

## Consolidated Ratings for Week 9, 2011

20 February to 26 February 2011

Consolidated ratings for Week 9 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 83 per cent of all nightly viewing (6pm to midnight) in metro areas and an 83 per cent share in regional markets. Free TV continues to dominate share of viewing, with a 65 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	19.0 Prime/ 7QLD	19.7	1	PACKED TO THE RAFTERS	1,925	1	PACKED TO THE RAFTERS	2,652
Nine	15.1 WIN/NBN	17.7	2	MY KITCHEN RULES - TUE	1,649	2	MY KITCHEN RULES - TUE	2,238
Ten	12.4 Sthn Cross 10	10.6	3	MY KITCHEN RULES - MON	1,499	3	MY KITCHEN RULES - MON	2,022
7TWO	3.5 7TWO	4.2	4	MY KITCHEN RULES - WED	1,464	4	MY KITCHEN RULES - WED	2,001
7mate	2.6 7mate	3.0	5	SEVEN NEWS	1,249	5	BONES - MON	1,747
GO!	3.2 GO!	3.8	6	BONES - MON	1,247	6	THE FARMER WANTS A WIFE	1,711
Gem	2.4 Gem	2.3	7	NCIS	1,226	7	60 MINUTES	1,658
ONE	0.8 ONE	1.0	8	MODERN FAMILY	1,223	8	BONES	1,636
Eleven	2.8 Eleven	2.7	9	SEVEN NEWS - SUN	1,193	9	SEVEN NEWS - SUN	1,597
ABC1	11.0 ABC1	11.0	10	NINE NEWS SUNDAY	1,135	10	SEVEN NEWS	1,585
ABC2	1.6 ABC2	1.6	11	TODAY TONIGHT	1,129	11	A CURRENT AFFAIR	1,584
ABC3	0.4 ABC3	0.7	12	THE FORCE - BEHIND THE LINE	1,126	12	SUNDAY NIGHT	1,547
ABC News 24	0.8 ABC News 24	1.2	13	UNDERBELLY: MAN WHO GOT AWAY	1,119	13	NATIONAL NEWS	1,545
SBS1	3.7 SBS1	3.7	14	BONES	1,115	14	CRIMINAL MINDS	1,521
SBS2	0.6 SBS2	0.6	15	CRIMINAL MINDS	1,113	15	THE BIG BANG THEORY	1,517
Fox Sports 3	1.2 Fox Sports 3	1.6	16	60 MINUTES	1,108	16	BETTER HOMES & GARDENS	1,503
Fox Sports 1	0.8 Fox Sports 2	0.8	17	BORDER SECURITY	1,083	17	NATIONAL NEWS SUNDAY	1,503
Fox Sports 2	0.7 Fox Sports 1	0.6	18	BETTER HOMES & GARDENS	1,079	18	NCIS	1,447
