

## Consolidated Ratings for Week 32, 2010

1 August to 7 August 2010

Consolidated ratings for Week 32 show Free TV delivered huge audiences with each of the top 40 programs attracting a combined average consolidated audience of 1.37 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 83 per cent share in regional markets. Free TV continues to dominate share of viewing, with a 66 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	20.4 Prime/ 7QLD	20.5	1	PACKED TO THE RAFTERS	2,162	1	PACKED TO THE RAFTERS	854	1	PACKED TO THE RAFTERS	3,016
Nine	19.2 WIN/NBN	21.7	2	SEVEN NEWS - SUN	1,687	2	NATIONAL NEWS SUNDAY	645	2	NINE NEWS SUNDAY	2,292
Ten	15.8 Sthn Cross 10	15.7	3	NINE NEWS SUNDAY	1,647	3	WORLD'S STRICTEST PARENTS	624	3	SEVEN NEWS - SUN	2,220
7TWO	3.1 7TWO	2.5	4	SEVEN NEWS	1,484	4	MINUTE TO WIN IT	590	4	WORLDS STRICTEST PARENTS	2,039
GO!	3.4 GO!	3.2	5	MINUTE TO WIN IT	1,447	5	THE FARMER WANTS A WIFE	583	5	SEVEN NEWS	2,038
ONE	1.4 ONE	0.9	6	NINE NEWS SATURDAY	1,415	6	A CURRENT AFFAIR	572	6	MINUTE TO WIN IT	2,037
ABC1	12.2 ABC1	12.2	7	WORLD'S STRICTEST PARENTS	1,415	7	UNDERCOVER BOSS	570	7	THE FARMER WANTS A WIFE	1,990
ABC2	1.5 ABC2	1.3	8	THE FARMER WANTS A WIFE	1,407	8	SEVEN NEWS	554	8	UNDERCOVER BOSS	1,966
ABC3	0.5 ABC3	0.7	9	DANCING WITH THE STARS	1,403	9	RBT	535	9	RBT	1,899
ABC News 24	0.4 ABC News 24	0.5	10	UNDERCOVER BOSS	1,396	10	SEVEN NEWS - SUN	533	10	DANCING WITH THE STARS	1,888
SBS1	3.8 SBS1	4.2	11	TODAY TONIGHT	1,390	11	SEND IN THE DOGS	523	11	TALKIN BOUT YOUR GENERATION	1,888
SBS2	0.5 SBS2	0.6	12	TOP GEAR	1,387	12	NATIONAL NEWS	516	12	TOP GEAR	1,854
Fox Sports 2	0.8 Fox Sports 2	1.6	13	TALKIN BOUT YOUR GENERATION	1,380	13	TALKIN BOUT YOUR GENERATION	508	13	BETTER HOMES & GARDENS	1,806
Fox8	0.8 Fox8	0.8	14	RBT	1,364	14	60 MINUTES	496	14	NINE NEWS	1,806
Fox Sports 1	0.7 Lifestyle Channel	0.6	15	BETTER HOMES & GARDENS	1,340	15	RESCUE SPECIAL OPS	495	15	SEND IN THE DOGS	1,800
TV1	0.6 TV1	0.6	16	COVERT AFFAIRS: SP	1,317	16	DANCING WITH THE STARS	485	16	A CURRENT AFFAIR	1,789
UKTV	0.6 13th Street	0.5	17	NINE NEWS	1,290	17	TOP GEAR	467	17	60 MINUTES	1,782
LifeStyle Channel	0.5 C&I	0.5	18	60 MINUTES	1,286	18	BETTER HOMES & GARDENS	466	18	NINE NEWS SATURDAY	1,763
13th Street	0.4 Fox Sports 1	0.5	19	SEND IN THE DOGS	1,277	19	LIVE FRIDAY NIGHT FOOTBALL	462	19	TODAY TONIGHT	1,684
C&I	0.4 UKTV	0.5	20	MODERN FAMILY	1,271	20	TWO AND A HALF MEN	456	20	COVERT AFFAIRS: SP	1,663
Fox Sports 3	0.4 Disney Channel	0.4	21	HOT PROPERTY	1,222	21	RUSH	445	21	MODERN FAMILY	1,644
Arena	0.3 FOX Classics	0.4	22	CRIMINAL MINDS - MON	1,220	22	RPA	443	22	HOT PROPERTY	1,639
Bio.	0.3 Fox Sports 3	0.4	23	A CURRENT AFFAIR	1,217	23	BONDI VET	439	23	HOT IN CLEVELAND	1,610
Comedy	0.3 W	0.4	24	HOT IN CLEVELAND	1,181	24	GETAWAY	435	24	CRIMINAL MINDS - MON	1,603
Disney Channel	0.3 Arena	0.3	25	BONDI VET	1,155	25	HOT IN CLEVELAND	429	25	BONDI VET	1,594
Fox Classics	0.3 BBC Knowledge	0.3	26	TWO AND A HALF MEN	1,128	26	RECRUITS	428	26	TWO AND A HALF MEN	1,584
History Channel	0.3 Bio.	0.3	27	GETAWAY	1,121	27	HOME AND AWAY	421	27	GETAWAY	1,556
showtime premiere	0.3 Comedy	0.3	28	MODERN FAMILY SUN	1,120	28	CSI	420	28	RESCUE SPECIAL OPS	1,544
W	0.3 History Channel	0.3	29	THE GOOD WIFE	1,088	29	CITY HOMICIDE	418	29	MODERN FAMILY SUN	1,512
111 Hits	0.2 Nat Geo	0.3	30	RESCUE SPECIAL OPS	1,049	30	HOT PROPERTY	417	30	RUSH	1,488
BBC Knowledge	0.2 Sky News	0.3	31	HOME AND AWAY	1,047	31	GOOD NEWS WEEK	413	31	RECRUITS	1,472
Discovery	0.2 111 Hits	0.2	32	RECRUITS	1,044	32	FUNNIEST HOME VIDEOS	409	32	HOME AND AWAY	1,468
E!	0.2 Cartoon Network	0.2	33	RUSH	1,043	33	RULES OF ENGAGEMENT SUN	397	33	CITY HOMICIDE	1,445
Fox8+2	0.2 Discovery	0.2	34	JAMIE OLIVER FOOD REVOLUTION	1,041	34	BONES	393	34	THE GOOD WIFE	1,429
FMC	0.2 E!	0.2	35	CITY HOMICIDE	1,027	35	MODERN FAMILY SUN	392	35	CSI	1,425
Lifestyle Food	0.2 Fox8+2	0.2	36	RULES OF ENGAGEMENT	1,019	36	THE MENTALIST	386	36	FUNNIEST HOME VIDEOS	1,390
Movie One	0.2 Lifestyle Food	0.2	37	RSPCA ANIMAL RESCUE - MON	1,010	37	CRIMINAL MINDS - MON	383	37	RPA	1,386
Nat Geo	0.2 LifeStyle You	0.2	38	CSI	1,005	38	NCIS	380	38	NCIS	1,384
Nickelodeon	0.2 MAX	0.2	39	NCIS	1,004	39	NCIS EP 2	374	39	BONES	1,383
Sci Fi	0.2 Movie Extra	0.2	40	THE ALL NEW SIMPSONS EP 2	1,002	40	MODERN FAMILY	373	40	NCIS EP 2	1,371

