

Consolidated Ratings for Week 33, 2010

08 August to 14 August 2010

Consolidated ratings for Week 33 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 84 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 64 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	20.0 Prime/ 7QLD	20.5	1	PACKED TO THE RAFTERS	2,139	1	PACKED TO THE RAFTERS	815	1	PACKED TO THE RAFTERS	2,954
Nine	19.0 WIN/NBN	22.1	2	SEVEN NEWS - SUN	1,706	2	NATIONAL NEWS SUNDAY	696	2	SEVEN NEWS - SUN	2,251
Ten	15.1 Sthn Cross 10	15.2	3	TOP GEAR	1,481	3	RBT	617	3	NINE NEWS SUNDAY	2,169
7TWO	3.3 7TWO	2.6	4	NINE NEWS SUNDAY	1,473	4	A CURRENT AFFAIR	589	4	TOP GEAR	2,004
GO!	3.8 GO!	3.4	5	WORLD'S STRICTEST PARENTS	1,426	5	MINUTE TO WIN IT	574	5	WORLD'S STRICTEST PARENTS	1,993
ONE	0.9 ONE	0.8	6	SEVEN NEWS	1,421	6	SEND IN THE DOGS	572	6	SEVEN NEWS	1,971
ABC1	12.9 ABC1	12.5	7	DANCING WITH THE STARS	1,396	7	WORLD'S STRICTEST PARENTS	567	7	DANCING WITH THE STARS	1,927
ABC2	1.5 ABC2	1.2	8	MINUTE TO WIN IT	1,339	8	THE FARMER WANTS A WIFE	551	8	MINUTE TO WIN IT	1,913
ABC3	0.5 ABC3	0.8	9	TODAY TONIGHT	1,337	9	SEVEN NEWS	550	9	RBT	1,821
ABC News 24	0.4 ABC News 24	0.5	10	SEVEN NEWS - SAT	1,318	10	SEVEN NEWS - SUN	545	10	NINE NEWS	1,809
SBS1	3.8 SBS1	4.2	11	NINE NEWS	1,285	11	60 MINUTES	531	11	A CURRENT AFFAIR	1,804
SBS2	0.6 SBS2	0.6	12	PARENTHOOD	1,274	12	DANCING WITH THE STARS	531	12	SEVEN NEWS - SAT	1,780
FOX8	0.8 Fox Sports 2	1.4	13	MODERN FAMILY	1,273	13	NATIONAL NEWS	524	13	BETTER HOMES & GARDENS	1,770
Fox Sports 2	0.7 Fox8	0.8	14	BETTER HOMES & GARDENS	1,262	14	TOP GEAR	523	14	THE FARMER WANTS A WIFE	1,768
13th Street	0.6 TV1	0.7	15	TALKINBOUTYOURGENERATION	1,227	15	BETTER HOMES & GARDENS	508	15	60 MINUTES	1,743
UKTV	0.6 Lifestyle Channel	0.6	16	THE FARMER WANTS A WIFE	1,217	16	UNDERCOVER BOSS	507	16	SEND IN THE DOGS	1,740
Fox Sports 1	0.5 UKTV	0.6	17	A CURRENT AFFAIR	1,215	17	FUNNIEST HOME VIDEOS	487	17	UNDERCOVER BOSS	1,686
Lifestyle Channel	0.5 13th Street	0.5	18	60 MINUTES	1,212	18	RESCUE SPECIAL OPS	484	18	MODERN FAMILY	1,679
TV1	0.5 C&I	0.5	19	RBT	1,204	19	LIVE FRIDAY NIGHT FOOTBALL	478	19	TALKIN BOUT YOUR GENERATION	1,647
C&I	0.4 Fox Sports 3	0.5	20	UNDERCOVER BOSS	1,179	20	SEVEN NEWS - SAT	462	20	PARENTHOOD	1,639
Fox Sports 3	0.4 Disney Channel	0.4	21	SEND IN THE DOGS	1,168	21	GETAWAY	455	21	TODAY TONIGHT	1,634
Sky News	0.4 Fox Sports 1	0.4	22	CRIMINAL MINDS - MON	1,152	22	RUSH	442	22	RESCUE SPECIAL OPS	1,613
Arena	0.3 Sky News	0.4	23	GETAWAY	1,151	23	THE MENTALIST	442	23	GETAWAY	1,606
BBC Knowledge	0.3 W	0.4	24	HOT PROPERTY	1,141	24	BONDI VET	440	24	HOT PROPERTY	1,574
Bio.	0.3 111 Hits	0.3	25	RESCUE SPECIAL OPS	1,129	25	TWO AND A HALF MEN	437	25	CRIMINAL MINDS - MON	1,538
Comedy	0.3 Arena	0.3	26	RSPCA ANIMAL RESCUE - MON	1,115	26	CSI	433	26	BONDI VET	1,522
Disney Channel	0.3 BBC Knowledge	0.3	27	NCIS	1,083	27	HOT PROPERTY	433	27	FUNNIEST HOME VIDEOS	1,517
Fox Classics	0.3 Comedy	0.3	28	BONDI VET	1,082	28	RECRUITS	433	28	TWO AND A HALF MEN	1,499
History Channel	0.3 Discovery	0.3	29	TWO AND A HALF MEN	1,062	29	CITY HOMICIDE	431	29	RUSH	1,489
Nat Geo	0.3 Fox Classics	0.3	30	NINE NEWS SATURDAY	1,054	30	HOT IN CLEVELAND	428	30	HOME AND AWAY	1,474
Showtime Premiere	0.3 History Channel	0.3	31	HOME AND AWAY	1,048	31	HOME AND AWAY	426	31	NCIS	1,473
W	0.3 Bio.	0.2	32	RUSH	1,047	32	TALKINBOUTYOURGENERATION	420	32	THE MENTALIST	1,458
111 Hits	0.2 Cartoon Network	0.2	33	THE GOOD WIFE	1,041	33	RPA	416	33	CITY HOMICIDE	1,438
Cartoon Network	0.2 FMC	0.2	34	FUNNIEST HOME VIDEOS	1,030	34	MODERN FAMILY	406	34	NINE NEWS SATURDAY	1,424
Discovery	0.2 Fox Sports News	0.2	35	THE MENTALIST	1,016	35	NCIS	390	35	RECRUITS	1,412
Fox8+2	0.2 Fox8+2	0.2	36	CITY HOMICIDE	1,007	36	CRIMINAL MINDS - MON	386	36	RSPCA ANIMAL RESCUE - MON	1,402
FMC	0.2 Hallmark	0.2	37	MODERN FAMILY - SUN	986	37	GOOD NEWS WEEK	384	37	CSI	1,394
Hallmark	0.2 Lifestyle Food	0.2	38	RECRUITS	979	38	RULES OF ENGAGEMENT	372	38	THE GOOD WIFE	1,374
Lifestyle Channel+2	0.2 Lifestyle You	0.2	39	GOOD NEWS WEEK	973	39	NATIONAL NEWS SATURDAY	370	39	GOOD NEWS WEEK	1,357
Lifestyle Food	0.2 Movie One	0.2	40	RULES OF ENGAGEMENT	968	40	PARENTHOOD	365	40	RULES OF ENGAGEMENT	1,340

