

Free TV Ratings – Week 21, 2007

20 – 26 May

In Week 21, Free TV dominated share of viewing and delivered huge audience numbers.

- Free TV consistently attracts mass audiences. Every one of the top 40 programs averaged at least 1 million metro* viewers and more than 424,000 regional^ viewers.
- 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.
- Overall, Free TV accounted for the vast majority of nightly viewing with a 66 per cent nightly share in metro areas and a 65 per cent share in 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	23.0	Prime/ 7OLD	21.7	1	STATE OF ORIGIN RGYB LGUE QLD V NSW 1	1,231
Nine	23.1	WIN/NBN	27.3	2	SEVEN NEWS - SUN	1,117
Ten	17.3	Sthn Cross 10	16.5	3	60 MINUTES	922
ABC	13.4	ABC	13.1	4	WHERE ARE THEY NOW	769
SBS	4.9	SBS	5.7	5	SEVEN NEWS	723
FOX Sports 3	0.9	FOX Sports 3	1.5	6	DESPERATE HOUSEWIVES	655
TV1	0.8	TV1	0.8	7	TODAY TONIGHT	646
FOX Sports 1	0.7	FOX8	0.7	8	STATE OF ORIGIN RGYB LGUE 1 - PRE MATCH	646
FOX8	0.6	Crime & Investigation	0.7	9	GREY'S ANATOMY	634
FOX Classics	0.6	Disney Channel	0.6	10	IT TAKES TWO	622
Lifestyle	0.5	Lifestyle	0.6	11	NCIS	616
UKTV	0.5	FOX Classics	0.6	12	NATIONAL NINE NEWS SUNDAY	616
Crime & Investigation	0.5	UKTV	0.5	13	RPA WHERE ARE THEY NOW?	586
FOX Sports 2	0.4	FOX Sports 2	0.5	14	MY NAME IS EARL	578
Discovery	0.4	W	0.5	15	CSI: CRIME SCENE INVESTIGATION -RPT	574
Showtime	0.4	FOX Sports 1	0.5	16	SEVEN NEWS - SAT	572
W	0.4	History Channel	0.4	17	THE RICH LIST	554
Disney Channel	0.3	Discovery	0.3	18	NATIONAL NINE NEWS	549
Nickelodeon	0.3	Sci Fi	0.3	19	20 TO 1 -RPT	542
Showtime Greats	0.3	Showtime	0.3	20	ALL SAINTS	539
National Geographic	0.3	Hallmark	0.3	21	1 VS 100	533
History Channel	0.3	Arena	0.3	22	A CURRENT AFFAIR	529
Movie One	0.3	National Geographic	0.3	23	BIG BROTHER - INTRUDER ALERT!	518
Sci Fi	0.3	Showtime Greats	0.3	24	HOME AND AWAY	518
Arena	0.3	Comedy Channel	0.3	25	HOW I MET YOUR MOTHER	507
FOX8 +2	0.2	Lifestyle FOOD	0.2	26	HEROES	503
Comedy Channel	0.2	Cartoon Network	0.2	27	AUSTRALIA'S FUNNIEST HOME VIDEO SHOW	493
Showtime 2	0.2	Sky News	0.2	28	UGLY BETTY	487
Nick Jr.	0.2	Bio	0.2	29	GETAWAY	487
Movie Extra	0.2	TV1 +2	0.2	30	BETTER HOMES AND GARDENS	486
Movie Greats	0.2	Nickelodeon	0.2	31	CSI: MIAMI -RPT	484
Hallmark	0.2	Showtime 2	0.1	32	TEMPTATION	477
Sky News	0.2	Nick Jr.	0.1	33	BIG BROTHER LIVE EVICTION	473
Lifestyle FOOD	0.2	UKTV +2	0.1	34	BIG BROTHER LIVE NOMINATION	448
Lifestyle +2	0.2	Animal Planet	0.1	35	LAST CHANCE LEARNERS	444
W2	0.2	Lifestyle +2	0.1	36	NATIONAL NINE NEWS SATURDAY	439
TV1 +2	0.2	Arena +2	0.1	37	THE LOST TRIBES	436
Cartoon Network	0.1	max	0.1	38	BIG BROTHER - FRIDAY NIGHT LIVE	430
Playhouse Disney	0.1	FOX Sports News	0.1	39	WHAT'S GOOD FOR YOU	424
Other pay TV	3.8	Other pay TV	3.7	40	LOST	424

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 week. Please note; metro and regional data cannot be combined to provide a national estimate.

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