

# Consolidated Ratings for Week 28, 2011

3 July to 9 July 2011

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 more than 1.2 million viewers.

During the period, free-to-air television accounted for 85 per cent of all nightly viewing (6pm to midnight) in metro and regional areas. Free TV continues to dominate share of viewing, with a 68 per cent nightly share in metro markets and 69 per cent nightly 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	18.0 Prime/ 7QLD	18.1	1	STATE OF ORIGIN 3RD MATCH	2,492	1	STATE OF ORIGIN 3RD MATCH	1,268	1	STATE OF ORIGIN 3RD MATCH	3,760
Nine	17.3 WIN/NBN	20.1	2	DOWNTON ABBEY	1,853	2	STATE OF ORIGIN 3RD POST MATCH	884	2	DOWNTON ABBEY	2,523
Ten	13.8 Sthn Cross 10	11.8	3	MASTERCHEF WED	1,828	3	STATE OF ORIGIN 3RD PRE MATCH	793	3	STATE OF ORIGIN 3RD POST MATCH	2,458
7TWO	3.6 7TWO	4.4	4	MASTERCHEF THURS	1,714	4	NATIONAL NEWS SUNDAY	700	4	MASTERCHEF WED	2,296
7mate	3.0 7mate	3.7	5	AUSTRALIAS GOT TALENT-TUE	1,630	5	DOWNTON ABBEY	670	5	STATE OF ORIGIN 3RD PRE MATCH	2,294
GO!	3.1 GO!	3.8	6	MASTERCHEF MON	1,629	6	AUSTRALIAS GOT TALENT-TUE	661	6	AUSTRALIAS GOT TALENT-TUE	2,291
Gem	2.0 Gem	2.3	7	MASTERCHEF SUN	1,621	7	DANCING WITH THE STARS	602	7	NINE NEWS SUNDAY	2,265
ONE	1.7 ONE	1.6	8	STATE OF ORIGIN 3RD POST MATCH	1,574	8	MASTERCHEF THURS	544	8	MASTERCHEF THURS	2,258
Eleven	3.0 Eleven	2.8	9	NINE NEWS SUNDAY	1,565	9	SEVEN NEWS	540	9	DANCING WITH THE STARS	2,125
ABC1	8.6 ABC1	8.4	10	MASTERCHEF TUES	1,560	10	SEVEN NEWS - SUN	534	10	MASTERCHEF MON	2,125
ABC2	1.6 ABC2	1.6	11	SEVEN NEWS - SUN	1,555	11	WINNERS & LOSERS	527	11	MASTERCHEF SUN	2,125
ABC3	0.5 ABC3	0.9	12	DANCING WITH THE STARS	1,523	12	NATIONAL NEWS	524	12	SEVEN NEWS - SUN	2,089
ABC News 24	0.4 ABC News 24	0.6	13	STATE OF ORIGIN 3RD PRE MATCH	1,501	13	THE BLOCK - MON	517	13	MASTERCHEF TUES	2,036
SBS1	4.9 SBS1	4.7	14	THE BLOCK -MON	1,497	14	MASTERCHEF SUN	504	14	THE BLOCK -MON	2,014
SBS2	0.6 SBS2	0.7	15	THE BLOCK -WED	1,435	15	MASTERCHEF MON	496	15	WINNERS & LOSERS	1,935
Fox8	0.6 Fox Sports 2	0.9	16	WINNERS & LOSERS	1,408	16	BETTER HOMES & GARDENS	489	16	SEVEN NEWS	1,890
Fox Sports 1	0.6 Fox8	0.6	17	THE BLOCK -TUE	1,397	17	MASTERCHEF TUES	476	17	THE BLOCK -WED	1,885
