

RATINGS REPORT

Free TV Ratings – Easter, 2009

5 - 18 April

Free TV delivered solid audiences over the Easter holiday period with the top rating program attracting a combined average audience of more than 2.1 million viewers.

- Every one of the top 40 programs on Free TV averaged a combined audience of at least 1.3 million viewers.
- Free-to-air television accounted for 82 per cent of all nightly viewing (6pm to midnight) in metro areas and 81 per cent in regional markets. Free TV continues to dominate share of viewing with a 62 per cent nightly share in metro markets and a 60 per cent share in regional areas.
- On average, Free TV reached 12.6 million viewers each day of the Easter period.

Total Share of Nightly Viewing 6pm - Midnight			Top 40 Programs - All People						
Metro		Regional	FREE TV						
Metro Average '000's		Regional Average '000's	Combined Metro & Regional '000's						
Seven	21.1	Prime/7QLD	21.5	1 SEVEN NEWS - SUN	1,514	1 AUSTRALIA'S GOT TALENT	651	1 AUSTRALIA'S GOT TALENT	2,160
Nine	20.2	WIN/NBN	21.2	2 SEVEN NEWS	1,510	2 60 MINUTES	577	2 SEVEN NEWS	2,054
Ten	19.0	Sthn Cross 10	17.4	3 AUSTRALIA'S GOT TALENT	1,509	3 SEVEN NEWS	544	3 SEVEN NEWS - SUN	2,040
ABC	15.2	ABC	15.3	4 NCIS - EP 1	1,490	4 A CURRENT AFFAIR	543	4 NCIS - EP 1	2,014
SBS	4.7	SBS	5.7	5 BONDI RESCUE	1,455	5 RSPCA ANIMAL RESCUE	542	5 BONDI RESCUE	1,951
Fox Sports 2	0.9	Fox Sports 2	1.8	6 NCIS - EP 2	1,405	6 SUNDAY NIGHT	541	6 60 MINUTES	1,935
TV1	0.8	FOX8	0.8	7 TODAY TONIGHT	1,403	7 SEVEN NEWS - SUN	526	7 NINE NEWS SUNDAY	1,925
FOX8	0.8	TV1	0.8	8 NINE NEWS SUNDAY	1,401	8 NATIONAL NEWS SUNDAY	524	8 NCIS - EP 2	1,872
Fox Classics	0.8	Fox Sports 3	0.7	9 60 MINUTES	1,358	9 NCIS - EP 1	524	9 BETTER HOMES & GARDENS	1,811
Fox Sports 3	0.7	Fox Classics	0.6	10 BETTER HOMES & GARDENS	1,333	10 FIND MY FAMILY	521	10 SEVEN NEWS - SAT	1,784
LifeStyle Channel	0.7	Crime & Investigation	0.6	11 SEVEN NEWS - SAT	1,333	11 BONDI RESCUE	496	11 TODAY TONIGHT	1,709
Fox Sports 1	0.7	UKTV	0.6	12 SO YOU THINK YOU CAN DANCE	1,271	12 WORLD'S GOT TALENT	482	12 RSPCA ANIMAL RESCUE	1,706
UKTV	0.6	W.	0.6	13 CRIMINAL MINDS - EP 1	1,184	13 BETTER HOMES & GARDENS	478	13 SUNDAY NIGHT	1,671
W.	0.5	LifeStyle Channel	0.5	14 CUSTOMS	1,172	14 LIVE FRIDAY NIGHT FOOTBALL	469	14 SO YOU THINK YOU CAN DANCE	1,656
Crime & Investigation	0.4	Disney Channel	0.5	15 RSPCA ANIMAL RESCUE	1,164	15 BORDER SECURITY AUST	467	15 CRIMINAL MINDS - EP 1	1,651
Arena	0.4	Showtime	0.5	16 THE BIGGEST LOSER - THE WEIGH-IN	1,148	16 CRIMINAL MINDS - EP 1	467	16 A CURRENT AFFAIR	1,624
111 HITS	0.4	National Geographic	0.5	17 NINE NEWS	1,137	17 NCIS - EP 2	467	17 THE BIGGEST LOSER - THE WEIGH-IN	1,612
National Geographic	0.4	Discovery Channel	0.4	18 SUNDAY NIGHT	1,130	18 THE BIGGEST LOSER - THE WEIGH-IN	464	18 FIND MY FAMILY	1,605
History Channel	0.3	Arena	0.4	19 WHAT'S GOOD FOR YOU	1,128	19 NATIONAL NEWS	463	19 NINE NEWS	1,600
