

## Consolidated Ratings for Week 7, 2011

6 February to 12 February 2011

Consolidated ratings for Week 7 show Free TV delivered huge audiences with each of the top 40 programs attracting a combined average consolidated audience of more than 1.28 million viewers.

During the period, free-to-air television accounted for 85 per cent of all nightly viewing (6pm to midnight) in metro areas and an 85 per cent share in regional markets. Free TV continues to dominate share of viewing, with a 68 per cent nightly share in metro markets and a 68 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	19.4 Prime/ 7QLD	20.0	1	PACKED TO THE RAFTERS	2,115	1	PACKED TO THE RAFTERS	877	1	PACKED TO THE RAFTERS	2,992
Nine	17.3 WIN/NBN	20.3	2	NINE NEWS SUNDAY	1,630	2	NATIONAL NEWS SUNDAY	719	2	NINE NEWS SUNDAY	2,349
Ten	13.3 Sthn Cross 10	11.7	3	MY KITCHEN RULES - TUE	1,604	3	MY KITCHEN RULES - TUE	631	3	MY KITCHEN RULES - TUE	2,235
7TWO	3.3 7TWO	4.1	4	UNDERBELLY FILES: LUCIFER WAS HERE	1,529	4	ONE DAY CRICKET - AUS V ENG G7 S2	579	4	UNDERBELLY FILES: LUCIFER WAS HERE	2,067
7mate	2.5 7mate	2.9	5	MY KITCHEN RULES - WED	1,441	5	THE FORCE - BEHIND THE LINE	562	5	MY KITCHEN RULES - WED	1,997
GO!	3.1 GO!	3.6	6	SEVEN NEWS - SUN	1,431	6	MY KITCHEN RULES - WED	556	6	THE FORCE - BEHIND THE LINE	1,945
Gem	2.2 Gem	1.9	7	THE FORCE - BEHIND THE LINE	1,383	7	UNDERBELLY FILES: LUCIFER WAS HERE	538	7	MY KITCHEN RULES - MON	1,841
ONE	0.8 ONE	1.0	8	MY KITCHEN RULES - MON	1,365	8	BORDER SECURITY	524	8	BORDER SECURITY	1,828
Eleven	2.7 Eleven	2.9	9	BONES - MON	1,323	9	BONES	507	9	SEVEN NEWS - SUN	1,811
ABC1	10.1 ABC1	9.3	10	BORDER SECURITY	1,304	10	CRIMINAL MINDS	504	10	ONE DAY CRICKET - AUS V ENG G7 S2	1,801
ABC2	1.4 ABC2	1.5	11	NCIS EP2	1,272	11	THE FARMER WANTS A WIFE	500	11	BONES - MON	1,800
ABC3	0.5 ABC3	0.9	12	BONES	1,259	12	BONES - MON	477	12	BONES	1,766
ABC News 24	0.5 ABC News 24	0.7	13	CRIMINAL MINDS	1,237	13	MY KITCHEN RULES - MON	476	13	CRIMINAL MINDS	1,741
SBS1	4.0 SBS1	4.1	14	TWO AND A HALF MEN	1,230	14	SEVEN NEWS	468	14	NCIS EP2	1,718
SBS2	0.6 SBS2	0.8	15	ONE DAY CRICKET - AUS V ENG G7 S2	1,222	15	BETTER HOMES & GARDENS	467	15	TWO AND A HALF MEN	1,689
Fox8	0.7 Fox8	0.8	16	MODERN FAMILY	1,207	16	SUNDAY NIGHT	461	16	MODERN FAMILY	1,612
Fox Sports 1	0.6 Lifestyle Channel	0.7	17	NCIS	1,193	17	TWO AND A HALF MEN	459	17	SEVEN NEWS	1,609
Lifestyle Channel	0.6 TV1	0.6	18	TODAY TONIGHT	1,146	18	A CURRENT AFFAIR	451	18	NCIS	1,586
