCY	418	24	SEA PATROL: DAMAGE CONTROL	1,400
W	0.3 History	0.3	25	HOME & AWAY	1,001	25	SEVEN NEWS - SAT	417	25	HOME & AWAY	1,398
Comedy	0.3 Fox Sports 3	0.3	26	BETTER HOMES & GARDENS	994	26	GREYS ANATOMY	411	26	A CURRENT AFFAIR	1,392
Bio.	0.3 13TH Street	0.3	27	CRIMINAL MINDS	986	27	WIN NEWS	406	27	CRIMINAL MINDS	1,392
History	0.3 Disney	0.3	28	NINE NEWS SATURDAY	980	28	CRIMINAL MINDS	406	28	BIGGEST LOSER FAM-ELIM	1,392
111 Hits	0.3 Showtime Prem	0.3	29	SEA PATROL: DAMAGE CONTROL	969	29	BETTER HOMES & GARDENS (R)	400	29	CUSTOMS	1,387
Arena	0.3 111 Hits	0.3	30	60 MINUTES	965	30	BIGGEST LOSER FAM - TEMPT	398	30	NINE NEWS SATURDAY	1,366
Disney	0.3 Discovery	0.3	31	TALKIN BOUT YOUR GEN	965	31	HOME & AWAY	397	31	BIGGEST LOSER FAM-ELIM MON	1,366
Showtime Prem	0.3 Movie One	0.3	32	WILLIAM & KATE: INSIDE ROYAL WDC	931	32	NATIONAL NEWS SATURDAY	386	32	COASTWATCH	1,350
Nickelodeon	0.3 Comedy	0.3	33	COASTWATCH	924	33	A CURRENT AFFAIR -SUNDAY	382	33	GREYS ANATOMY	1,321
BBC Knowledge	0.3 Bio.	0.2	34	GREYS ANATOMY	910	34	BIGGEST LOSER FAM - CONTEST	370	34	NCIS RPT	1,316
Sky News	0.3 Nat Geo	0.2	35	A CURRENT AFFAIR	902	35	SUNDAY NIGHT	367	35	TALKIN BOUT YOUR GEN	1,307
Fox8+2	0.3 Movie Extra	0.2	36	BIGGEST LOSER FAM - CHALG SUN	879	36	BONES-MON	360	36	MEDICAL EMERGENCY	1,271
Showtime Action	0.3 Showtime Action	0.2	37	THE BIG BANG THEORY -MON	871	37	LOST DIGGERS OF FROMELLES	349	37	WILLIAM & KATE:INSIDE ROYAL WDC	1,259
Lifestyle Food	0.3 Sky News	0.2	38	A CURRENT AFFAIR - SUNDAY	864	38	TALKIN BOUT YOUR GEN	342	38	A CURRENT AFFAIR -SUNDAY	1,246
13TH Street	0.3 Lifestyle You	0.2	39	MEDICAL EMERGENCY	853	39	RBT	340	39	SUNDAY NIGHT	1,214
Movie One	0.2 Arena	0.2	40	ANZAC DAY AFL	853	40	BIGGEST LOSER FAM - ELIM MON	333	40	BIGGEST LOSER FAM - CHALG SUN	1,198

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

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