

Consolidated Ratings for Week 11, 2010

7 March – 13 March 2010

Consolidated ratings for Week 11 show Free TV delivered huge audiences, with each of the Top 40 programs attracting a combined average consolidated audience of more than 1.3 million viewers.

During the period, free-to-air television accounted for 83 per cent of all nightly viewing (6pm to midnight) in metro areas, and 81 per cent in regional markets. Free TV continues to dominate share of viewing, with a 65 per cent nightly share in metro markets and a 61 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 | 20.6 Prime/ 7QLD | 20.9 | 1 | TWO AND A HALF MEN -MON | 1,624 | 1 | NCIS | 586 | 1 | NCIS | 2,197 |
| Nine | 21.0 WIN/NBN | 21.1 | 2 | NCIS | 1,611 | 2 | CRIMINAL MINDS | 566 | 2 | TWO AND A HALF MEN -MON | 2,186 |
| Ten | 15.1 Sthn Cross 10 | 15.3 | 3 | BORDER SECURITY | 1,477 | 3 | TWO AND A HALF MEN -MON | 562 | 3 | MY KITCHEN RULES-TUE | 1,972 |
| 7TWO | 2.6 7TWO | 1.6 | 4 | MY KITCHEN RULES-TUE | 1,476 | 4 | THE MENTALIST | 536 | 4 | SEVEN NEWS - SUN | 1,967 |
| GO! | 2.7 GO! | 1.9 | 5 | SEVEN NEWS - SUN | 1,473 | 5 | A CURRENT AFFAIR | 513 | 5 | BORDER SECURITY | 1,966 |
| ONE | 0.8 ONE | 0.6 | 6 | AIR WAYS | 1,456 | 6 | AIR WAYS | 504 | 6 | CRIMINAL MINDS | 1,965 |
| ABC1 | 11.8 ABC1 | 13.1 | 7 | MY KITCHEN RULES-MON | 1,418 | 7 | BONES | 502 | 7 | AIR WAYS | 1,960 |
| ABC2 | 1.1 ABC2 | 1.0 | 8 | CRIMINAL MINDS | 1,399 | 8 | MY KITCHEN RULES-TUE | 496 | 8 | THE MENTALIST | 1,916 |
| ABC3 | 0.4 ABC3 | 0.6 | 9 | V | 1,386 | 9 | SEVEN NEWS - SUN | 494 | 9 | BONES | 1,871 |
| SBS1 | 3.9 SBS1 | 5.2 | 10 | THE MENTALIST | 1,380 | 10 | BORDER SECURITY | 489 | 10 | MY KITCHEN RULES-MON | 1,854 |
| SBS2 | 0.3 SBS2 | 0.3 | 11 | CUSTOMS | 1,375 | 11 | THE BIG BANG THEORY | 477 | 11 | TOP GEAR | 1,849 |
| Fox Sports 2 | 0.8 Fox Sports 2 | 1.6 | 12 | TOP GEAR | 1,375 | 12 | RSPCA ANIMAL RESCUE | 476 | 12 | V | 1,835 |
| Fox8 | 0.7 Fox8 | 0.8 | 13 | BONES | 1,369 | 13 | CRASH INVESTIGATION UNIT | 474 | 13 | CUSTOMS | 1,800 |
| Lifestyle | 0.6 TV1 | 0.7 | 14 | THE BIG BANG THEORY | 1,313 | 14 | TOP GEAR | 474 | 14 | THE BIG BANG THEORY | 1,790 |
| TV1 | 0.5 Lifestyle | 0.7 | 15 | NINE NEWS SUNDAY | 1,311 | 15 | LIVE FRIDAY NIGHT FOOTBALL | 469 | 15 | NINE NEWS SUNDAY | 1,747 |
| 13Th Street | 0.5 UKTV | 0.6 | 16 | SEVEN NEWS | 1,269 | 16 | SEVEN NEWS | 452 | 16 | SEVEN NEWS | 1,721 |
| UKTV | 0.4 C&I | 0.6 | 17 | TODAY TONIGHT | 1,230 | 17 | V | 449 | 17 | TALKIN' 'BOUT YOUR GEN | 1,655 |
| Fox Sports 3 | 0.4 Fox Classics | 0.6 | 18 | TALKIN' 'BOUT YOUR GEN | 1,219 | 18 | MY KITCHEN RULES-MON | 436 | 18 | RSPCA ANIMAL RESCUE | 1,633 |
| C&I | 0.4 Disney | 0.5 | 19 | THE GOOD WIFE | 1,177 | 19 | NATIONAL NEWS SUNDAY | 436 | 19 | A CURRENT AFFAIR | 1,586 |