TV1	0.6 Fox Sports 1	0.5	19	SEVEN NEWS	1,141	19	NCIS EP2	446	19	BETTER HOMES & GARDENS	1,584
UKTV	0.6 UKTV	0.5	20	BIGGEST LOSER FAMILIES - ELIM	1,137	20	ONE DAY CRICKET - AUS V ENG G7 S1	434	20	BIGGEST LOSER FAMILIES - ELIM	1,555
C&I	0.5 W	0.5	20	SEVEN NEWS - SAT	1,129	21	\$\$#! MY DAD SAYS	419	21	SUNDAY NIGHT	1,513
Bio.	0.4 13th Street	0.4	20	HAWAII FIVE-O	1,124	22	NATIONAL NEWS	419	22	\$\$#! MY DAD SAYS	1,506
Fox Sports 2	0.4 C&I	0.4	20	BETTER HOMES & GARDENS	1,117	23	BIGGEST LOSER FAMILIES - ELIM	418	23	HAWAII FIVE-O	1,503
13th Street	0.3 Fox Classics	0.4	20	\$\$#! MY DAD SAYS	1,087	24	RBT	414	24	NINE NEWS	1,471
Arena	0.3 Fox Sports 3	0.4	20	SUNDAY NIGHT	1,052	25	NATIONAL NEWS SATURDAY	406	25	SEVEN NEWS - SAT	1,467
BBC Knowledge	0.3 Bio.	0.3	20	NINE NEWS	1,052	26	MODERN FAMILY	405	26	THE FARMER WANTS A WIFE	1,462
Comedy	0.3 Disney Channel	0.3	20	TOP GEAR	1,033	27	TOP GEAR	404	27	TOP GEAR	1,437
Disney Channel	0.3 Fox Sports 2	0.3	20	BONDI RESCUE	1,017	28	HOME AND AWAY	396	28	TODAY TONIGHT	1,395
Fox Classics	0.3 History Channel	0.3	20	CASTLE	1,004	29	NCIS	393	29	HOME AND AWAY	1,392
Fox Sports 3	0.3 Showtime Premiere	0.3	20	HOME AND AWAY	996	30	INDIGENOUS ALL STARS V NRL ALL STARS	388	30	BONDI RESCUE	1,381
Sci Fi	0.3 Sky News	0.3	20	GREY'S ANATOMY	991	31	THE BIG BANG THEORY	386	31	GREY'S ANATOMY	1,373
Showtime Action	0.3 111 Hits	0.2	20	BIGGEST LOSER FAMILIES - CONTEST	991	32	GREY'S ANATOMY	382	32	ONE DAY CRICKET - AUS V ENG G7 S1	1,367
W	0.3 Arena	0.2	20	BIGGEST LOSER FAMILIES - TEMPTATION	985	33	SEVEN NEWS - SUN	380	33	A CURRENT AFFAIR	1,359
111 Hits	0.2 Cartoon Network	0.2	20	THE FARMER WANTS A WIFE	962	34	HAWAII FIVE-O	379	34	NINE NEWS SATURDAY	1,355
Discovery	0.2 Comedy	0.2	20	CSI: EP1	961	35	PARENTHOOD	372	35	CASTLE	1,347
E!	0.2 Discovery	0.2	20	BROTHERS & SISTERS	954	36	BONDI RESCUE	364	36	CSI: EP1	1,320
Fox8+2	0.2 Fox8+2	0.2	20	NINE NEWS SATURDAY	949	37	GETAWAY	361	37	BIGGEST LOSER FAMILIES - CONTEST	1,319
History Channel	0.2 Lifestyle Channel+2	0.2	20	HOW I MET YOUR MOTHER EP2	934	38	CSI: EP1	359	38	RBT	1,317
How To Channel	0.2 Lifestyle Food	0.2	20	ONE DAY CRICKET - AUS V ENG G7 S1	933	39	WIN NEWS	352	39	THE BIG BANG THEORY	1,309
Lifestyle Food	0.2 Lifestyle You	0.2	20	THE BIG BANG THEORY	923	40	RPA WHERE ARE THEY NOW?	350	40	HOW I MET YOUR MOTHER EP2	1,284

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 ppt. Share figures rounded to one dec. place.

