

Free TV Ratings Report – Survey 2 2007

11 March – 21 April

In Survey 2 of the ratings, Free TV's networks delivered solid audience numbers and dominated share-of-viewing.

- Free TV consistently attracts mass audiences. Every one of its top 40 programs averaged at least 1.1 million metro* viewers and more than 462,000 regional^ viewers.
- Free-to-air television accounted for 84 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 66 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	24.2	Prime/ 7OLD	24.0	1 DANCING WITH THE STARS 6	1,855	1 DANCING WITH THE STARS 6	708
Nine	22.0	WIN/NBN	24.0	2 GREY'S ANATOMY	1,535	2 MCLEOD'S DAUGHTERS	676
Ten	17.9	Sthn Cross 10	17.4	3 ALL SAINTS	1,509	3 LIVE FRIDAY NIGHT FOOTBALL	651
ABC	12.9	ABC	12.9	4 DESPERATE HOUSEWIVES	1,467	4 AIR CRASH INVESTIGATIONS	625
SBS	4.4	SBS	5.1	5 NATIONAL NINE NEWS SUNDAY	1,459	5 UGLY BETTY	624
FOX Sports 3	1.1	FOX Sports 3	1.5	6 UGLY BETTY	1,448	6 ALL SAINTS	613
FOX8	0.7	TV1	0.9	7 AUSTRALIA'S GOT TALENT	1,432	7 AUSTRALIA'S GOT TALENT	608
FOX Sports 1	0.7	FOX Sports 1	0.8	8 CSI: CRIME SCENE INVESTIGATION	1,416	8 A CURRENT AFFAIR	602
TV1	0.7	Disney Channel	0.7	9 HOUSE	1,404	9 NATIONAL NEWS SUNDAY	601
UKTV	0.6	FOX8	0.6	10 SEVEN NEWS - SUN	1,396	10 MY NAME IS EARL	597
FOX Sports 2	0.5	Crime & Investigation	0.6	11 SEVEN NEWS	1,393	11 60 MINUTES	574
W	0.5	UKTV	0.6	12 60 MINUTES	1,354	12 CSI: CRIME SCENE INVESTIGATION	562
Lifestyle	0.5	W	0.6	13 AIR CRASH INVESTIGATIONS	1,351	13 GREY'S ANATOMY	561
FOX Classics	0.4	FOX Sports 2	0.5	14 BIGGEST LOSER (AUS)- THE WEIGH-IN THURS	1,323	14 SEVEN NEWS	544
History Channel	0.4	Sci Fi	0.5	15 CSI: MIAMI	1,323	15 20 TO 1 - RPT	541
Disney Channel	0.4	Lifestyle	0.5	16 TODAY TONIGHT	1,301	16 1 VS 100	539
Showtime	0.4	History Channel	0.4	17 MCLEOD'S DAUGHTERS	1,297	17 SEVEN NEWS - SUN	535
Crime & Investigation	0.4	FOX Classics	0.4	18 BIGGEST LOSER (AUS) - ELIMINATION	1,292	18 COLD CASE	535
National Geographic	0.3	Discovery	0.4	19 THE RICH LIST	1,282	19 THE RICH LIST	521
FOX8 +2	0.3	National Geographic	0.4	20 1 VS 100	1,269	20 HOUSE	518
Discovery	0.3	Showtime	0.3	21 CSI: MIAMI	1,266	21 MISSING PERSONS UNIT	517
Sci Fi	0.3	Comedy Channel	0.3	22 MISSING PERSONS UNIT	1,264	22 20 TO 1	515
Arena	0.3	Showtime Greats	0.3	23 20 TO 1	1,263	23 LOST	511
Nickelodeon	0.3	Arena	0.2	24 BETTER HOMES AND GARDENS	1,254	24 BIGGEST LOSER (AUS)- THE WEIGH-IN THURS	510
Showtime Greats	0.2	Hallmark	0.2	25 POLICE FILES - UNLOCKED	1,238	25 CSI: MIAMI	508
Nick Jr.	0.2	Cartoon Network	0.2	26 BIGGEST LOSER (AUS) - THE INTRUDERS	1,238	26 NATIONAL NEWS	507
Sky News	0.2	TV1 +2	0.2	27 BIGGEST LOSER (AUS) - THE WEIGH-IN	1,232	27 THE ALL NEW SIMPSONS	505
Movie Extra	0.2	Sky News	0.2	28 MY NAME IS EARL	1,222	28 DESPERATE HOUSEWIVES	505
Comedy Channel	0.2	Lifestyle FOOD	0.2	29 BONDI RESCUE	1,205	29 THE SIMPSONS TUES	494
Movie One	0.2	Animal Planet	0.2	30 ROVE	1,185	30 NCIS	489
Lifestyle FOOD	0.2	Showtime 2	0.2	31 NATIONAL NINE NEWS	1,177	31 HOW I MET YOUR MOTHER	488
Hallmark	0.2	FOX Classics	0.2	32 LAW AND ORDER: SVU	1,155	32 POLICE FILES - UNLOCKED	487
Lifestyle +2	0.2	Lifestyle +2	0.1	33 SEVEN NEWS - SAT	1,152	33 CSI: NY	481
TV1 +2	0.2	FOX Sports News	0.1	34 LOST	1,150	34 HOME AND AWAY	475
Showtime 2	0.2	UKTV +2	0.1	35 NCIS	1,144	35 AUSTRALIA'S FUNNIEST HOME VIDEO SHOW	473
Cartoon Network	0.2	MTV	0.1	36 A CURRENT AFFAIR	1,137	36 WHAT'S GOOD FOR YOU	472
W2	0.2	ESPN	0.1	37 SCU: SERIOUS CRASH UNIT	1,130	37 THE BIGGEST LOSER (AUS) - ELIMINATION	467
UKTV +2	0.2	Bio	0.1	38 HEROES	1,129	38 BETTER HOMES AND GARDENS	466
FOX Classics +2	0.2	Channel V	0.1	39 BIGGEST LOSER (AUS) - ELIMINATION FRI	1,126	39 SCU: SERIOUS CRASH UNIT	463
Other pay TV	3.5	Other pay TV	3.9	40 LAST CHANCE LEARNERS	1,119	40 BIGGEST LOSER (AUS) - THE INTRUDERS	462

Data is sourced from OzTAM and Regional TAM. Excludes Easter. *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 survey. Please note; metro and regional data cannot be combined to provide a national estimate.

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