

Consolidated Ratings for Week 28, 2010

4 July to 10 July 2010

Consolidated ratings for Week 28 show Free TV delivered huge audiences, with each of the top 40 programs attracting a combined average consolidated audience of over 1.3 million viewers.

During the period, free-to-air television accounted for 86 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 66 per cent nightly share in metro markets and a 65 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	18.2 Prime/ 7QLD	18.5	1	MASTERCHEF	2,114	1	STATE OF ORIGIN 3 - MATCH	1,042	1	STATE OF ORIGIN 3 - MATCH	2,829
Nine	19.4 WIN/NBN	23.4	2	PACKED TO THE RAFTERS	1,952	2	PACKED TO THE RAFTERS	816	2	PACKED TO THE RAFTERS	2,768
Ten	18.7 Sthn Cross 10	17.3	3	MASTERCHEF - CHALLENGE	1,835	3	STATE OF ORIGIN 3 - PRE MATCH	737	3	MASTERCHEF	2,765
7TWO	3.2 7TWO	2.8	4	STATE OF ORIGIN 3 - MATCH	1,787	4	HOW I MET YOUR MOTHER - SP	676	4	MASTERCHEF - CHALLENGE	2,368
GO!	3.1 GO!	3.4	5	GLEE	1,742	5	MASTERCHEF	651	5	GLEE	2,293
ONE	1 ONE	0.8	6	MODERN FAMILY	1,619	6	A CURRENT AFFAIR	602	6	HOW I MET YOUR MOTHER - SP	2,251
ABC1	12.7 ABC1	12.5	7	SEVEN NEWS - SUN	1,606	7	MODERN FAMILY	592	7	MODERN FAMILY	2,211
ABC2	1.3 ABC2	1.1	8	HOW I MET YOUR MOTHER - SP	1,575	8	STATE OF ORIGIN 3 - POST MATCH	583	8	SEVEN NEWS - SUN	2,185
ABC3	0.5 ABC3	0.6	9	SEVEN NEWS	1,484	9	SEVEN NEWS - SUN	579	9	SEVEN NEWS	2,059
SBS1	4.5 SBS1	4.4	10	TODAY TONIGHT	1,430	10	SEVEN NEWS	575	10	NINE NEWS SUNDAY	1,961
SBS2	0.4 SBS2	0.4	11	NINE NEWS SUNDAY	1,404	11	RBT	572	11	RBT	1,843
Fox Sports 2	0.7 Fox Sports 2	1.2	12	DANCING WITH THE STARS	1,365	12	NATIONAL NEWS SUNDAY	557	12	NINE NEWS	1,823
Fox Sports 1	0.6 13th Street	0.6	13	SEVEN NEWS - SAT	1,303	13	GLEE	551	13	SEVEN NEWS - SAT	1,810
Fox8	0.6 Fox8	0.6	14	NINE NEWS	1,300	14	FUNNIEST HOME VIDEOS	543	14	A CURRENT AFFAIR	1,790
LifeStyle Channel	0.6 LifeStyle Channel	0.6	15	THE GOOD WIFE	1,291	15	MASTERCHEF - CHALLENGE	533	15	TODAY TONIGHT	1,760
Disney Channel	0.5 TV1	0.6	16	MASTERCHEF - MASTERCLASS	1,279	16	SEA PATROL	529	16	DANCING WITH THE STARS	1,736
TV1	0.5 C&I	0.5	17	RBT	1,271	17	NATIONAL NEWS	523	17	STATE OF ORIGIN 3 - PRE MATCH	1,709
UKTV	0.5 Disney Channel	0.5	18	A CURRENT AFFAIR	1,188	18	SEND IN THE DOGS	521	18	MASTERCHEF - MASTERCLASS	1,690
13th Street	0.4 Fox Sports 1	0.5	19	SEND IN THE DOGS	1,149	19	RESCUE SPECIAL OPS	507	19	FUNNIEST HOME VIDEOS	1,686
Arena	0.4 UKTV	0.5	20	RESCUE SPECIAL OPS	1,148	20	SEVEN NEWS - SAT	507	20	SEND IN THE DOGS	1,670