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 ppl. Share figures rounded to one dec. place.

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# Preliminary Overnight Ratings for Week 33, 2010

8 August to 14 August 2010

Preliminary Overnight data for Week 33 shows that Free TV continued to deliver strong audiences with each of the top 40 programs attracting more than 1.3 million viewers.

Free-to-air television accounted for 84 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	20.1 Prime/ 7QLD	20.5	1 PACKED TO THE RAFTERS	2,001	1 PACKED TO THE RAFTERS	783	1 PACKED TO THE RAFTERS	2,784	
Nine	19.3 WIN/NBN	22.3	2 SEVEN NEWS - SUN	1,706	2 NATIONAL NEWS SUNDAY	696	2 SEVEN NEWS - SUN	2,251	
Ten	15.1 5thn Cross 10	15.2	3 NINE NEWS SUNDAY	1,472	3 RBT	613	3 NINE NEWS SUNDAY	2,168	
7TWO	3.3 7TWO	2.5	4 WORLD'S STRICTEST PARENTS	1,426	4 A CURRENT AFFAIR	587	4 WORLD'S STRICTEST PARENTS	1,993	
GO!	3.8 GO!	3.4	5 SEVEN NEWS	1,420	5 SEND IN THE DOGS	570	5 SEVEN NEWS	1,970	
ONE	0.9 ONE	0.8	6 TOP GEAR	1,408	6 MINUTE TO WIN IT	568	6 TOP GEAR	1,926	
ABC1	12.9 ABC1	12.5	7 DANCING WITH THE STARS	1,381	7 WORLD'S STRICTEST PARENTS	567	7 DANCING WITH THE STARS	1,902	
ABC2	1.4 ABC2	1.1	8 TODAY TONIGHT	1,332	8 THE FARMER WANTS A WIFE	551	8 MINUTE TO WIN IT	1,897	
ABC3	0.5 ABC3	0.8	9 MINUTE TO WIN IT	1,329	9 SEVEN NEWS	550	9 NINE NEWS	1,806	
ABC News 24	0.4 ABC News 24	0.5	10 SEVEN NEWS - SAT	1,315	10 SEVEN NEWS - SUN	545	10 RBT	1,801	
SBS1	3.8 SBS1	4.2	11 NINE NEWS	1,283	11 60 MINUTES	526	11 A CURRENT AFFAIR	1,798	
SBS2	0.6 SBS2	0.6	12 BETTER HOMES & GARDENS	1,227	12 NATIONAL NEWS	523	12 SEVEN NEWS - SAT	1,777	
Fox8	0.8 Fox Sports 2	1.4	13 THE FARMER WANTS A WIFE	1,217	13 DANCING WITH THE STARS	521	13 THE FARMER WANTS A WIFE	1,768	
Fox Sports 1	0.7 Fox8	0.8	14 A CURRENT AFFAIR	1,211	14 TOP GEAR	518	14 BETTER HOMES & GARDENS	1,730	
13th Street	0.6 TV1	0.7	15 MODERN FAMILY	1,193	15 BETTER HOMES & GARDENS	503	15 SEND IN THE DOGS	1,726	
UKTV	0.6 Lifestyle Channel	0.6	16 60 MINUTES	1,190	16 UNDERCOVER BOSS	491	16 60 MINUTES	1,716	
Fox Sports 1	0.5 UKTV	0.6	17 RBT	1,188	17 FUNNIEST HOME VIDEOS	483	17 TODAY TONIGHT	1,629	
Lifestyle Channel	0.5 13th Street	0.5	18 TALKIN BOUT YOUR GENERATION	1,188	18 LIVE FRIDAY NIGHT FOOTBALL	478	18 TALKIN BOUT YOUR GENERATION	1,600	
