

# Consolidated Ratings for Easter (Weeks 14 & 15), 2010

28 March – 10 April 2010

Consolidated ratings for the 2010 Easter period show Free TV delivered huge audiences, with each of the top 40 programs attracting a combined average consolidated audience of more than 1.2 million viewers.

During the period, free-to-air television accounted for 82 per cent of all nightly viewing (6pm to midnight) in metro areas, and 81 per cent in regional markets. Free TV continued to dominate share of viewing, with a 64 per cent nightly share in metro markets and a 60 per cent share in regional areas.

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	19.7 Prime/ 7QLD	20.3	1 NCIS	1,440	1 A CURRENT AFFAIR	544	1 NCIS	1,931	
Nine	18.9 WIN/NBN	20.8	2 TOP GEAR	1,429	2 60 MINUTES	525	2 TOP GEAR	1,910	
Ten	15.4 Sthn Cross 10	14.3	3 SEVEN NEWS	1,345	3 NATIONAL NEWS SUNDAY	500	3 SEVEN NEWS	1,829	
7TWO	2.8 7TWO	1.9	4 TODAY TONIGHT	1,302	4 NCIS	491	4 NINE NEWS SUNDAY	1,738	
GO!	3.1 GO!	2.3	5 TWO AND A HALF MEN -MON	1,265	5 SEVEN NEWS	484	5 TWO AND A HALF MEN -MON	1,718	
ONE	1.5 ONE	1.0	6 NINE NEWS SUNDAY	1,238	6 TOP GEAR	481	6 SEVEN NEWS - SUN	1,694	
ABC1	12.0 ABC1	13.4	7 CUSTOMS	1,233	7 RSPCA ANIMAL RESCUE	472	7 CUSTOMS	1,682	
ABC2	1.3 ABC2	1.3	8 SEVEN NEWS - SUN	1,226	8 NATIONAL NEWS	470	8 60 MINUTES	1,654	
ABC3	0.3 ABC3	0.6	9 TALKIN' 'BOUT YOUR GEN	1,203	9 SEVEN NEWS - SUN	468	9 A CURRENT AFFAIR	1,650	
SBS1	4.2 SBS1	5.7	10 BORDER SECURITY	1,192	10 DOMESTIC BLITZ	464	10 BORDER SECURITY	1,647	
SBS2	0.4 SBS2	0.4	11 BONDI RESCUE	1,184	11 EYE OF THE LEOPARD	461	11 NINE NEWS	1,625	
Fox8	0.9 Fox Sports 2	1.3	12 BETTER HOMES & GARDENS	1,161	12 BETTER HOMES & GARDENS	457	12 BETTER HOMES & GARDENS	1,618	
Fox Sports 1	0.8 Fox8	1.1	13 SEVEN NEWS - SAT	1,160	13 BORDER SECURITY	455	13 TALKIN' 'BOUT YOUR GEN	1,605	
Fox Sports 2	0.7 Lifestyle	0.7	14 NINE NEWS	1,155	14 AIR WAYS	453	14 BONDI RESCUE	1,589	
Lifestyle	0.6 TV1	0.7	15 THE BIG BANG THEORY	1,154	15 CRASH INVESTIGATION UNIT	453	15 RSPCA ANIMAL RESCUE	1,578	
UKTV	0.6 UKTV	0.6	16 NCIS: LOS ANGELES	1,144	16 TWO AND A HALF MEN -MON	453	16 TODAY TONIGHT	1,569	
TV1	0.6 Fox Sports 1	0.6	17 BONES	1,132	17 THE MENTALIST	452	17 AIR WAYS	1,567	
Fox Sports 3	0.5 C&I	0.6	18 60 MINUTES	1,129	18 CUSTOMS	449	18 BONES	1,564	
Arena	0.5 Fox Sports 3	0.6	19 AIR WAYS	1,114	19 CRIMINAL MINDS-EP.1	447	19 SEVEN NEWS - SAT	1,560	
C&I	0.5 Arena	0.5	20 RSPCA ANIMAL RESCUE	1,106	20 BONES	432	20 THE BIG BANG THEORY	1,553	