111 HITS	0.3 Fox Classics	0.4	21	FUNNIEST HOME VIDEOS	1,143	21	60 MINUTES	506	21	THE GOOD WIFE	1,656
BBC Knowledge	0.3 111 HITS	0.3	22	60 MINUTES	1,121	22	MINUTE TO WIN IT	494	22	RESCUE SPECIAL OPS	1,655
Bio.	0.3 Arena	0.3	23	MINUTE TO WIN IT	1,121	23	THE BIG BANG THEORY	463	23	SEA PATROL	1,645
C&I	0.3 BBC Knowledge	0.3	24	SEA PATROL	1,116	24	NATIONAL NEWS SATURDAY	460	24	60 MINUTES	1,627
Fox Classics	0.3 Bio.	0.3	25	NINE NEWS SATURDAY	1,107	25	BETTER HOMES & GARDENS	434	25	MINUTE TO WIN IT	1,615
Showtime Premiere	0.3 History Channel	0.3	26	NCIS: LOS ANGELES	1,106	26	NCIS	433	26	NINE NEWS SATURDAY	1,567
Showtime Action	0.3 LifeStyle Food	0.3	27	BETTER HOMES & GARDENS	1,102	27	CSI: MIAMI	427	27	BETTER HOMES & GARDENS	1,536
Cartoon Network	0.2 W	0.3	28	GOOD NEWS WEEK	1,060	28	NCIS: LOS ANGELES	424	28	NCIS: LOS ANGELES	1,530
Comedy	0.2 Cartoon Network	0.2	29	NCIS	1,050	29	LIVE FRIDAY NIGHT FOOTBALL	423	29	THE BIG BANG THEORY - MON	1,484
Discovery Channel	0.2 Comedy	0.2	30	HOME AND AWAY	1,037	30	HOME AND AWAY	418	30	NCIS	1,483
E!	0.2 Discovery Channel	0.2	31	THE BIG BANG THEORY - MON	1,021	31	MASTERCHEF - MASTERCLASS	411	31	HOME AND AWAY	1,455
Fox Sports 3	0.2 FMC	0.2	32	LAW AND ORDER: SVU	1,015	32	BORDER SECURITY - MON	409	32	STATE OF ORIGIN 3 - POST MATCH	1,452
Fox8+2	0.2 Fox Sports 3	0.2	33	TWO AND A HALF MEN	1,015	33	THE FORCE - RBT	403	33	GOOD NEWS WEEK	1,443
FMC	0.2 Fox8+2	0.2	34	LIE TO ME	999	34	GOOD NEWS WEEK	383	34	LAW AND ORDER: SVU	1,398
History Channel	0.2 Hallmark	0.2	35	STATE OF ORIGIN 3 - PRE MATCH	972	35	LAW AND ORDER: SVU	383	35	CSI: MIAMI	1,381
LifeStyle Food	0.2 Movie Extra	0.2	36	DESPERATE HOUSEWIVES	962	36	MERLIN	378	36	TWO AND A HALF MEN	1,376
Movie Extra	0.2 Movie One	0.2	37	THE 7PM PROJECT	957	37	CSI	376	37	BORDER SECURITY - MON	1,348
Movie One	0.2 Nat Geo	0.2	38	CSI: MIAMI	954	38	DANCING WITH THE STARS	371	38	LIE TO ME	1,329
Nat Geo	0.2 Playhouse Disney	0.2	39	BORDER SECURITY - MON	939	39	THE GOOD WIFE	365	39	THE FORCE - RBT	1,326
Nickelodeon	0.2 Sci FI	0.2	40	MERLIN	936	40	THE WATER HORSE	361	40	MERLIN	1,314

Consolidated. Source OZTAM and RegionalTAM. Based on 5 city metro and 4 aggregated regional markets (exTas). 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 29, 2010

11 July to 17 July 2010

Preliminary Overnight data for Week 29 shows that Free TV continued to deliver strong audiences with each of the top 40 programs attracting more than 1.2 million viewers.