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# Preliminary Overnight Ratings for Week 8, 2011

13 February to 19 February 2011

Preliminary Overnight data for Week 8 shows that Free TV continued to deliver strong audiences with each of the top 40 programs attracting more than 1.1 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	19.8 Prime/ 7QLD	20.3	1	PACKED TO THE RAFTERS	1,815	1	PACKED TO THE RAFTERS	752	1	PACKED TO THE RAFTERS	2,567
Nine	15.8 WIN/NBN	17.9	2	MY KITCHEN RULES - TUE	1,432	2	MY KITCHEN RULES - TUE	563	2	MY KITCHEN RULES - TUE	1,995
Ten	12.4 Sthn Cross 10	10.8	3	MY KITCHEN RULES - WED	1,386	3	MY KITCHEN RULES - WED	558	3	MY KITCHEN RULES - WED	1,944
7TWO	3.6 7TWO	4.0	4	SEVEN NEWS - SUN	1,326	4	BONES - MON	504	4	SEVEN NEWS - SUN	1,764
7mate	2.5 7mate	2.8	5	THE FORCE - BEHIND THE LINE	1,211	5	BETTER HOMES & GARDENS	489	5	MY KITCHEN RULES - MON	1,676
GO!	3.3 GO!	4.1	6	MY KITCHEN RULES - MON	1,191	6	MY KITCHEN RULES - MON	485	6	THE FORCE - BEHIND THE LINE	1,666
Gem	2.3 Gem	2.1	7	SEVEN NEWS	1,167	7	THE FARMER WANTS A WIFE	485	7	SEVEN NEWS	1,611
ONE	0.7 ONE	1.0	8	TODAY TONIGHT	1,162	8	CRIMINAL MINDS	485	8	CRIMINAL MINDS	1,595
Eleven	2.7 Eleven	2.9	9	NCIS	1,137	9	TWO AND A HALF MEN	463	9	BETTER HOMES & GARDENS	1,586
ABC1	10.7 ABC1	9.9	10	GLEE	1,130	10	A CURRENT AFFAIR	458	10	BONES - MON	1,558
ABC2	1.4 ABC2	1.4	11	UNDERBELLY FILES: INFILTRATION	1,113	11	THE FORCE - BEHIND THE LINE	455	11	NINE NEWS SUNDAY	1,556
ABC3	0.5 ABC3	0.8	12	CRIMINAL MINDS	1,110	12	NATIONAL NEWS SUNDAY	453	12	UNDERBELLY FILES: INFILTRATION	1,553
ABC News 24	0.5 ABC News 24	0.7	13	NINE NEWS SUNDAY	1,103	13	SEVEN NEWS	444	13	NCIS	1,524
SBS1	3.6 SBS1	3.6	14	BETTER HOMES & GARDENS	1,097	14	UNDERBELLY FILES: INFILTRATION	440	14	BORDER SECURITY	1,482
SBS2	0.7 SBS2	0.6	15	SEVEN NEWS - SAT	1,090	15	SEVEN NEWS - SUN	438	15	NINE NEWS	1,466
Fox Sports 1	0.9 Fox Sports 2	0.8	16	MODERN FAMILY	1,084	16	60 MINUTES	430	16	SEVEN NEWS - SAT	1,461
Fox Sports 2	0.8 Fox8	0.8	17	BORDER SECURITY	1,077	17	NATIONAL NEWS	427	17	TWO AND A HALF MEN	1,461
Fox8	0.8 Lifestyle Channel	0.7	18	BONES - MON	1,054	18	THE BIG BANG THEORY	422	18	GLEE	1,460
Fox Sports 3	0.7 Fox Sports 1	0.6	19	BIGGEST LOSER FAMILIES - ELIM	1,042	19	CSI: EP1	422	19	MODERN FAMILY	1,456