| Movie One | 0.4 W. | 0.5 | 20 | SUNDAY NIGHT | 1,175 | 20 | TALKIN' 'BOUT YOUR GEN | 436 | 20 | THE GOOD WIFE | 1,575 |
| Arena | 0.4 13Th Street | 0.5 | 21 | NINE NEWS | 1,167 | 21 | 60 MINUTES | 435 | 21 | SUNDAY NIGHT | 1,573 |
| Fox Classics | 0.4 Bio. | 0.5 | 22 | DESPERATE HOUSEWIVES | 1,157 | 22 | CUSTOMS | 425 | 22 | NINE NEWS | 1,563 |
| Disney | 0.4 Fox Sports 3 | 0.4 | 23 | RSPCA ANIMAL RESCUE | 1,157 | 23 | BETTER HOMES AND GARDENS | 424 | 23 | 60 MINUTES | 1,550 |
| Fox Sports 1 | 0.4 Movie One | 0.4 | 24 | GREY'S ANATOMY | 1,150 | 24 | DOMESTIC BLITZ | 420 | 24 | GREY'S ANATOMY | 1,539 |
| Bio. | 0.4 Fox Sports 1 | 0.4 | 25 | THE PACIFIC | 1,123 | 25 | TWO AND A HALF MEN -WED | 404 | 25 | DESPERATE HOUSEWIVES | 1,526 |
| 111 Hits | 0.3 Fox8+2 | 0.4 | 26 | 60 MINUTES | 1,115 | 26 | RPA | 402 | 26 | BETTER HOMES AND GARDENS | 1,507 |
| Nat Geo | 0.3 111 Hits | 0.4 | 27 | RPA | 1,093 | 27 | SUNDAY NIGHT | 398 | 27 | THE PACIFIC | 1,500 |
| W. | 0.3 Nat Geo | 0.3 | 28 | BETTER HOMES AND GARDENS | 1,083 | 28 | THE GOOD WIFE | 398 | 28 | RPA | 1,495 |
| Sci Fi | 0.3 Arena | 0.3 | 29 | SEVEN NEWS - SAT | 1,082 | 29 | NATIONAL NEWS | 396 | 29 | TODAY TONIGHT | 1,489 |
| Discovery | 0.3 Sky News | 0.3 | 30 | A CURRENT AFFAIR | 1,073 | 30 | GETAWAY | 392 | 30 | CRASH INVESTIGATION UNIT | 1,488 |
| Showtime | 0.3 Cartoon | 0.3 | 31 | BROTHERS & SISTERS | 1,070 | 31 | GREY'S ANATOMY | 389 | 31 | TWO AND A HALF MEN -WED | 1,472 |
| Fox8 +2 | 0.3 Showtime | 0.3 | 32 | TWO AND A HALF MEN -WED | 1,068 | 32 | THE PACIFIC | 377 | 32 | THE MENTALIST -THUR | 1,421 |
| FMC | 0.3 Discovery | 0.3 | 33 | TWO AND A HALF MEN | 1,056 | 33 | THE MENTALIST -THUR | 375 | 33 | SEVEN NEWS - SAT | 1,419 |
| History | 0.2 History | 0.3 | 34 | THE MENTALIST -THUR | 1,046 | 34 | DESPERATE HOUSEWIVES | 369 | 34 | BROTHERS & SISTERS | 1,408 |
| Nickelodeon | 0.2 Comedy | 0.2 | 35 | BROTHERS & SISTERS-TUE | 1,027 | 35 | BONDI RESCUE | 359 | 35 | GETAWAY | 1,394 |
| Sky News | 0.2 Lifestyle Food | 0.2 | 36 | HOME AND AWAY | 1,016 | 36 | COUGAR TOWN | 357 | 36 | DOMESTIC BLITZ | 1,367 |
| Movie Extra | 0.2 Sci Fi | 0.2 | 37 | CRASH INVESTIGATION UNIT | 1,014 | 37 | GANGS OF OZ | 351 | 37 | HOME AND AWAY | 1,356 |
| Showtime Action | 0.2 BBC Knowledge | 0.2 | 38 | GETAWAY | 1,002 | 38 | HOME AND AWAY | 340 | 38 | BROTHERS & SISTERS-TUE | 1,354 |
| BBC Knowledge | 0.2 Movie Extra | 0.2 | 39 | HOUSE | 978 | 39 | BROTHERS & SISTERS | 338 | 39 | LIVE FRIDAY NIGHT FOOTBALL | 1,354 |
| Showtime 2 | 0.2 Movie Two | 0.2 | 40 | NINE NEWS SATURDAY | 953 | 40 | SEVEN NEWS - SAT | 337 | 40 | HOUSE | 1,305 |

Data sourced OzTAM 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. 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 excl spill. Shares based on total ppl. Share figures rounded to one dec. place.