Free-to-air television accounted for 84 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	18.7 Prime/ 7QLD	18.9	1	MASTERCHEF	2,108	1	PACKED TO THE RAFTERS	708	1	MASTERCHEF	2,758
Nine	18.0 WIN/NBN	21.1	2	PACKED TO THE RAFTERS	1,899	2	MASTERCHEF	650	2	PACKED TO THE RAFTERS	2,607
Ten	18.3 Sthn Cross 10	17.4	3	MASTERCHEF - CHALLENGE	1,868	3	MASTERCHEF - CHALLENGE	624	3	MASTERCHEF - CHALLENGE	2,492
7TWO	2.7 7TWO	2.4	4	SEVEN NEWS - SUN	1,648	4	NATIONAL NEWS SUNDAY	613	4	SEVEN NEWS - SUN	2,212
GO!	3.0 GO!	3.3	5	MODERN FAMILY	1,522	5	A CURRENT AFFAIR	586	5	NINE NEWS SUNDAY	2,105
ONE	1.3 ONE	0.9	6	NINE NEWS SUNDAY	1,492	6	SEVEN NEWS - SUN	564	6	MODERN FAMILY	2,052
ABC1	12.6 ABC1	12.6	7	SEVEN NEWS	1,451	7	RBT	562	7	SEVEN NEWS	2,005
ABC2	1.3 ABC2	1.1	8	TODAY TONIGHT	1,375	8	SEVEN NEWS	554	8	NINE NEWS	1,839
ABC3	0.5 ABC3	0.9	9	BONDI VET	1,338	9	MODERN FAMILY	530	9	RBT	1,837
SBS1	5.0 SBS1	4.9	10	NINE NEWS	1,323	10	SEA PATROL	529	10	A CURRENT AFFAIR	1,823
SBS2	0.4 SBS2	0.3	11	DANCING WITH THE STARS	1,295	11	SEND IN THE DOGS	529	11	BONDI VET	1,797
Fox Sports 1	1 Fox Sports 2	1.3	12	SEVEN NEWS - SAT	1,288	12	NATIONAL NEWS	516	12	DANCING WITH THE STARS	1,794
Fox Sports 3	0.9 Fox Sports 3	0.9	13	RBT	1,275	13	RESCUE SPECIAL OPS	505	13	SEVEN NEWS - SAT	1,731
Fox Sports 2	0.7 Fox Sports 1	0.8	14	MASTERCHEF - MASTERCLASS	1,250	14	LIVE FRIDAY NIGHT FOOTBALL	500	14	SEA PATROL	1,698
Fox8	0.6 LifeStyle Channel	0.6	15	A CURRENT AFFAIR	1,237	15	DANCING WITH THE STARS	499	15	SEND IN THE DOGS	1,686
LifeStyle Channel	0.6 TV1	0.6	16	SEA PATROL	1,169	16	60 MINUTES	484	16	TODAY TONIGHT	1,680
13th Street	0.5 13th Street	0.5	17	SEND IN THE DOGS	1,157	17	CSI	476	17	RESCUE SPECIAL OPS	1,653
C&I	0.5 C&I	0.5	18	RESCUE SPECIAL OPS	1,148	18	MERLIN	473	18	MASTERCHEF - MASTERCLASS	1,643
Arena	0.4 Fox8	0.5	19	TOP GEAR	1,115	19	BONDI VET	459	19	MINUTE TO WIN IT	1,545
UKTV	0.4 UKTV	0.5	20	MINUTE TO WIN IT	1,104	20	TWO AND A HALF MEN	452	20	TOP GEAR	1,529
Showtime Premiere	0.4 Disney Channel	0.4	21	THE GOOD WIFE	1,097	21	SEVEN NEWS - SAT	443	21	TWO AND A HALF MEN - MON	1,487
TV1	0.4 Showtime Premiere	0.4	22	NINE NEWS SATURDAY	1,053	22	MINUTE TO WIN IT	441	22	NINE NEWS SATURDAY	1,486