Lifestyle Channel	0.6 Fox Sports 3	0.6	20	NINE NEWS	1,039	20	BONES	421	20	BONES	1,425
TV1	0.5 Movie One	0.6	21	BONES	1,004	21	SUNDAY NIGHT	414	21	TODAY TONIGHT	1,415
UKTV	0.5 TV1	0.6	22	HOME AND AWAY	999	22	RBT	405	22	BIGGEST LOSER FAMILIES - ELIM	1,390
13th Street	0.4 Movie Extra	0.5	23	TWO AND A HALF MEN	998	23	BORDER SECURITY	405	23	HOME AND AWAY	1,386
Bio.	0.4 UKTV	0.5	24	THE BIG BANG THEORY	961	24	HOW I MET YOUR MOTHER EP2	397	24	THE BIG BANG THEORY	1,383
C&I	0.4 13th Street	0.4	25	BIGGEST LOSER FAMILIES - CONTEST	961	25	CUSTOMS	395	25	60 MINUTES	1,380
Arena	0.3 C&I	0.4	26	60 MINUTES	950	26	HOME AND AWAY	387	26	THE FARMER WANTS A WIFE	1,363
BBC Knowledge	0.3 W	0.4	27	SUNDAY NIGHT	941	27	NCIS	387	27	A CURRENT AFFAIR	1,359
Disney Channel	0.3 Bio.	0.3	28	CUSTOMS	931	28	MY DAD SAYS	380	28	SUNDAY NIGHT	1,355
Fox Classics	0.3 Disney Channel	0.3	29	BIGGEST LOSER FAMILIES - TEMPT	921	29	CITY HOMICIDE	374	29	CSI: EP1	1,334
Fox8+2	0.3 Fox Classics	0.3	30	GREY'S ANATOMY	917	30	MODERN FAMILY	372	30	CUSTOMS	1,326
History Channel	0.3 Fox8+2	0.3	31	CSI: EP1	912	31	SEVEN NEWS - SAT	371	31	BIGGEST LOSER FAMILIES - CONTEST	1,313
Lifestyle Food	0.3 History Channel	0.3	32	A CURRENT AFFAIR	901	32	GREY'S ANATOMY	366	32	HOW I MET YOUR MOTHER EP2	1,295
Movie Extra	0.3 Lifestyle Food	0.3	33	HOW I MET YOUR MOTHER EP2	898	33	WIN NEWS	358	33	GREY'S ANATOMY	1,283
Movie One	0.3 Showtime Action	0.3	34	THE FARMER WANTS A WIFE	878	34	MADAGASCAR: ESCAPE 2 AFRICA	356	34	BIGGEST LOSER FAMILIES - TEMPT	1,230
Showtime Action	0.3 Starpics 1	0.3	35	BONDI RESCUE	874	35	BIGGEST LOSER FAMILIES - CONTEST	352	35	RBT	1,217
Sky News	0.3 Starpics 2	0.3	36	NINE NEWS SATURDAY	867	36	GETAWAY	350	36	NINE NEWS SATURDAY	1,196
W	0.3 111 Hits	0.2	37	TALKIN' BOUT YOUR GENERATION	849	37	BIGGEST LOSER FAMILIES - ELIM	348	37	MY DAD SAYS	1,187
111 Hits	0.2 Arena	0.2	38	CASTLE	832	38	RPA WHERE ARE THEY NOW?	345	38	BONDI RESCUE	1,185
Comedy	0.2 Cartoon Network	0.2	39	HAWAII FIVE-O	827	39	GLEE	330	39	MADAGASCAR: ESCAPE 2 AFRICA	1,157
Discovery	0.2 Comedy	0.2	40	RBT	812	40	NATIONAL NEWS SATURDAY	329	40	CASTLE	1,149

Ⓢ 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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