Disney	0.5 W.	0.4	21 A CURRENT AFFAIR	1,106	21 MIGHTY SHIPS	424	21 THE MENTALIST	1,523	
Fox Classics	0.4 Disney	0.4	22 TWO AND A HALF MEN -WED	1,096	22 TWO AND A HALF MEN -WED	418	22 TWO AND A HALF MEN -WED	1,514	
13Th Street	0.4 13Th Street	0.4	23 THE GOOD WIFE	1,093	23 AIR CRASH INVESTIGATIONS	408	23 CRASH INVESTIGATION UNIT	1,502	
Bio.	0.4 Fox Classics	0.4	24 RPA	1,088	24 BORDER SECURITY: C SQUADRON	406	24 NCIS: LOS ANGELES	1,496	
Showtime Action	0.3 Nat Geo	0.4	25 THE MENTALIST	1,071	25 BONDI RESCUE	405	25 RPA	1,486	
Sci Fi	0.3 Bio.	0.4	26 CRASH INVESTIGATION UNIT	1,049	26 TALKIN' 'BOUT YOUR GEN	402	26 CRIMINAL MINDS-EP.1	1,479	
Nat Geo	0.3 Sci Fi	0.3	27 CRIMINAL MINDS-EP.1	1,032	27 SEVEN NEWS - SAT	400	27 THE GOOD WIFE	1,458	
111 Hits	0.3 111 Hits	0.3	28 GREY'S ANATOMY	1,022	28 THE BIG BANG THEORY	399	28 DOMESTIC BLITZ	1,435	
Fox8 +2	0.3 Fox8+2	0.3	29 TWO AND A HALF MEN	1,007	29 GREY'S ANATOMY	399	29 GREY'S ANATOMY	1,421	
Nickelodeon	0.3 Discovery	0.3	30 HOME AND AWAY	1,006	30 RPA	398	30 GETAWAY	1,357	
History	0.3 History	0.3	31 SURVIVOR: HEROES VS VILLAINS	997	31 LIVE FRIDAY NIGHT FOOTBALL	391	31 HOME AND AWAY	1,353	
Discovery	0.3 Comedy	0.3	32 DESPERATE HOUSEWIVES	981	32 GETAWAY	381	32 EYE OF THE LEOPARD	1,340	
W.	0.3 Movie One	0.2	33 BIGGEST LOSER - ELIMINATION	978	33 SEVEN'S FOOTY SHOWS	376	33 BIGGEST LOSER - ELIMINATION	1,321	
Movie One	0.3 BBC Knowledge	0.2	34 GETAWAY	976	34 THE GOOD WIFE	365	34 BORDER SECURITY: C SQUADRON	1,314	
Showtime	0.2 Sky News	0.2	35 DOMESTIC BLITZ	971	35 COASTWATCH	365	35 SURVIVOR: HEROES VS VILLAINS	1,282	
Comedy	0.2 Fox Sports News	0.2	36 AFL: RND 2: BRISBANE VS CARLTON	938	36 WIN NEWS	365	36 DESPERATE HOUSEWIVES	1,276	
Showcase	0.2 MTV	0.2	37 SO YOU THINK YOU CAN DANCE	927	37 FUNNIEST HOME VIDEOS	358	37 MIGHTY SHIPS	1,249	
Starpics 1	0.2 Max	0.2	38 BORDER SECURITY: C SQUADRON	908	38 LIFE AFTER PEOPLE	356	38 CRIMINAL MINDS	1,247	
Movie Greats	0.2 Lifestyle +2	0.2	39 AFL: RND 3: ST KILDA VS C'WOOD	900	39 NATIONAL NEWS SATURDAY	354	39 NINE NEWS SATURDAY	1,232	
BBC Knowledge	0.2 How To	0.2	40 CRIMINAL MINDS	895	40 CRIMINAL MINDS	352	40 SEVEN'S FOOTY SHOW	1,226	

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 (ie. Live plus Time Shift). Program results represent an average of all times aired during the fortnight. Total metro shares incl spill; total reg shares excl spill. Shares based on total ppl. Share figures rounded to one dec. place.