BBC Knowledge	0.3 Arena	0.3	23	BETTER HOMES & GARDENS	1,051	23	NATIONAL NEWS SATURDAY	433	23	60 MINUTES	1,465
Bio.	0.3 BBC Knowledge	0.3	24	TWO AND A HALF MEN -MON	1,035	24	TOP GEAR	414	24	BETTER HOMES & GARDENS	1,443
Disney Channel	0.3 Bio.	0.3	25	THE FORCE: RBT	1,022	25	THE BIG BANG THEORY	408	25	THE GOOD WIFE	1,443
Showtime Action	0.3 LifeStyle Food	0.3	26	HOME AND AWAY	1,002	26	NCIS	403	26	MERLIN	1,403
W	0.3 Showtime Action	0.3	27	BORDER SECURITY - MON	984	27	BORDER SECURITY - MON	402	27	CSI	1,396
Comedy	0.2 W	0.3	28	60 MINUTES	981	28	FUNNIEST HOME VIDEOS	395	28	THE FORCE: RBT	1,393
Discovery Channel	0.2 111 HITS	0.2	29	FUNNIEST HOME VIDEOS	971	29	MASTERCHEF - MASTERCLASS	393	29	HOME AND AWAY	1,392
Fox Classics	0.2 Cartoon Network	0.2	30	THE BIG BANG THEORY - MON	968	30	BETTER HOMES & GARDENS	392	30	BORDER SECURITY - MON	1,386
Fox8+2	0.2 Comedy	0.2	31	THE 7PM PROJECT	964	31	HOME AND AWAY	390	31	THE BIG BANG THEORY - MON	1,376
FMC	0.2 Discovery Channel	0.2	32	JAMIE OLIVER: FOOD REVOLUTION	961	32	CSI: MIAMI	385	32	FUNNIEST HOME VIDEOS	1,366
History Channel	0.2 FMC	0.2	33	JUST FOR LAUGHS - MONTREAL 2010	959	33	NCIS: LOS ANGELES	379	33	NCIS	1,356
LifeStyle Food	0.2 Fox Classics	0.2	34	NCIS	953	34	HEY HEY IT'S SATURDAY	378	34	JUST FOR LAUGHS - MONTREAL 2010	1,315
LifeStyle You	0.2 History Channel	0.2	35	LIE TO ME	950	35	THE FORCE: RBT	371	35	NCIS: LOS ANGELES	1,309
Movie Extra	0.2 LifeStyle Channel+2	0.2	36	DESPERATE HOUSEWIVES	939	36	JUST FOR LAUGHS - MONTREAL 2010	356	36	THE 7PM PROJECT	1,304
Movie One	0.2 LifeStyle You	0.2	37	CITY HOMICIDE	936	37	WORLD'S STRICTEST PARENTS-UK	352	37	JAMIE OLIVER'S FOOD REVOLUTION	1,296
Movie Two	0.2 Movie Extra	0.2	38	MERLIN	930	38	THE GOOD WIFE	346	38	LIE TO ME	1,290
Nat Geo	0.2 Movie Greats	0.2	39	NCIS: LOS ANGELES	930	39	BONES - SUN	342	39	CITY HOMICIDE	1,275
Nickelodeon	0.2 Movie One	0.2	40	CSI	920	40	LIE TO ME	340	40	CSI: MIAMI	1,232

Ⓢ Preliminary Overnights. Source 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 spill; total reg shares excl spill. Shares based on total pl. Share figures rounded to one dec. place.

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