

Consolidated Ratings for Week 35, 2010

22 August to 28 August 2010

Consolidated ratings for Week 35 show Free TV delivered huge audiences with each of the top 40 programs attracting a combined average consolidated audience of more than 1.36 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 84 per cent share in regional markets. Free TV continues to dominate share of viewing, with a 66 per cent share nightly 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	22.9 Prime/ 7QLD	22.2	1	TROUBLED TIMES BEN COUSINS - WED	2,125	1	PACKED TO THE RAFTERS	790	1	PACKED TO THE RAFTERS	2,859
Nine	18.3 WIN/NBN	21.1	2	PACKED TO THE RAFTERS	2,069	2	NATIONAL NEWS SUNDAY	666	2	TROUBLED TIMES BEN COUSINS - WED	2,495
Ten	14.4 Sthn Cross 10	15.2	3	TROUBLED TIMES BEN COUSINS - THU	1,853	3	A CURRENT AFFAIR	581	3	SEVEN NEWS - SUN	2,314
7TWO	3.3 7TWO	2.7	4	SEVEN NEWS - SUN	1,733	4	SEVEN NEWS - SUN	581	4	NINE NEWS SUNDAY	2,279
GO!	3.4 GO!	3.6	5	NINE NEWS SUNDAY	1,613	5	RBT	573	5	TROUBLED TIMES BEN COUSINS - THU	2,215
ONE	0.8 ONE	0.8	6	TOP GEAR	1,498	6	SEVEN NEWS	573	6	TOP GEAR	2,068
ABC1	12.2 ABC1	11.2	7	SEVEN NEWS	1,477	7	60 MINUTES	570	7	SEVEN NEWS	2,050
ABC2	1.4 ABC2	1.1	8	STRICTEST PARENTS	1,444	8	TOP GEAR	570	8	BETTER HOMES & GARDENS	1,986
ABC3	0.4 ABC3	0.9	9	BETTER HOMES & GARDENS	1,443	9	SUNDAY NIGHT	566	9	STRICTEST PARENTS	1,971
ABC News 24	0.5 ABC News 24	0.7	10	TODAY TONIGHT	1,404	10	UNDERCOVER BOSS	550	10	SUNDAY NIGHT	1,951
SBS1	3.6 SBS1	4.2	11	DANCING WITH THE STARS	1,398	11	BETTER HOMES & GARDENS	543	11	DANCING WITH THE STARS	1,916
SBS2	0.6 SBS2	0.6	12	SUNDAY NIGHT	1,385	12	MINUTE TO WIN IT	533	12	UNDERCOVER BOSS	1,914
Fox Sports 2	0.8 Fox Sports 2	1.4	13	UNDERCOVER BOSS	1,364	13	STRICTEST PARENTS	527	13	60 MINUTES	1,890
Fox8	0.7 Lifestyle Channel	0.9	14	60 MINUTES	1,320	14	TALKINBOUTYOURGENERATION	520	14	RBT	1,820
Lifestyle Channel	0.7 Fox8	0.7	15	MODERN FAMILY	1,310	15	DANCING WITH THE STARS	518	15	NINE NEWS	1,797
Fox Sports 1	0.6 13th Street	0.5	16	NINE NEWS	1,281	16	NATIONAL NEWS	516	16	A CURRENT AFFAIR	1,796
UKTV	0.6 C&I	0.5	17	TALKINBOUTYOURGENERATION	1,262	17	SEND IN THE DOGS	516	17	TALKIN BOUT YOUR GENERATION	1,782
13th Street	0.5 Disney Channel	0.5	18	SEVEN NEWS - SAT	1,256	18	FARMER WANTS A WIFE	506	18	MINUTE TO WIN IT	1,764
TV1	0.5 Fox Sports 1	0.5	19	RBT	1,247	19	CSI	481	19	TODAY TONIGHT	1,710
Bio.	0.4 TV1	0.5	20	MINUTE TO WIN IT	1,231	20	BONDI VET	467	20	MODERN FAMILY	1,704
Arena	0.3 UKTV	0.5	21	CRIMINAL MINDS - MON	1,226	21	CRIMINAL MINDS - MON	466	21	SEND IN THE DOGS	1,698
BBC Knowledge	0.3 Arena	0.4	22	A CURRENT AFFAIR	1,215	22	NCIS	456	22	CRIMINAL MINDS - MON	1,692
C&I	0.3 Fox Classics	0.4	23	OFFSPRING	1,183	23	RSPCA ANIMAL RESCUE - MON	448	23	SEVEN NEWS - SAT	1,678
Disney Channel	0.3 Sky News	0.4	24	SEND IN THE DOGS	1,182	24	HOT PROPERTY	442	24	BONDI VET	1,623
Fox Classics	0.3 W	0.4	25	HOT PROPERTY	1,163	25	RUSH	433	25	OFFSPRING	1,609
Fox Sports 3	0.3 BBC Knowledge	0.3	26	BONDI VET	1,156	26	TWO AND A HALF MEN	433	26	HOT PROPERTY	1,605
History Channel	0.3 Bio.	0.3	27	FARMER WANTS A WIFE	1,085	27	HOME AND AWAY	431	27	FARMER WANTS A WIFE	1,591
Lifestyle Food	0.3 Discovery	0.3	28	RECRUITS	1,083	28	RECRUITS	430	28	RECRUITS	1,513
Sci Fi	0.3 Fox Sports 3	0.3	29	HOT IN CLEVELAND	1,052	29	OFFSPRING	426	29	CSI	1,507
Showtime Premiere	0.3 Nat Geo	0.3	30	GOOD NEWS WEEK	1,043	30	RESCUE SPECIAL OPS	425	30	RSPCA ANIMAL RESCUE - MON	1,470
Showtime Action	0.3 Showtime Action	0.3	31	MODERN FAMILY - SUN	1,031	31	FUNNIEST HOME VIDEOS	424	31	NCIS	1,463
Sky News	0.3 111 Hits	0.2	32	NINE NEWS SATURDAY	1,031	32	SEVEN NEWS - SAT	422	32	HOME AND AWAY	1,449
W	0.3 Cartoon Network	0.2	33	CSI	1,026	33	RULES OF ENGAGEMENT	409	33	RESCUE SPECIAL OPS	1,443
111 Hits	0.2 Comedy	0.2	34	RSPCA ANIMAL RESCUE - MON	1,022	34	NCIS EP 2	408	34	GOOD NEWS WEEK	1,437
Cartoon Network	0.2 FMC	0.2	35	HOME AND AWAY	1,018	35	RPA	404	35	TWO AND A HALF MEN	1,424
Comedy	0.2 Fox Sports News	0.2	36	RESCUE SPECIAL OPS	1,018	36	THE MENTALIST	403	36	RULES OF ENGAGEMENT	1,423
Discovery	0.2 Fox8+2	0.2	37	RULES OF ENGAGEMENT	1,014	37	UNDER THE HAMMER	397	37	NINE NEWS SATURDAY	1,422
Fox8+2	0.2 History Channel	0.2	38	COVERT AFFAIRS	1,009	38	RULES OF ENGAGEMENT - SUN	396	38	HOT IN CLEVELAND	1,411
FMC	0.2 Lifestyle Channel+2	0.2	39	NCIS	1,007	39	GOOD NEWS WEEK	394	39	FUNNIEST HOME VIDEOS	1,407
Lifestyle Channel+2	0.2 Lifestyle Food	0.2	40	TWO AND A HALF MEN	991	40	MODERN FAMILY	394	40	COVERT AFFAIRS	1,362

