

Free TV Ratings Report – Survey 6 2007

15 July – 11 August

In Survey 6 of the ratings, Free TV networks dominated viewing.

- Free-to-air television accounted for 85 per cent of all nightly viewing (6pm to midnight) in metro markets and 84 per cent in regional markets. Free TV accounted for two-thirds of all nightly television viewing.
- The average daily reach for Free TV in Survey 6 was over 13.5 million (9,436,000 in metro markets and a further 4,119,000 in regional markets).
- Free TV consistently attracts mass audiences. Every one of the top 40 programs averaged at least 1.19 million metro viewers and more than 483,000 regional viewers. No pay TV program ranked in the top 200 programs for the survey.

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	22.6	Prime/ 7QLD	22.9	1	BIG BROTHER - THE WINNER ANNOUNCED	1,902	1	60 MINUTES	720
Nine	21.7	WIN/NBN	24.0	2	THANK GOD YOU'RE HERE 3	1,866	2	SEA PATROL	717
Ten	19.0	Sthn Cross 10	18.0	3	BORDER SECURITY - AUSTRALIA'S FRONT LINE	1,813	3	MEDICAL EMERGENCY	702
ABC	13.8	ABC	13.3	4	HOUSE	1,655	4	RSPCA ANIMAL RESCUE	697
SBS	4.9	SBS	5.4	5	RSPCA ANIMAL RESCUE	1,654	5	A CURRENT AFFAIR	687
FOX Sports 3	0.9	FOX Sports 3	1.6	6	AUSTRALIAN IDOL - AUDITION 1	1,649	6	MCLEOD'S DAUGHTERS	681
FOX8	0.8	TV1	0.8	7	SEA PATROL	1,649	7	BORDER SECURITY - AUSTRALIA'S FRONT LINE	671
FOX Sports 2	0.7	W	0.7	8	MEDICAL EMERGENCY	1,631	8	NATIONAL NEWS SUNDAY	656
FOX Sports 1	0.6	Crime & Investigation	0.7	9	SEVEN NEWS - SUN	1,588	9	HOUSE	638
TV1	0.6	FOX8	0.7	10	60 MINUTES	1,582	10	ALL SAINTS	634
Lifestyle	0.5	Lifestyle	0.6	11	BIG BROTHER - FINALE NIGHT	1,581	11	SEVEN NEWS	632
UKTV	0.5	FOX Sports 2	0.6	12	NATIONAL NINE NEWS SUNDAY	1,571	12	WHERE ARE THEY NOW	632
W	0.5	FOX Sports 1	0.5	13	DESPERATE HOUSEWIVES	1,507	13	BIG BROTHER - THE WINNER ANNOUNCED	616
FOX Classics	0.4	UKTV	0.5	14	GETAWAY	1,497	14	THANK GOD YOU'RE HERE 3	606
Crime & Investigation	0.4	Disney Channel	0.5	15	SEVEN NEWS	1,489	15	1 VS 100	601
Discovery	0.4	Sci Fi	0.5	16	SURF PATROL	1,457	16	SEVEN NEWS - SUN	590
National Geographic	0.3	Showtime	0.4	17	AUSTRALIAN IDOL - AUDITION 2	1,455	17	SURF PATROL	588
Showtime	0.3	Discovery	0.4	18	ALL SAINTS	1,404	18	COLD CASE	581
FOX8 +2	0.3	FOX Classics	0.4	19	TODAY TONIGHT	1,399	19	CSI: CRIME SCENE INVESTIGATION	579
Arena	0.3	History Channel	0.3	20	AUSTRALIA'S BEST BACKYARDS	1,385	20	AUSTRALIA'S BEST BACKYARDS	570
History Channel	0.3	National Geographic	0.3	21	BETTER HOMES AND GARDENS	1,343	21	BACKYARD BLITZ	566
Sci Fi	0.3	Arena	0.3	22	BIG BROTHER LIVE EVICTION	1,331	22	DESPERATE HOUSEWIVES	560
Showtime Greats	0.3	Cartoon Network	0.3	23	GREY'S ANATOMY	1,326	23	NCIS	550
Disney Channel	0.3	Showtime Greats	0.2	24	HOT PROPERTY	1,324	24	AUSTRALIA'S FUNNIEST HOME VIDEO SHOW	542
Cartoon Network	0.2	Sky News	0.2	25	BIG BROTHER DOUBLE LIVE EVICTION	1,316	25	BIG BROTHER - FINALE NIGHT	538
Movie Extra	0.2	Comedy Channel	0.2	26	NCIS	1,283	26	HOT PROPERTY	536
Movie One	0.2	Showtime 2	0.2	27	WHERE ARE THEY NOW	1,282	27	BETTER HOMES AND GARDENS	529
Showtime 2	0.2	Hallmark	0.2	28	HOME AND AWAY	1,276	28	THE SIMPSONS TUES	526
Comedy Channel	0.2	TV1 +2	0.2	29	NATIONAL NINE NEWS	1,265	29	NATIONAL NEWS	524
Hallmark	0.2	Lifestyle FOOD	0.2	30	THE SIMPSONS TUES	1,256	30	HOME AND AWAY	522
TV1 +2	0.2	Nick Jr.	0.2	31	SEVEN NEWS - SAT	1,248	31	DEAL OR NO DEAL	517
Sky News	0.2	Animal Planet	0.1	32	THE ALL NEW SIMPSONS	1,240	32	GETAWAY	508
Lifestyle FOOD	0.2	Lifestyle +2	0.1	33	CSI: CRIME SCENE INVESTIGATION	1,220	33	THE ALL NEW SIMPSONS	508
W2	0.2	Bio	0.1	34	BACKYARD BLITZ	1,218	34	SEVEN NEWS - SAT	506
Biography Channel	0.2	MTV	0.1	35	A CURRENT AFFAIR	1,211	35	THE FORCE - BEHIND THE LINE	502
Movie Greats	0.2	Nickelodeon	0.1	36	CRIMINAL MINDS	1,207	36	GREAT COMEDY CLASSICS	501
Lifestyle +2	0.2	FOX Sports News	0.1	37	NATIONAL NINE NEWS SATURDAY	1,206	37	WITHOUT A TRACE	498
Nick Jr.	0.1	Arena +2	0.1	38	BIG BROTHER - FRIDAY NIGHT LIVE	1,203	38	THINGS TO TRY BEFORE YOU DIE	498
Nickelodeon	0.1	UKTV +2	0.1	39	1 VS 100	1,200	39	GREY'S ANATOMY	487
Other pay TV	3.7	Other pay TV	3.8	40	COLD CASE	1,197	40	UGLY BETTY	483

Data is sourced from OzTAM and Regional TAM. Top program lists exclude ABC & SBS. 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.

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