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. Total metro shares incl spill; total reg shares excl spill. Shares based on total ppt. Share figures rounded to one dec. place.

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Preliminary Overnight Ratings for Week 34, 2010

15 August to 21 August 2010

Preliminary Overnight data for Week 34 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 85 per cent of all nightly viewing (6pm to midnight) in metro areas and 84 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	20.7 Prime/ 7QLD	21.0	1	PACKED TO THE RAFTERS	1,904	1	PACKED TO THE RAFTERS	754	1	PACKED TO THE RAFTERS	2,658
Nine	19.2 WIN/NBN	21.1	2	SEVEN NEWS - SUN	1,626	2	NATIONAL NEWS SUNDAY	627	2	SEVEN NEWS - SUN	2,212
Ten	14.4 Sthn Cross 10	15.3	3	NINE NEWS SUNDAY	1,486	3	WORLD'S STRICTEST PARENTS	599	3	NINE NEWS SUNDAY	2,113
7TWO	3.3 7TWO	3.0	4	TALKIN BOUT YOUR GENERATION	1,438	4	SEVEN NEWS - SUN	586	4	WORLD'S STRICTEST PARENTS	2,024
GO!	3.7 GO!	4.5	5	TODAY TONIGHT	1,433	5	SEVEN NEWS	560	5	SEVEN NEWS	1,985
ONE	1.2 ONE	1.0	6	SEVEN NEWS	1,425	6	MINUTE TO WIN IT	556	6	MINUTE TO WIN IT	1,911
ABC1	13.4 ABC1	11.8	7	WORLD'S STRICTEST PARENTS	1,425	7	A CURRENT AFFAIR	555	7	TALKIN BOUT YOUR GENERATION	1,909
ABC2	1.2 ABC2	1.1	8	DANCING WITH THE STARS	1,366	8	BETTER HOMES & GARDENS	547	8	TOP GEAR	1,871
ABC3	0.5 ABC3	0.9	9	MINUTE TO WIN IT	1,355	9	THE FARMER WANTS A WIFE	545	9	SUNDAY NIGHT	1,850
ABC News 24	0.7 ABC News 24	0.9	10	TOP GEAR	1,353	10	60 MINUTES	541	10	60 MINUTES	1,834
SBS1	3.6 SBS1	3.9	11	SUNDAY NIGHT	1,330	11	SEND IN THE DOGS	536	11	BETTER HOMES & GARDENS	1,820
SBS2	0.7 SBS2	0.6	12	60 MINUTES	1,293	12	SUNDAY NIGHT	520	12	DANCING WITH THE STARS	1,811
Fox Sports 1	0.7 Fox Sports 2	1.1	13	BETTER HOMES & GARDENS	1,273	13	TOP GEAR	518	13	THE FARMER WANTS A WIFE	1,805
Fox8	0.7 Fox8	0.7	14	THE FARMER WANTS A WIFE	1,260	14	RBT	511	14	TODAY TONIGHT	1,741
13th Street	0.6 Sky News	0.6	15	SEVEN NEWS - SAT	1,252	15	NATIONAL NEWS	496	15	NINE NEWS	1,740
Fox Sports 2	0.6 UKTV	0.6	16	NINE NEWS	1,244	16	UNDERCOVER BOSS	475	16	A CURRENT AFFAIR	1,689
Sky News	0.6 13th Street	0.5	17	UNDERCOVER BOSS	1,188	17	TALKIN BOUT YOUR GENERATION	471	17	UNDERCOVER BOSS	1,663
UKTV	0.6 C&I	0.5	18	HOT PROPERTY	1,167	18	RSPCA ANIMAL RESCUE - MON	467	18	SEND IN THE DOGS	1,625