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Preliminary Overnight Ratings for Week 12, 2010

14 March – 20 March 2010

Preliminary Overnight data for Week 12 shows that Free TV continued to deliver strong audiences.

Free-to-air accounted for 83 per cent of all nightly viewing (6pm to midnight) in metro areas and 82 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 | 22.6 | Prime/ 7QLD | 22.1 | 1 | MY KITCHEN RULES-TUE | 1,562 | 1 | NCIS | 559 | 1 | MY KITCHEN RULES-TUE | 2,071 |
| Nine | 20.2 | WIN/NBN | 21.4 | 2 | AIR WAYS | 1,489 | 2 | MY KITCHEN RULES-TUE | 509 | 2 | NCIS | 1,968 |
| Ten | 14.5 | Sthn Cross 10 | 14.8 | 3 | BORDER SECURITY | 1,480 | 3 | SEVEN NEWS - SUN | 504 | 3 | AIR WAYS | 1,949 |
| 7TWO | 2.6 | 7TWO | 1.7 | 4 | TWO AND A HALF MEN -MON | 1,434 | 4 | THE MENTALIST | 502 | 4 | BORDER SECURITY | 1,941 |
| GO! | 2.7 | GO! | 1.9 | 5 | NCIS | 1,409 | 5 | BONES | 493 | 5 | TWO AND A HALF MEN -MON | 1,887 |
| ONE | 1.6 | ONE | 0.8 | 6 | BONES | 1,381 | 6 | A CURRENT AFFAIR | 491 | 6 | BONES | 1,874 |
| ABC1 | 11.3 | ABC1 | 12.9 | 7 | SEVEN NEWS - SUN | 1,364 | 7 | RSPCA ANIMAL RESCUE | 477 | 7 | SEVEN NEWS - SUN | 1,868 |
| ABC2 | 1.0 | ABC2 | 1.1 | 8 | MY KITCHEN RULES-MON | 1,357 | 8 | SEVEN NEWS | 471 | 8 | SEVEN NEWS | 1,820 |
| ABC3 | 0.4 | ABC3 | 0.6 | 9 | SEVEN NEWS | 1,349 | 9 | CUSTOMS | 469 | 9 | MY KITCHEN RULES-MON | 1,784 |
| SBS1 | 3.8 | SBS1 | 5.1 | 10 | TODAY TONIGHT | 1,335 | 10 | SUNDAY NIGHT | 469 | 10 | THE MENTALIST | 1,779 |
| SBS2 | 0.3 | SBS2 | 0.3 | 11 | TOP GEAR | 1,311 | 11 | 60 MINUTES | 462 | 11 | SUNDAY NIGHT | 1,762 |
| Fox Sports 2 | 0.7 | Fox Sports 2 | 1.5 | 12 | NINE NEWS SUNDAY | 1,307 | 12 | BORDER SECURITY | 461 | 12 | CUSTOMS | 1,755 |
| Lifestyle | 0.6 | Fox8 | 0.9 | 13 | SUNDAY NIGHT | 1,293 | 13 | AIR WAYS | 460 | 13 | NINE NEWS SUNDAY | 1,726 |
| Fox8 | 0.6 | TV1 | 0.7 | 14 | CUSTOMS | 1,286 | 14 | TWO AND A HALF MEN -MON | 453 | 14 | TOP GEAR | 1,719 |
| Fox Sports 3 | 0.6 | Lifestyle | 0.6 | 15 | THE MENTALIST | 1,277 | 15 | CRIMINAL MINDS | 448 | 15 | SEVEN NEWS - SAT | 1,655 |
| TV1 | 0.5 | UKTV | 0.6 | 16 | SEVEN NEWS - SAT | 1,268 | 16 | LIVE FRIDAY NIGHT FOOTBALL | 438 | 16 | CRIMINAL MINDS | 1,654 |
| 13Th Street | 0.5 | 13Th Street | 0.5 | 17 | THE BIG BANG THEORY | 1,223 | 17 | RPA | 436 | 17 | THE BIG BANG THEORY | 1,620 |
| UKTV | 0.5 | C&I | 0.5 | 18 | TALKIN' 'BOUT YOUR GEN | 1,212 | 18 | MY KITCHEN RULES-MON | 427 | 18 | RSPCA ANIMAL RESCUE | 1,619 |
| C&I | 0.5 | W. | 0.5 | 19 | CRIMINAL MINDS | 1,206 | 19 | CRASH INVESTIGATION UNIT | 424 | 19 | TALKIN' 'BOUT YOUR GEN | 1,604 |
| Fox Classics | 0.4 | Fox Classics | 0.5 | 20 | BETTER HOMES AND GARDENS | 1,183 | 20 | GETAWAY | 424 | 20 | TODAY TONIGHT | 1,602 |