TV1	0.5 C&I	0.5	19 SEND IN THE DOGS	1,156	19 RESCUE SPECIAL OPS	467	19 UNDERCOVER BOSS	1,598	
Arena	0.4 Fox Sports 3	0.5	20 PARENTHOOD	1,149	20 SEVEN NEWS - SAT	462	20 MODERN FAMILY	1,593	
C&I	0.4 Disney Channel	0.4	21 HOT PROPERTY	1,141	21 GETAWAY	452	21 GETAWAY	1,592	
Sky News	0.4 Fox Sports 1	0.4	22 GETAWAY	1,140	22 THE MENTALIST	437	22 HOT PROPERTY	1,574	
BBC Knowledge	0.3 Sky News	0.4	23 UNDERCOVER BOSS	1,107	23 TWO AND A HALF MEN	436	23 RESCUE SPECIAL OPS	1,524	
Bio.	0.3 W	0.4	24 RSPCA ANIMAL RESCUE - MON	1,091	24 BONDI VET	435	24 FUNNIEST HOME VIDEOS	1,505	
Comedy	0.3 111 Hits	0.3	25 TWO AND A HALF MEN	1,060	25 HOT PROPERTY	433	25 TWO AND A HALF MEN	1,496	
Disney Channel	0.3 Arena	0.3	26 CRIMINAL MINDS - MON	1,058	26 CITY HOMICIDE	431	26 BONDI VET	1,491	
Fox Classics	0.3 BBC Knowledge	0.3	27 RESCUE SPECIAL OPS	1,057	27 RECRUITS	425	27 PARENTHOOD	1,484	
Fox Sports 3	0.3 Comedy	0.3	28 BONDI VET	1,056	28 HOME AND AWAY	421	28 HOME AND AWAY	1,452	
History Channel	0.3 Discovery	0.3	29 NCIS	1,050	29 CSI	420	29 CITY HOMICIDE	1,438	
Nat Geo	0.3 Fox Classics	0.3	30 NINE NEWS SATURDAY	1,049	30 HOT IN CLEVELAND	420	30 NCIS	1,434	
Showtime Premiere	0.3 History Channel	0.3	31 HOME AND AWAY	1,031	31 RUSH	418	31 CRIMINAL MINDS - MON	1,427	
W	0.3 Bio.	0.2	32 FUNNIEST HOME VIDEOS	1,022	32 RPA	416	32 THE MENTALIST	1,425	
111 Hits	0.2 Cartoon Network	0.2	33 CITY HOMICIDE	1,007	33 TALKIN BOUT YOUR GENERATION	412	33 NINE NEWS SATURDAY	1,419	
Discovery	0.2 FMC	0.2	34 RUSH	1,001	34 MODERN FAMILY	400	34 RUSH	1,419	
Fox8+2	0.2 Fox Sports News	0.2	35 THE MENTALIST	988	35 NCIS	384	35 RECRUITS	1,389	
FMC	0.2 Fox8+2	0.2	36 THE ALL NEW SIMPSONS EP 2	968	36 GOOD NEWS WEEK	376	36 RSPCA ANIMAL RESCUE - MON	1,371	
Hallmark	0.2 Hallmark	0.2	37 RECRUITS	964	37 NATIONAL NEWS SATURDAY	370	37 GOOD NEWS WEEK	1,320	
Lifestyle Channel+2	0.2 Lifestyle Food	0.2	38 THE GOOD WIFE	963	38 CRIMINAL MINDS - MON	369	38 RULES OF ENGAGEMENT	1,310	
Lifestyle Food	0.2 Lifestyle You	0.2	39 RULES OF ENGAGEMENT	947	39 RULES OF ENGAGEMENT	363	39 THE ALL NEW SIMPSONS EP 2	1,308	
Lifestyle You	0.2 Movie One	0.2	40 GOOD NEWS WEEK	944	40 THE 7PM PROJECT	356	40 CSI	1,300	

© 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 ppl. Share figures rounded to one dec. place.

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