Fox Sports 3	0.6 Fox Sports 3	0.6	18	SEVEN NEWS	1,350	18	THE BLOCK - THU	469	18	THE BLOCK -THU	1,778
Fox Sports 2	0.6 TV1	0.5	19	THE BLOCK -THU	1,309	19	MASTERCHEF WED	468	19	THE BLOCK -TUE	1,778
UKTV	0.6 Disney	0.4	20	TODAY TONIGHT	1,245	20	THE BLOCK - WED	450	20	NINE NEWS	1,710
Lifestyle	0.5 C&I	0.4	21	THE BLOCK -FRI	1,238	21	IN THEIR FOOTSTEPS	444	21	SEVEN NEWS - SAT	1,654
TV1	0.4 UKTV	0.4	22	SEVEN NEWS - SAT	1,228	22	A CURRENT AFFAIR	439	22	AMAZING RACE AUSTRALIA	1,594
13TH Street	0.4 Fox Sports 1	0.4	23	NINE NEWS	1,186	23	HOME & AWAY	436	23	BETTER HOMES & GARDENS	1,577
Movie One	0.4 W	0.4	24	AMAZING RACE AUSTRALIA	1,179	24	LIVE FRIDAY NIGHT FOOTBALL	432	24	A CURRENT AFFAIR	1,549
Showtime Prem	0.4 History	0.4	25	A CURRENT AFFAIR	1,110	25	60 MINUTES	431	25	TODAY TONIGHT	1,507
C&I	0.3 13Th Street	0.3	26	BETTER HOMES & GARDENS	1,088	26	SEVEN NEWS - SAT	428	26	HOME & AWAY	1,490
Lifestyle Food	0.3 Lifestyle	0.3	27	60 MINUTES	1,054	27	NATIONAL NEWS SATURDAY	419	27	60 MINUTES	1,485
Fox Classics	0.3 Movie One	0.3	28	HOME & AWAY	1,054	28	AMAZING RACE AUSTRALIA	415	28	IN THEIR FOOTSTEPS	1,484
111 Hits	0.3 Fox Classics	0.3	29	BONDI VET	1,049	29	RESCUE SPECIAL OPS	414	29	NINE NEWS SATURDAY	1,434
Bio.	0.3 Showtime Prem	0.3	30	IN THEIR FOOTSTEPS	1,040	30	WIN NEWS	412	30	BONDI VET	1,419
Lifestyle You	0.3 Discovery	0.3	31	MASTERCHEF - MASTERCLASS	1,027	31	SUNDAY FOOTBALL	411	31	RESCUE SPECIAL OPS -EP1	1,397
Disney	0.3 Comedy	0.3	32	HOT PROPERTY	1,020	32	THE MENTALIST	403	32	THE MENTALIST -EP1	1,362
W	0.2 111 Hits	0.3	33	NINE NEWS SATURDAY	1,015	33	HIGHWAY PATROL	397	33	HIGHWAY PATROL	1,347
Arena	0.2 Sky News	0.3	34	OFFSPRING WED	997	34	THE BLOCK - TUE	381	34	MASTERCHEF - MASTERCLASS	1,345
History	0.2 Bio.	0.2	35	RESCUE SPECIAL OPS -EP1	983	35	BONDI VET	370	35	MERLIN	1,287
Comedy	0.2 Lifestyle You	0.2	36	CAN OF WORMS	978	36	BORDER SECURITY	360	36	CAN OF WORMS	1,261
Discovery	0.2 Lifestyle Food	0.2	37	THE BIG BANG THEORY -MON	971	37	MERLIN	351	37	BORDER SECURITY	1,259
Starpics 1	0.2 Cartoon Network	0.2	38	THE MENTALIST -EP1	959	38	GREYS ANATOMY	351	38	THE BLOCK -FRI	1,238
Fox8+2	0.2 Nat Geo	0.2	39	HIGHWAY PATROL	950	39	NCIS RPT	350	39	OFFSPRING WED	1,235
Lifestyle Home	0.2 Movie Extra	0.2	40	MERLIN	936	40	INSIDE THE HUMAN BODY	347	40	LAW & ORDER: SVU RPT	1,211

