

Free TV Ratings – Easter, 2007

1 – 14 April

The Free TV networks delivered solid audiences over the Easter holiday.

- Every one of the top 40 Free TV programs for the fortnight averaged at least 1 million metro* viewers and more than 431,000 regional^ viewers.
- The top rating show for the period delivered over 1.8 million metro viewers and a further 717,000 viewers in regional areas.
- Free-to-air television accounted for 82 per cent of all nightly viewing (6pm to midnight) in metro and regional markets.
- Overall, Free TV accounted for the vast majority of nightly viewing with a 64 per cent nightly share in metro and regional areas.

Total Share of All Nightly Viewing - All People 6pm - Midnight				Top 40 Programs - All People			
Metro		Regional		FREE TV			
				Metro Average '000's		Regional Average '000's	
Seven	22.8	Prime/ 7QLD	22.5	1 DANCING WITH THE STARS 6	1,814	1 DANCING WITH THE STARS 6	717
Nine	21.1	WIN/NBN	23.5	2 DANCING WITH THE STARS 6: FINAL COUNTDOWN	1,576	2 MCLEOD'S DAUGHTERS	675
Ten	18.3	Sthn Cross 10	17.6	3 ALL SAINTS	1,520	3 NATIONAL NEWS SUNDAY	618
ABC	12.9	ABC	13.0	4 DESPERATE HOUSEWIVES	1,479	4 ALL SAINTS	616
SBS	4.6	SBS	5.4	5 SEVEN NEWS	1,403	5 A CURRENT AFFAIR	603
FOX Sports 3	1.2	FOX Sports 3	1.7	6 SEVEN NEWS - SUN	1,403	6 LIVE FRIDAY NIGHT FOOTBALL	601
FOX Sports 1	0.8	TV1	0.8	7 1 VS 100	1,388	7 1 VS 100	586
FOX8	0.8	Disney Channel	0.7	8 THE 12TH FINA WORLD CHAMPIONSHIPS LIVE	1,377	8 DANCING WITH THE STARS 6:FINAL COUNTDOWN	585
TV1	0.7	FOX8	0.6	9 ROVE	1,349	9 60 MINUTES	579
FOX Sports 2	0.6	UKTV	0.6	10 TODAY TONIGHT	1,344	10 AUSTRALIA'S GOT TALENT	573
UKTV	0.6	W	0.6	11 NATIONAL NINE NEWS SUNDAY	1,339	11 MY NAME IS EARL	571
W	0.5	FOX Sports 2	0.6	12 THE RICH LIST	1,338	12 SEVEN NEWS	569
Crime & Investigation	0.5	Crime & Investigation	0.5	13 MCLEOD'S DAUGHTERS	1,333	13 MISSING PERSONS UNIT	553
FOX Classics	0.5	Sci Fi	0.5	14 THE BIGGEST LOSER (AUS) - THE WEIGH-IN	1,316	14 THE RICH LIST	549
Showtime	0.5	History Channel	0.5	15 THE BIGGEST LOSER (AUS) - ELIMINATED RETURN	1,299	15 THE BIGGEST LOSER (AUS) - ELIMINATED RETURN	524
Lifestyle	0.5	FOX Sports 1	0.5	16 THE BIGGEST LOSER (AUS) - ELIMINATION	1,296	16 SEVEN NEWS - SUN	513
Disney Channel	0.4	Lifestyle	0.5	17 MISSING PERSONS UNIT	1,263	17 DESPERATE HOUSEWIVES	511
Discovery	0.4	Discovery	0.4	18 BONDI RESCUE	1,256	18 NATIONAL NEWS	508
History Channel	0.4	Showtime	0.4	19 AUSTRALIA'S GOT TALENT	1,233	19 THE BIGGEST LOSER (AUS) - THE WEIGH-IN	503
National Geographic	0.4	FOX Classics	0.4	20 BONDI RESCUE RPT	1,226	20 COLD CASE -RPT	503
Sci Fi	0.4	National Geographic	0.3	21 NATIONAL NINE NEWS	1,221	21 EXTREME: CELEBRITY SURGERY	486
FOX8 +2	0.3	Showtime Greats	0.3	22 AIR CRASH INVESTIGATIONS	1,212	22 20 TO 1 -RPT	485
Arena	0.3	Comedy Channel	0.3	23 THE RETURN OF THE 707	1,210	23 HOME AND AWAY	470
Showtime Greats	0.3	Arena	0.2	24 EXTREME: CELEBRITY SURGERY	1,181	24 AIR CRASH INVESTIGATIONS	468
Showtime 2	0.3	TV1 +2	0.2	25 BETTER HOMES AND GARDENS (R)	1,181	25 THE BIGGEST LOSER (AUS) - ELIMINATION	464
Nickelodeon	0.3	Animal Planet	0.2	26 MY NAME IS EARL	1,166	26 LOST	462
Lifestyle FOOD	0.3	Sky News	0.2	27 A CURRENT AFFAIR	1,149	27 HOW I MET YOUR MOTHER	461
Sky News	0.2	Lifestyle FOOD	0.2	28 HOUSE RPT	1,136	28 CIRQUE DU SOLEIL PRESENTS QUIDAM	458
Movie One	0.2	Showtime 2	0.2	29 60 MINUTES	1,134	29 SEVEN NEWS - SAT	456
Nick Jr.	0.2	Cartoon Network	0.2	30 HEROES	1,130	30 ROVE	455
Lifestyle +2	0.2	Hallmark	0.2	31 THE BIGGEST LOSER (AUS)	1,116	31 BETTER HOMES AND GARDENS (R)	454
Comedy Channel	0.2	Lifestyle +2	0.2	32 BROTHERS & SISTERS	1,114	32 HEROES	454
TV1 +2	0.2	Nickelodeon	0.2	33 LOST	1,113	33 DEAL OR NO DEAL	450
Movie Extra	0.2	Biography Channel	0.1	34 HOME AND AWAY	1,109	34 BONDI RESCUE	450
UKTV +2	0.2	UKTV +2	0.1	35 NCIS RPT	1,083	35 GETAWAY	449
W2	0.2	Discovery Travel & Living	0.1	36 SEVEN NEWS - SAT	1,070	36 NCIS RPT	443
Cartoon Network	0.2	MTV	0.1	37 STRICTLY BABY BALLROOM	1,057	37 THE SIMPSONS TUES	443
Movie Two	0.2	Channel V	0.1	38 THE SIMPSONS TUES	1,051	38 HOUSE RPT	437
Biography Channel	0.2	VH1	0.1	39 HOW I MET YOUR MOTHER	1,034	39 GREAT COMEDY CLASSICS	431
Other pay TV	3.7	Other pay TV	3.7	40 GETAWAY	1,032	40 STRICTLY BABY BALLROOM	431

Data is sourced from OzTAM and Regional TAM. *Total metro share includes spill. ^Total regional shares are for mainland markets and exclude spill.
All program results represent an average of all times aired during the fortnight. Please note, metro and regional data cannot be combined to provide a national estimate.

For enquiries, contact Free TV - (02) 8968 7100.