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 36, 2010

29 August to 04 September 2010

Preliminary Overnight data for Week 36 shows that Free TV continued to deliver strong audiences with each of the top 40 programs attracting more than 1.28 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	21.8 Prime/ 7QLD	22.0	1	PACKED TO THE RAFTERS	1,847	1	PACKED TO THE RAFTERS	762	1	PACKED TO THE RAFTERS	2,609
Nine	20.0 WIN/NBN	22.4	2	SEVEN NEWS - SUN	1,745	2	NATIONAL NEWS SUNDAY	670	2	SEVEN NEWS - SUN	2,282
Ten	14.8 Sthn Cross 10	14.8	3	60 MINUTES	1,557	3	A CURRENT AFFAIR	618	3	NINE NEWS SUNDAY	2,191
7TWO	3.2 7TWO	2.8	4	NINE NEWS SUNDAY	1,521	4	FARMER WANTS A WIFE	585	4	60 MINUTES	2,135
GO!	3.2 GO!	3.7	5	DANCING WITH THE STARS - FINAL	1,482	5	60 MINUTES	578	5	DANCING WITH THE STARS - FINAL	2,032
ONE	1.4 ONE	1.0	6	THE X FACTOR AUDITIONS - TUE	1,482	6	UNDERCOVER BOSS - WED	575	6	SEVEN NEWS	1,973
ABC1	11.7 ABC1	10.3	7	SEVEN NEWS	1,432	7	DANCING WITH THE STARS - FINAL	550	7	TOP GEAR	1,932
ABC2	1.4 ABC2	1.4	8	SUNDAY NIGHT	1,396	8	SEVEN NEWS	541	8	A CURRENT AFFAIR	1,931
ABC3	0.4 ABC3	0.8	9	TOP GEAR	1,391	9	TOP GEAR	541	9	UNDERCOVER BOSS - WED	1,928
ABC News 24	0.4 ABC News 24	0.6	10	SEVEN NEWS - SAT	1,374	10	SEVEN NEWS - SUN	537	10	SUNDAY NIGHT	1,889
SBS1	3.6 SBS1	4.0	11	THE X FACTOR AUDITIONS - THU	1,366	11	RBT	536	11	FARMER WANTS A WIFE	1,865
SBS2	0.5 SBS2	0.6	12	TODAY TONIGHT	1,364	12	NATIONAL NEWS	522	12	THE X FACTOR AUDITIONS - TUE	1,861
Fox Sports 2	0.8 Fox Sports 2	1.4	13	UNDERCOVER BOSS - WED	1,353	13	LIVE FRIDAY NIGHT FOOTBALL	516	13	SEVEN NEWS - SAT	1,847
FOX8	0.7 Fox8	0.8	14	THE X FACTOR AUDITIONS - WED	1,332	14	NATIONAL NEWS SATURDAY	500	14	NINE NEWS	1,787
Lifestyle Channel	0.6 Lifestyle Channel	0.7	15	A CURRENT AFFAIR	1,313	15	SUNDAY NIGHT	493	15	THE X FACTOR AUDITIONS - THU	1,726
UKTV	0.6 C&I	0.6	16	FARMER WANTS A WIFE	1,280	16	UNDERCOVER BOSS	491	16	RBT	1,698
13th Street	0.5 Fox Classics	0.5	17	NINE NEWS	1,265	17	BETTER HOMES & GARDENS	484	17	BETTER HOMES & GARDENS	1,696
Fox Sports 1	0.5 TV1	0.5	18	MODERN FAMILY	1,236	18	SEND IN THE DOGS	478	18	TODAY TONIGHT	1,685
TV1	0.5 UKTV	0.5	19	BETTER HOMES & GARDENS	1,212	19	SEVEN NEWS - SAT	473	19	THE X FACTOR AUDITIONS - WED	1,671