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 week (ex Sneak Peeks). 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, 2011

10 July to 16 July 2011

Preliminary Overnight data for Week 29 shows that Free TV continued to deliver huge audiences with each of the top 40 programs attracting more than 1.1 million viewers.

Free-to-air television accounted for 85 per cent of all nightly viewing (6pm to midnight) in metro and 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	17.6 Prime/ 7QLD	18.1	1 AUSTRALIAS GOT TALENT-TUE	1,807	1 AUSTRALIAS GOT TALENT-TUE	2,512
Nine	15.8 WIN/NBN	17.9	2 MASTERCHEF MON	1,758	2 NATIONAL NEWS SUNDAY	2,297
Ten	14.7 Sthn Cross 10	12.4	3 MASTERCHEF WED	1,622	3 DANCING WITH THE STARS	2,148
7TWO	3.5 7TWO	4.2	4 MASTERCHEF SUN	1,616	4 MASTERCHEF MON	2,142
7mate	2.7 7mate	3.5	5 MASTERCHEF TUES	1,609	5 MASTERCHEF SUN	2,134
GO!	3.5 GO!	4.1	6 MASTERCHEF THURS	1,609	6 MASTERCHEF TUES	2,132
Gem	2.3 Gem	2.6	7 THE BLOCK -MON	1,552	7 MASTERCHEF THURS	2,068
ONE	1.9 ONE	1.9	8 SEVEN NEWS - SUN	1,473	8 SEVEN NEWS	2,064
Eleven	3.0 Eleven	3.2	9 DANCING WITH THE STARS	1,471	9 MASTERCHEF WED	2,025
ABC1	8.9 ABC1	9.0	10 SEVEN NEWS	1,380	10 SEVEN NEWS - SUN	1,989
ABC2	1.6 ABC2	1.7	11 NINE NEWS SUNDAY	1,379	11 THE BLOCK - MON	1,901
ABC3	0.5 ABC3	0.9	12 THE BLOCK -TUE	1,354	12 THE BLOCK - THU	1,813
ABC News 24	0.5 ABC News 24	0.6	13 SEVEN NEWS SPECIAL	1,350	13 WINNERS & LOSERS	1,795
SBS1	5.0 SBS1	4.6	14 THE BLOCK -WED	1,308	14 NATIONAL EVENING NEWS SPECIAL	1,756
SBS2	0.6 SBS2	0.7	15 TODAY TONIGHT	1,258	15 NATIONAL NEWS	1,739
Fox Sports 1	0.8 Fox Sports 2	1.2	16 WINNERS & LOSERS	1,236	16 A CURRENT AFFAIR	1,672
Fox Sports 2	0.8 Fox Sports 3	0.6	17 SEVEN NEWS - SAT	1,213	17 THE BLOCK - WED	1,666
Fox Sports 3	0.7 Fox8	0.6	18 THE BLOCK -THU	1,168	18 LIVE FRIDAY NIGHT FOOTBALL	1,627
Fox8	0.6 TV1	0.5	19 TOP DESIGN	1,156	19 SEVEN NEWS SPECIAL	1,576
UKTV	0.5 Fox Sports 1	0.5	20 THE BLOCK -FRI	1,130	20 SEVEN NEWS - SAT	1,541
Lifestyle	0.5 UKTV	0.4	21 NINE NEWS	1,130	21 RESCUE SPECIAL OPS	1,530
TV1	0.5 Lifestyle	0.4	22 BETTER HOMES & GARDENS	1,114	22 HOME & AWAY	1,529
13TH Street	0.3 W	0.4	23 THE BIG BANG THEORY -MON	1,109	23 TOP DESIGN	1,516
Showtime Prem	0.3 Disney	0.4	24 A CURRENT AFFAIR	1,047	24 BETTER HOMES & GARDENS	1,411
C&I	0.3 C&I	0.4	25 AMAZING RACE AUSTRALIA	1,040	25 THE BLOCK - TUE	1,380
Fox Classics	0.3 History	0.3	26 NINE CARBON TAX ADDRESS	1,027	26 CRIMINAL MINDS	1,374
111 Hits	0.3 Sky News	0.3	27 HOME & AWAY	986	27 WIN NEWS	1,320
Bio.	0.3 111 Hits	0.3	28 NINE NEWS SATURDAY	975	28 NATIONAL NEWS SATURDAY	1,304
Lifestyle Food	0.3 Movie One	0.3	29 CAN OF WORMS	975	29 60 MINUTES	1,296
Movie One	0.3 Discovery	0.3	30 MASTERCHEF - MASTERCLASS	964	30 AUST FUNNIEST HOME VIDEOS	1,295
Disney	0.3 13TH Street	0.3	31 OFFSPRING WED	952	31 THE BLOCK UNLOCKED	1,259
Discovery	0.3 Showtime Prem	0.3	32 HIGHWAY PATROL	941	32 IN THEIR FOOTSTEPS	1,242
Showtime Action	0.3 Fox Classics	0.3	33 60 MINUTES	925	33 MERLIN	1,238
History	0.3 Fox8+2	0.3	34 CRIMINAL MINDS	896	34 BORDER SECURITY	1,212
Arena	0.3 Bio.	0.2	35 HOT PROPERTY	892	35 HIGHWAY PATROL	1,195
Lifestyle You	0.3 Lifestyle Food	0.2	36 RESCUE SPECIAL OPS	876	36 INSIDE THE HUMAN BODY	1,194
FMC	0.2 Nat Geo	0.2	37 LAW & ORDER: SVU RPT	850	37 LAW & ORDER: SVU RPT	1,184
Comedy	0.2 Lifestyle You	0.2	38 MERLIN	846	38 SEA PATROL: DAMAGE CONTROL	1,177
W	0.2 Arena	0.2	39 SEA PATROL: DAMAGE CONTROL	840	39 AMAZING RACE AUSTRALIA	1,130
Sky News	0.2 Showtime Action	0.2	40 BORDER SECURITY	833	40 CRASH INVESTIGATION UNIT	1,117

Ⓢ 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 (ex Sneak Peeks). 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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