

SURVEY RATINGS REPORT

Free TV Ratings – Survey 1, 2009

8 February – 7 March

In the first survey period of the year, Free TV delivered massive audience numbers with the top rating program attracting a combined average audience of more than 3.2 million viewers.

- Every one of the top 40 programs on Free TV delivered a combined average audience of at least 1.5 million viewers.
- Free-to-air television accounted for 83 per cent of all nightly viewing (6pm to midnight) in metro markets and 82 per cent in regional markets.
- Free TV continues to dominate share of viewing with a 66 per cent nightly share in metro areas and a 63 per cent share in regional areas.

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	23.4	Prime/ 7QLD	23.4	1	UNDERBELLY	2,400	1	UNDERBELLY	802	1	UNDERBELLY	3,202	2	PACKED TO THE RAFTERS	1,785	2	PACKED TO THE RAFTERS	753	2	PACKED TO THE RAFTERS	2,538
Nine	23.2	WIN/NBN	23.3	3	TWENTY/20 - AUST V NZ	1,626	3	FIND MY FAMILY	656	3	TWENTY/20 - AUST V NZ	2,235	4	SEVEN NEWS - SUN	1,621	4	TWENTY/20 MATCH - AUST V NZ	609	4	FIND MY FAMILY	2,232
Ten	17.2	5thn Cross 10	16.3	5	SEVEN NEWS - BUSHFIRE EDITION	1,603	5	RSPCA ANIMAL RESCUE	603	5	SEVEN NEWS - SUN	2,163	6	FIND MY FAMILY	1,576	6	ODI CRICKET - AUST V NZ - GAME 3-2	581	6	ODI CRICKET - AUST V NZ GAME 3-2	2,148
SBS	4.5	SBS	3.9	7	ODI CRICKET - AUST V NZ GAME 3-2	1,567	7	BORDER SECURITY	552	7	BORDER SECURITY	2,102	8	BORDER SECURITY	1,550	8	TRIPLE ZERO HEROES	549	8	RSPCA ANIMAL RESCUE	2,082
Fox Sports 3	1.3	Fox Sports 3	1.2	9	NINE NEWS SUNDAY	1,540	9	SEVEN NEWS - SUN	542	9	NINE NEWS SUNDAY	2,067	9	NINE NEWS SUNDAY	1,519	10	AUSTRALIA'S GOT TALENT	534	10	SEVEN NEWS	2,042
TV1	0.7	TV1	0.9	10	SEVEN NEWS	1,519	10	AUSTRALIA'S GOT TALENT	534	11	TRIPLE ZERO HEROES	1,976	11	RSPCA ANIMAL RESCUE	1,479	11	CRIMINAL MINDS	527	12	ODI CRICKET - AUST V NZ GAME 4-2	1,941
FOX8	0.7	FOX8	0.8	11	RSPCA ANIMAL RESCUE	1,479	11	CRIMINAL MINDS	527	12	ODI CRICKET - AUST V NZ GAME 4-2	1,941	12	CUSTOMS	1,458	12	NATIONAL NEWS SUNDAY	525	13	CUSTOMS	1,940
Fox Classics	0.6	Fox Classics	0.6	12	CUSTOMS	1,458	12	NATIONAL NEWS SUNDAY	525	13	CUSTOMS	1,940	13	ODI CRICKET - AUSTV NZ GAME 4-2	1,444	13	60 MINUTES	525	14	AUST GOT TALENT	1,898
LifeStyle Channel	0.5	Crime & Investigation	0.5	13	ODI CRICKET - AUSTV NZ GAME 4-2	1,444	13	60 MINUTES	525	14	AUST GOT TALENT	1,898	14	TRIPLE ZERO HEROES	1,427	14	SEVEN NEWS	523	14	AUST GOT TALENT	1,898