Fox8	0.7 Fox8	0.6	19	SEVEN NEWS - SAT	1,073	19	UNDERBELLY: MAN WHO GOT AWAY	1,444
Lifestyle Channel	0.6 Lifestyle Channel	0.6	20	TWO AND A HALF MEN	1,070	20	RPA WHERE ARE THEY NOW?	1,385
Sky News	0.5 C&I	0.5	21	NINE NEWS	1,052	21	THE FORCE - BEHIND THE LINE	1,380
UKTV	0.5 Sky News	0.5	22	GLEE	1,049	22	CUSTOMS	1,378
C&I	0.4 Movie Extra	0.4	23	BONDI RESCUE	1,026	23	RBT	1,373
Fox Classics	0.4 Movie One	0.4	24	TODAY TONIGHT - C'CHURCH E'QUAKE	1,025	24	HOME AND AWAY	1,350
TV1	0.4 TV1	0.4	25	BIGGEST LOSER FAMILIES - ELIM	1,023	25	GREY'S ANATOMY	1,341
13th Street	0.3 UKTV	0.4	26	BIGGEST LOSER FAMILIES - CONTEST	1,019	26	SEVEN NEWS - SAT	1,338
Arena	0.3 W	0.4	27	BIGGEST LOSER FAMILIES - TEMPT	997	27	GETAWAY	1,337
Bio.	0.3 13th Street	0.3	28	CUSTOMS	991	28	CSI	1,331
Comedy	0.3 Bio.	0.3	29	THE MENTALIST EP1	951	29	HOW I MET YOUR MOTHER	1,328
Disney Channel	0.3 Disney Channel	0.3	30	HOME AND AWAY	950	30	MODERN FAMILY	1,324
Fox8+2	0.3 FMC	0.3	31	GREY'S ANATOMY	947	31	WIN NEWS	1,316
History Channel	0.3 Fox Classics	0.3	32	SUNDAY NIGHT	933	32	BORDER SECURITY	1,310
Lifestyle Food	0.3 History Channel	0.3	33	#!/ MY DAD SAYS	918	33	SEND IN THE DOGS AUSTRALIA	1,294
Movie One	0.3 111 Hits	0.2	34	THE BIG BANG THEORY	906	34	#!/ MY DAD SAYS	1,293
111 Hits	0.2 Arena	0.2	35	NINE NEWS SATURDAY	889	35	CASTLE	1,266
BBC Knowledge	0.2 Cartoon Network	0.2	36	HAWAII FIVE-O	888	36	THE MENTALIST EP1	1,242
Discovery	0.2 Comedy	0.2	37	SEND IN THE DOGS AUSTRALIA	885	37	NATIONAL NEWS SATURDAY	1,242
E!	0.2 Discovery	0.2	38	A CURRENT AFFAIR	884	38	BIGGEST LOSER FAMILIES - CONTEST	1,226
FMC	0.2 Fox8+2	0.2	39	CASTLE	873	39	BIGGEST LOSER FAMILIES - TEMPT	1,220
Lifestyle Channel+2	0.2 Lifestyle Channel+2	0.2	40	CSI	871	40	CSI: MIAMI	1,220