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# Preliminary Overnight Ratings for Week 16, 2010

11 April – 17 April 2010

Free TV followed the Easter ratings period with an extremely strong ratings week, with each of the top ten shows in Week 16 garnering over 2 million viewers.

Free-to-air accounted for 85 per cent of all nightly viewing (6pm to midnight) in metro areas and 83 per cent in regional markets.

Preliminary Data - Overnights (Live plus As Live)						
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	21.3 Prime/ 7QLD	21.3	1 UNDERBELLY: GOLDEN MILE -EP	2,252 1 UNDERBELLY: GOLDEN MILE -EP	720 1 UNDERBELLY: GOLDEN MILE -EP 1	2,972
Nine	22.7 WIN/NBN	23.7	2 UNDERBELLY: GOLDEN MILE -EP	2,015 2 UNDERBELLY: GOLDEN MILE -EP 2	649 2 UNDERBELLY: GOLDEN MILE -EP 2	2,664
Ten	14.5 Sthn Cross 10	14.3	3 SEVEN NEWS - SUN	1,745 3 TOP GEAR	622 3 TOP GEAR	2,358
7TWO	2.7 7TWO	1.6	4 TOP GEAR	1,736 4 60 MINUTES	619 4 THE PACIFIC	2,249
GO!	3.0 GO!	2.5	5 THE PACIFIC	1,653 5 THE PACIFIC	596 5 SEVEN NEWS - SUN	2,245
ONE	1.1 ONE	0.7	6 THE PACIFIC - EP.2	1,520 6 NATIONAL NEWS SUNDAY	580 6 60 MINUTES	2,128
ABC1	11.3 ABC1	12.2	7 60 MINUTES	1,509 7 A CURRENT AFFAIR	573 7 MIRACLE AT THE ZOO	2,067
ABC2	1.2 ABC2	1.1	8 MIRACLE AT THE ZOO	1,507 8 MIRACLE AT THE ZOO	560 8 THE PACIFIC - EP.2	2,061
ABC3	0.3 ABC3	0.6	9 HEY HEY IT'S SATURDAY	1,495 9 THE PACIFIC - EP.2	541 9 HEY HEY IT'S SATURDAY	2,022
SBS1	4.1 SBS1	5.4	10 AUSTRALIA'S GOT TALENT	1,494 10 HEY HEY IT'S SATURDAY	527 10 NINE NEWS SUNDAY	2,004
SBS2	0.3 SBS2	0.3	11 NINE NEWS SUNDAY	1,424 11 SEVEN NEWS	511 11 AUSTRALIA'S GOT TALENT	1,952
Fox Sports 1	0.8 Fox Sports 2	1.3	12 SEVEN NEWS	1,343 12 SUNDAY NIGHT	506 12 SEVEN NEWS	1,854
Fox8	0.7 Lifestyle	0.8	13 THE FORCE - BEHIND THE LINE	1,324 13 SEA PATROL	506 13 THE FORCE - BEHIND THE LINE	1,821
Lifestyle	0.6 Fox8	0.6	14 SUNDAY NIGHT	1,302 14 SEVEN NEWS - SUN	500 14 SUNDAY NIGHT	1,808
Fox Sports 2	0.6 Fox Sports 1	0.6	15 TODAY TONIGHT	1,301 15 DOMESTIC BLITZ	498 15 A CURRENT AFFAIR	1,749
TV1	0.5 TV1	0.6	16 BORDER SECURITY	1,289 16 THE FORCE - BEHIND THE LINE	497 16 SEA PATROL	1,745
Fox Sports 3	0.5 Fox Sports 3	0.6	17 SEVEN NEWS - SAT	1,253 17 BONES	495 17 NINE NEWS	1,721
Disney	0.4 UKTV	0.6	18 NINE NEWS	1,249 18 NATIONAL NEWS	472 18 BORDER SECURITY	1,715
UKTV	0.4 Disney	0.5	19 SEA PATROL	1,239 19 BETTER HOMES AND GARDENS	464 19 DOMESTIC BLITZ	1,685