C&I	0.4 13th Street	0.4	20	THE X FACTOR - MON	1,186	20	FUNNIEST HOME VIDEOS	459	20	THE X FACTOR - MON	1,631
Arena	0.3 Disney Channel	0.4	21	TALKIN BOUT YOUR GENERATION	1,166	21	RPA	446	21	NINE NEWS SATURDAY	1,620
BBC Knowledge	0.3 Fox Sports 1	0.4	22	RBT	1,162	22	THE X FACTOR - MON	445	22	UNDERCOVER BOSS	1,619
Bio.	0.3 Sky News	0.4	23	COPS L.A.C.	1,158	23	CRIMINAL MINDS - MON	441	23	MODERN FAMILY	1,614
Disney Channel	0.3 W	0.4	24	UNDERCOVER BOSS	1,128	24	COPS L.A.C.	439	24	COPS L.A.C.	1,597
Fox Classics	0.3 111 Hits	0.3	25	OFFSPRING	1,122	25	BONDI VET	432	25	TALKIN BOUT YOUR GENERATION	1,587
History Channel	0.3 Arena	0.3	26	NINE NEWS SATURDAY	1,120	26	TALKIN BOUT YOUR GENERATION	421	26	SEND IN THE DOGS	1,586
Showtime Premiere	0.3 BBC Knowledge	0.3	27	SEND IN THE DOGS	1,108	27	TWO AND A HALF MEN	413	27	OFFSPRING	1,530
Sky News	0.3 Bio.	0.3	28	MODERN FAMILY - RPT	1,074	28	OFFSPRING	408	28	BONDI VET	1,481
W	0.3 Cartoon Network	0.3	29	BONDI VET	1,049	29	RECRUITS	403	29	MODERN FAMILY - RPT	1,427
111 Hits	0.2 Discovery	0.3	30	MODERN FAMILY - SUN	1,046	30	MARTIN CLUNES: HORSEPOWER	400	30	TWO AND A HALF MEN	1,421
Comedy	0.2 History Channel	0.3	31	HOME AND AWAY	1,015	31	RESCUE SPECIAL OPS	399	31	CRIMINAL MINDS - MON	1,417
Discovery	0.2 Nat Geo	0.3	32	TWO AND A HALF MEN	1,008	32	HOME AND AWAY	397	32	HOME AND AWAY	1,412
E!	0.2 Showtime Action	0.3	33	BERMUDA TRIANGLE EXPOSED	1,005	33	RULES OF ENGAGEMENT - SUN	396	33	RPA	1,380
Fox Sports 3	0.2 Comedy	0.2	34	CRIMINAL MINDS - MON	976	34	GOOD NEWS WEEK	379	34	MODERN FAMILY - SUN	1,374
Fox8+2	0.2 Discovery+2	0.2	35	HOT PROPERTY	941	35	THE X FACTOR AUDITIONS - TUE	379	35	BERMUDA TRIANGLE EXPOSED	1,356
Lifestyle Food	0.2 Fox Sports 3	0.2	36	RPA	934	36	MODERN FAMILY	378	36	FUNNIEST HOME VIDEOS	1,351
Movie Extra	0.2 Fox Sports News	0.2	37	RULES OF ENGAGEMENT - SUN	926	37	PARENTHOOD	373	37	RULES OF ENGAGEMENT - SUN	1,322
Nat Geo	0.2 Lifestyle Channel+2	0.2	38	PARENTHOOD	922	38	LIE TO ME	367	38	PARENTHOOD	1,295
Nickelodeon	0.2 Lifestyle Food	0.2	39	NCIS	917	39	RUSH	363	39	HOT PROPERTY	1,284
Sci Fi	0.2 Movie Extra	0.2	40	THE 7PM PROJECT	914	40	THE X FACTOR AUDITIONS - THU	360	40	RECRUITS	1,281

© 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.

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