Lifestyle Channel	0.5 Fox Sports 1	0.5	19	MODERN FAMILY	1,138	19	RECRUITS	466	19	SEVEN NEWS - SAT	1,599
C&I	0.4 Lifestyle Channel	0.5	20	A CURRENT AFFAIR	1,134	20	BONDI VET	456	20	RBT	1,579
TV1	0.4 TV1	0.5	21	OFFSPRING - TELEMORIE	1,124	21	RUSH	450	21	HOT PROPERTY	1,552
Arena	0.3 Disney Channel	0.4	22	GETAWAY	1,119	22	DANCING WITH THE STARS	445	22	MODERN FAMILY	1,533
BBC Knowledge	0.3 Fox Classics	0.4	23	SEND IN THE DOGS	1,089	23	HOME AND AWAY	440	23	OFFSPRING - TELEMORIE	1,529
Bio.	0.3 W	0.4	24	CRIMINAL MINDS - MON	1,080	24	RPA	433	24	BONDI VET	1,522
Disney Channel	0.3 Arena	0.3	25	RBT	1,068	25	TWO AND A HALF MEN	428	25	RECRUITS	1,502
Fox Classics	0.3 BBC Knowledge	0.3	26	BONDI VET	1,066	26	CRIMINAL MINDS - MON	420	26	CRIMINAL MINDS - MON	1,500
Fox Sports 3	0.3 Bio.	0.3	27	HOME AND AWAY	1,037	27	CSI	420	27	GETAWAY	1,486
Lifestyle Food	0.3 Comedy	0.3	28	RECRUITS	1,036	28	UNDER THE HAMMER	416	28	HOME AND AWAY	1,477
111 Hits	0.2 Discovery	0.3	29	TWO AND A HALF MEN	1,019	29	RESCUE SPECIAL OPS	413	29	RUSH	1,454
Comedy	0.2 Fox Sports 3	0.3	30	MODERN FAMILY SUN	1,015	30	CITY HOMICIDE	408	30	TWO AND A HALF MEN	1,447
Discovery	0.2 Nat Geo	0.3	31	RUSH	1,004	31	OFFSPRING - TELEMORIE	405	31	RSPCA ANIMAL RESCUE - MON	1,404
E!	0.2 111 Hits	0.2	32	HOT IN CLEVELAND	992	32	MODERN FAMILY	395	32	RESCUE SPECIAL OPS	1,390
Fox8+2	0.2 Cartoon Network	0.2	33	RULES OF ENGAGEMENT - SUN	979	33	GOOD NEWS WEEK	387	33	HOT IN CLEVELAND	1,378
History Channel	0.2 E!	0.2	34	RESCUE SPECIAL OPS	977	34	HOT IN CLEVELAND	386	34	CITY HOMICIDE	1,356
Lifestyle Channel+2	0.2 Fox8+2	0.2	35	RULES OF ENGAGEMENT	950	35	HOT PROPERTY	385	35	CSI	1,348
Nat Geo	0.2 History Channel	0.2	36	CITY HOMICIDE	948	36	THE MENTALIST	383	36	MODERN FAMILY - SUN	1,344
Nickelodeon	0.2 Lifestyle Food	0.2	37	RSPCA ANIMAL RESCUE - MON	937	37	GETAWAY	367	37	RULES OF ENGAGEMENT - SUN	1,342
Playhouse Disney	0.2 Sci Fi	0.2	38	CSI	928	38	RULES OF ENGAGEMENT	366	38	UNDER THE HAMMER	1,333
Sci Fi	0.2 Showtime Premiere	0.2	39	NINE NEWS SATURDAY	927	39	NATIONAL NEWS SATURDAY	364	39	RULES OF ENGAGEMENT	1,316
Showtime Premiere	0.2 Showtime Action	0.2	40	UNDER THE HAMMER	917	40	NCIS	363	40	NINE NEWS SATURDAY	1,291

Ⓞ 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 ppt. Share figures rounded to one dec. place.

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