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 10, 2011

27 February to 5 March 2011

Preliminary Overnight data for Week 10 shows that Free TV continued to deliver strong audiences with each of the top 40 programs attracting more than 1.16 million viewers.

Free-to-air television accounted for 83 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	19.2 Prime/ 7QLD	20.1	1	PACKED TO THE RAFTERS	1,748	1	PACKED TO THE RAFTERS	2,424
Nine	15.7 WIN/NBN	17.9	2	MY KITCHEN RULES - TUE	1,595	2	MY KITCHEN RULES - TUE	2,172
Ten	12.3 Sthn Cross 10	11.0	3	MY KITCHEN RULES - MON	1,461	3	MY KITCHEN RULES - MON	1,997
7TWO	3.3 7TWO	4.0	4	MY KITCHEN RULES - WED	1,394	4	MY KITCHEN RULES - WED	1,902
7mate	2.9 7mate	3.0	5	SEVEN NEWS - SUN	1,247	5	BETTER HOMES & GARDENS	1,741
GO!	3.1 GO!	3.5	6	BETTER HOMES & GARDENS	1,236	6	60 MINUTES	1,697
Gem	2.3 Gem	2.4	7	SEVEN NEWS	1,185	7	BETTER HOMES & GARDENS	1,672
ONE	0.8 ONE	1.2	8	60 MINUTES	1,168	8	A CURRENT AFFAIR	1,660
Eleven	2.8 Eleven	2.8	9	TODAY TONIGHT	1,155	9	SEVEN NEWS	1,547
ABC1	11.1 ABC1	11.2	10	NINE NEWS SUNDAY	1,125	10	THE FORCE - BEHIND THE LINE	1,523
ABC2	1.5 ABC2	1.4	11	NCIS	1,123	11	CRIMINAL MINDS	1,509
ABC3	0.4 ABC3	0.7	12	BONES - MON	1,080	12	CSI	1,506
ABC News 24	0.5 ABC News 24	0.7	13	BIGGEST LOSER FAMILIES - ELIM	1,076	13	BONES	1,484
SBS1	3.9 SBS1	3.6	14	BORDER SECURITY	1,067	14	BONES - MON	1,479
SBS2	0.6 SBS2	0.6	15	SEVEN NEWS - SAT	1,066	15	SEVEN NEWS - SUN	1,474
Fox Sports 3	1.0 Fox Sports 3	1.1	16	THIS IS YOUR LIFE	1,049	16	THIS IS YOUR LIFE	1,469
Fox8	0.8 Fox8	0.7	17	THE FORCE - BEHIND THE LINE	1,036	17	NATIONAL NEWS	1,440
Fox Sports 2	0.7 Fox Classics	0.6	18	MODERN FAMILY	1,033	18	NATIONAL NEWS SUNDAY	1,437
Fox Classics	0.6 Lifestyle Channel	0.6	19	BIGGEST LOSER FAMILIES - CONTEST	1,018	19	BORDER SECURITY	1,405
Lifestyle Channel	0.6 FoX Sports 1	0.5	20	CRIMINAL MINDS	1,012	20	RBT	1,404
Fox Sports 1	0.5 Bio.	0.4	21	BONDI RESCUE	1,010	21	TWO AND A HALF MEN	1,400
UKTV	0.5 C&I	0.4	22	HOME AND AWAY	987	22	THE BIG BANG THEORY	1,396
13th Street	0.4 Disney Channel	0.4	23	TWO AND A HALF MEN	982	23	NCIS	1,390
Arena	0.4 Fox Sports 2	0.4	24	NINE NEWS	977	24	SUNDAY NIGHT	1,386
Bio.	0.4 History Channel	0.4	25	CUSTOMS	968	25	RPA WHERE ARE THEY NOW?	1,380
C&I	0.4 TV1	0.4	26	BONES	967	26	HOME AND AWAY	1,371
TV1	0.4 W	0.4	27	THE FARMER WANTS A WIFE	934	27	CUSTOMS	1,363
Comedy	0.3 13th Street	0.3	28	SUNDAY NIGHT	926	28	SEND IN THE DOGS AUSTRALIA	1,345
Disney Channel	0.3 Fox8+2	0.3	29	A CURRENT AFFAIR	918	29	SEVEN NEWS - SAT	1,325
History Channel	0.3 Movie One	0.3	30	CSI	915	30	BIGGEST LOSER FAMILIES - CONTEST	1,317
Movie One	0.3 Showtime Premiere	0.3	31	GLEE	907	31	HOW I MET YOUR MOTHER EP2	1,309
Showtime Premiere	0.3 Sky News	0.3	32	THE BIG BANG THEORY	906	32	BIGGEST LOSER FAMILIES - ELIM	1,264
Sky News	0.3 UKTV	0.3	33	HOW I MET YOUR MOTHER EP2	899	33	WIN NEWS	1,225
W	0.3 111 Hits	0.2	34	BIGGEST LOSER FAMILIES - TEMPT	893	34	FORREST GUMP	1,224
111 Hits	0.2 Arena	0.2	35	NINE NEWS SATURDAY	868	35	THE BIG BANG THEORY RPT	1,198
BBC Knowledge	0.2 BBC Knowledge	0.2	36	GREY'S ANATOMY	848	36	GETAWAY	1,192
Discovery	0.2 Cartoon Network	0.2	37	SEND IN THE DOGS AUSTRALIA	847	37	NATIONAL NEWS SATURDAY	1,186
E!	0.2 Channel [V]	0.2	38	TALKIN' 'BOUT YOUR GENERATION	839	38	MODERN FAMILY	1,180
Fox Classics+2	0.2 Comedy	0.2	39	THE MENTALIST EP1	837	39	MY DAD SAYS	1,171
Fox Sports News	0.2 Discovery	0.2	40	BIGGEST LOSER FAMILIES - CHALLENGE	824	40	NCIS RPT	1,162

© 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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