| Arena | 0.4 | Fox Sports 3 | 0.5 | 21 | RSPCA ANIMAL RESCUE | 1,142 | 21 | NATIONAL NEWS SUNDAY | 419 | 21 | 60 MINUTES | 1,594 |
| Disney | 0.4 | Disney | 0.4 | 22 | 60 MINUTES | 1,132 | 22 | TOP GEAR | 408 | 22 | BETTER HOMES AND GARDENS | 1,582 |
| 111 Hits | 0.4 | 111 Hits | 0.4 | 23 | THE GOOD WIFE | 1,123 | 23 | BONDI RESCUE | 400 | 23 | A CURRENT AFFAIR | 1,550 |
| Bio. | 0.3 | Bio. | 0.4 | 24 | NINE NEWS | 1,121 | 24 | BETTER HOMES AND GARDENS | 399 | 24 | NINE NEWS | 1,514 |
| W. | 0.3 | Sky News | 0.3 | 25 | GREY'S ANATOMY | 1,089 | 25 | THE BIG BANG THEORY | 397 | 25 | THE GOOD WIFE | 1,478 |
| Fox Sports 1 | 0.3 | History | 0.3 | 26 | DESPERATE HOUSEWIVES | 1,080 | 26 | NATIONAL NEWS | 393 | 26 | GREY'S ANATOMY | 1,464 |
| Nat Geo | 0.3 | Arena | 0.3 | 27 | A CURRENT AFFAIR | 1,059 | 27 | TALKIN' 'BOUT YOUR GEN | 392 | 27 | RPA | 1,461 |
| Discovery | 0.3 | Nat Geo | 0.3 | 28 | TWO AND A HALF MEN | 1,037 | 28 | SEVEN NEWS - SAT | 387 | 28 | CRASH INVESTIGATION UNIT | 1,447 |
| Sci Fi | 0.3 | Fox8+2 | 0.3 | 29 | RPA | 1,025 | 29 | THE MENTALIST -THUR | 386 | 29 | BONDI RESCUE | 1,424 |
| Showtime Action | 0.3 | Fox Sports 1 | 0.3 | 30 | BONDI RESCUE | 1,024 | 30 | TWO AND A HALF MEN -WED | 383 | 30 | DESPERATE HOUSEWIVES | 1,421 |
| History | 0.3 | Sci Fi | 0.3 | 31 | CRASH INVESTIGATION UNIT | 1,023 | 31 | DOMESTIC BLITZ | 377 | 31 | V | 1,382 |
| Fox8 +2 | 0.2 | Discovery | 0.3 | 32 | V | 1,022 | 32 | GREY'S ANATOMY | 375 | 32 | TWO AND A HALF MEN -WED | 1,379 |
| Showtime | 0.2 | Showtime Action | 0.3 | 33 | CASTLE | 1,008 | 33 | NATIONAL NEWS SATURDAY | 361 | 33 | GETAWAY | 1,367 |
| Comedy | 0.2 | Fox Sports News | 0.3 | 34 | HOME AND AWAY | 997 | 34 | V | 360 | 34 | CASTLE | 1,342 |
| TV1 +2 | 0.2 | Lifestyle Food | 0.2 | 35 | TWO AND A HALF MEN -WED | 996 | 35 | COUGAR TOWN | 358 | 35 | THE MENTALIST -THUR | 1,334 |
| Sky News | 0.2 | Showtime | 0.2 | 36 | BROTHERS & SISTERS | 982 | 36 | THE GOOD WIFE | 355 | 36 | HOME AND AWAY | 1,331 |
| Movie One | 0.2 | Comedy | 0.2 | 37 | THE MENTALIST -THUR | 948 | 37 | DESPERATE HOUSEWIVES | 341 | 37 | BROTHERS & SISTERS | 1,305 |
| Nickelodeon | 0.2 | How To | 0.2 | 38 | GETAWAY | 943 | 38 | M-THE HOLIDAY | 338 | 38 | DOMESTIC BLITZ | 1,286 |
| Lifestyle +2 | 0.2 | Lifestyle +2 | 0.2 | 39 | DOMESTIC BLITZ | 909 | 39 | GANGS OF OZ | 337 | 39 | COUGAR TOWN | 1,234 |
| Showtime 2 | 0.2 | TV1+2 | 0.2 | 40 | BROTHERS & SISTERS-TUE | 899 | 40 | CASTLE | 334 | 40 | CSI: MIAMI | 1,204 |

Data sourced OzTAM 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 split; total reg shares excl split. Shares based on total ppl. Share figures rounded to one dec. place.

For media enquiries contact Free TV Australia on (02) 8968 7100