13Th Street	0.4 13Th Street	0.5	20 NCIS	1,191 20 AUSTRALIA'S GOT TALENT	458 20 SEVEN NEWS - SAT	1,663
Nickelodeon	0.4 C&I	0.5	21 DOMESTIC BLITZ	1,187 21 LIVE FRIDAY NIGHT FOOTBALL	447 21 BONES	1,654
Arena	0.4 W.	0.4	22 BETTER HOMES AND GARDENS	1,178 22 THE MENTALIST	441 22 BETTER HOMES AND GARDENS	1,642
C&I	0.3 Discovery	0.3	23 A CURRENT AFFAIR	1,176 23 BORDER SECURITY	426 23 NCIS	1,611
Bio.	0.3 Arena	0.3	24 TWO AND A HALF MEN -MON	1,174 24 TALKIN' 'BOUT YOUR GEN	424 24 TWO AND A HALF MEN -MON	1,592
Fox Classics	0.3 Sci Fi	0.3	25 BONES	1,159 25 NCIS	420 25 TODAY TONIGHT	1,569
W.	0.3 Nat Geo	0.3	26 TALKIN' 'BOUT YOUR GEN	1,104 26 TWO AND A HALF MEN -MON	418 26 THE MENTALIST	1,544
Nat Geo	0.3 111 Hits	0.3	27 THE MENTALIST	1,103 27 BRACE FOR IMPACT	413 27 TALKIN' 'BOUT YOUR GEN	1,528
Sci Fi	0.3 Lifestyle +2	0.3	28 NINE NEWS SATURDAY	1,085 28 NATIONAL NEWS SATURDAY	410 28 NINE NEWS SATURDAY	1,495
Showtime Action	0.3 Bio.	0.3	29 THE BIG BANG THEORY	1,074 29 SEVEN NEWS - SAT	410 29 BRACE FOR IMPACT	1,478
Fox8 +2	0.2 Fox Classics	0.2	30 BRACE FOR IMPACT	1,065 30 GETAWAY	408 30 GETAWAY	1,441
111 Hits	0.2 Fox8+2	0.2	31 TWO AND A HALF MEN	1,057 31 FUNNIEST HOME VIDEOS	397 31 HOME AND AWAY	1,387
Comedy	0.2 Cartoon Network	0.2	32 GETAWAY	1,033 32 SEVEN'S FOOTY SHOWS	389 32 THE BIG BANG THEORY	1,366
Discovery	0.2 Nickelodeon	0.2	33 HOME AND AWAY	1,019 33 HOME AND AWAY	368 33 FUNNIEST HOME VIDEOS	1,359
Lifestyle You	0.2 Sky News	0.2	34 GREY'S ANATOMY	1,005 34 CASTLE	360 34 DESPERATE HOUSEWIVES	1,338
History	0.2 BBC Knowledge	0.2	35 DESPERATE HOUSEWIVES	998 35 WIN NEWS	359 35 GREY'S ANATOMY	1,332
Lifestyle +2	0.2 History	0.2	36 FUNNIEST HOME VIDEOS	962 36 DESPERATE HOUSEWIVES	340 36 BONDI RESCUE	1,286
E!	0.2 Movie One	0.2	37 CSI: MIAMI	946 37 BONDI RESCUE	340 37 CSI: MIAMI	1,273
Sky News	0.2 Showtime Action	0.2	38 BONDI RESCUE	946 38 CSI: MIAMI	327 38 NCIS: LOS ANGELES	1,235
TV1 +2	0.2 Channel [V]	0.2	39 SURVIVOR: HEROES VS VILLAINS	939 39 GREY'S ANATOMY	327 39 SURVIVOR: HEROES VS VILLAINS	1,226
Movie One	0.2 How To	0.2	40 NCIS: LOS ANGELES	930 40 LAW AND ORDER: SVU	321 40 GOOD NEWS WEEK	1,193

Ⓢ Preliminary Overnights. Source O2TAM and Regional TAM. 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. Preliminary data only based on Overnights (Live plus As Live). 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 ppl. Share figures rounded to one dec. place.

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