SCI FI	0.3	Fox Sports 1	0.4	20 SO YOU THINK YOU CAN DANCE - RESULTS	1,124	20 SEVEN NEWS - SAT	451	20 CUSTOMS	1,576
Bio.	0.3	FOX8+2	0.4	21 20 TO 1	1,113	21 THE BIGGEST LOSER - ELIMINATION	444	21 WHAT'S GOOD FOR YOU	1,570
Disney Channel	0.3	Hallmark	0.3	22 HOME AND AWAY	1,108	22 WHAT'S GOOD FOR YOU	442	22 BORDER SECURITY AUST	1,559
Comedy Channel	0.3	History Channel	0.3	23 THE BIGGEST LOSER - ELIMINATION	1,103	23 GETAWAY	439	23 THE BIGGEST LOSER - ELIMINATION	1,547
FOX8 +2	0.3	SCI FI	0.3	24 COMMERCIAL BREAKDOWN	1,098	24 THE BIGGEST LOSER	420	24 WORLD'S GOT TALENT	1,539
Discovery Channel	0.3	Comedy Channel	0.3	25 BORDER SECURITY AUST	1,082	25 20 TO 1	418	25 20 TO 1	1,531
LifeStyle Channel+2	0.3	Bio.	0.3	26 NINE NEWS SATURDAY	1,088	26 COMMERCIAL BREAKDOWN	414	26 GETAWAY	1,521
Hallmark	0.3	Movie Extra	0.3	27 RPA	1,085	27 RPA	412	27 HOME AND AWAY	1,513
Showtime	0.3	Movie One	0.3	28 FIND MY FAMILY	1,084	28 COASTWATCH - SUN	405	28 COMMERCIAL BREAKDOWN	1,512
Nickelodeon	0.3	Showtime Greats	0.3	29 GETAWAY	1,082	29 HOME AND AWAY	405	29 SO YOU THINK YOU CAN DANCE - RESULTS	1,502
LifeStyle Food	0.3	How to Channel	0.2	30 A CURRENT AFFAIR	1,081	30 CUSTOMS	404	30 THE BIGGEST LOSER	1,501
Showtime Greats	0.3	Nick Jr	0.2	31 THE BIGGEST LOSER	1,081	31 TWO AND A HALF MEN	399	31 RPA	1,497
TV1 +2	0.2	TV1+2	0.2	32 TWO AND A HALF MEN	1,074	32 BONES	390	32 TWO AND A HALF MEN	1,476
Cartoon Network	0.2	LifeStyle Food	0.2	33 ADULTS ONLY 20 TO 1	1,068	33 SO YOU THINK YOU CAN DANCE	385	33 NINE NEWS SATURDAY	1,469
How to Channel	0.2	Sky Racing	0.2	34 GOOD NEWS WEEK	1,065	34 ADULTS ONLY 20 TO 1	383	34 ADULTS ONLY 20 TO 1	1,451
Movie One	0.2	Showtime 2	0.2	35 AUST FUNNIEST HOME VIDEOS	1,057	35 NATIONAL NEWS SATURDAY	381	35 AUST FUNNIEST HOME VIDEOS	1,420
Showtime 2	0.2	Sky News Australia	0.2	36 WORLD'S GOT TALENT	1,057	36 SO YOU THINK YOU CAN DANCE - RESULTS	378	36 AFHV - WORLD'S FUNNIEST VIDEOS	1,415
Nick Jr	0.2	Playhouse Disney	0.2	37 AFHV - WORLD'S FUNNIEST VIDEOS	1,042	37 AFHV - WORLD'S FUNNIEST VIDEOS	373	37 GOOD NEWS WEEK	1,394
Movie Extra	0.2	Fox Classics+2	0.2	38 MONTREAL COMEDY FESTIVAL 2008	1,026	38 BONDI VET	369	38 MONTREAL COMEDY FESTIVAL 2008	1,390
Arena+2	0.2	MTV	0.2	39 CRIMINAL MINDS - EP 2	1,024	39 AIR CRASH INVESTIGATIONS	365	39 CRIMINAL MINDS - EP 2	1,381
Other pay TV	4.7	Other pay TV	4.6	40 BONDI VET	991	40 MONTREAL COMEDY FESTIVAL 2008	364	40 BONDI VET	1,360

Data sourced QzTAM and Regional TAM. Based on 5 city metro and 4 aggregated regional markets (see Tab). Top program lists excl. ABC & SBS. Metro and regional audiences are added to form a combined average audience total and ranking. All program results represent an average of all times aired during the week. Total metro shares incl split, total regional shares excl split. Shares based on total people. Average daily reach figure is a combined figure for metro & regional markets.

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