UKTV	0.5	Fox Sports 2	0.5	14	TRIPLE ZERO HEROES	1,427	14	SEVEN NEWS	523	14	AUST GOT TALENT	1,898	15	NCIS	1,417	15	BETTER HOMES AND GARDENS	521	15	NCIS	1,892
Fox Sports 2	0.5	WV	0.5	15	NCIS	1,417	15	BETTER HOMES AND GARDENS	521	15	NCIS	1,892	16	NINE NEWS - BUSHFIRE EDITION	1,401	16	SUNDAY NIGHT	513	16	CRIMINAL MINDS	1,849
WV	0.4	UKTV	0.5	16	NINE NEWS - BUSHFIRE EDITION	1,401	16	SUNDAY NIGHT	513	16	CRIMINAL MINDS	1,849	17	AUSTRALIA'S GOT TALENT	1,364	17	A CURRENT AFFAIR	502	17	ODI CRICKET - AUST V NZ GAME 5-2	1,828
Fox Sports 1	0.4	Sky News Australia	0.4	17	AUSTRALIA'S GOT TALENT	1,364	17	A CURRENT AFFAIR	502	17	ODI CRICKET - AUST V NZ GAME 5-2	1,828	18	ODI CRICKET - AUST V NZ GAME 5-2	1,362	18	ALL SAINTS	498	18	SUNDAY NIGHT	1,819
SCI FI	0.4	LifeStyle Channel	0.4	18	ODI CRICKET - AUST V NZ GAME 5-2	1,362	18	ALL SAINTS	498	18	SUNDAY NIGHT	1,819	19	TODAY TONIGHT	1,356	19	ODI CRICKET - AUST V NZ GAME 4-2	497	19	BETTER HOMES AND GARDENS	1,786
Crime & Investigation	0.4	Showtime	0.4	19	TODAY TONIGHT	1,356	19	ODI CRICKET - AUST V NZ GAME 4-2	497	19	BETTER HOMES AND GARDENS	1,786	20	SEVEN NEWS - SAT	1,331	20	CUSTOMS	482	20	SEVEN NEWS - SAT	1,770
Showtime	0.4	Movie One	0.4	20	SO YOU THINK YOU CAN DANCE	1,321	20	CUSTOMS	482	20	SEVEN NEWS - SAT	1,770	21	SEVEN NEWS - SAT	1,321	21	THE FARMER WANTS A WIFE	481	21	60 MINUTES	1,758
FOX8 +2	0.4	FOX8+2	0.4	21	SEVEN NEWS - SAT	1,321	21	THE FARMER WANTS A WIFE	481	21	60 MINUTES	1,758	22	CRIMINAL MINDS	1,315	22	NCIS	475	22	SO YOU THINK YOU CAN DANCE	1,720
Movie One	0.3	Discovery Channel	0.4	22	CRIMINAL MINDS	1,315	22	NCIS	475	22	SO YOU THINK YOU CAN DANCE	1,720	23	SUNDAY NIGHT	1,306	23	CITY HOMICIDE	471	23	CITY HOMICIDE	1,696
Arena	0.3	Disney Channel	0.4	23	SUNDAY NIGHT	1,306	23	CITY HOMICIDE	471	23	CITY HOMICIDE	1,696	24	NCIS RPT	1,270	24	ODI CRICKET - AUST V NZ GAME 5-2	466	24	ALL SAINTS	1,678
Sky News Australia	0.3	SCI FI	0.3	24	NCIS RPT	1,270	24	ODI CRICKET - AUST V NZ GAME 5-2	466	24	ALL SAINTS	1,678	25	BETTER HOMES AND GARDENS	1,265	25	CSI: CRIME SCENE INVESTIGATION	460	25	NCIS RPT	1,668
History Channel	0.3	History Channel	0.3	25	BETTER HOMES AND GARDENS	1,265	25	CSI: CRIME SCENE INVESTIGATION	460	25	NCIS RPT	1,668	26	60 MINUTES	1,233	26	ODI CRICKET - AUST V NZ GAME 3-1	455	26	TODAY TONIGHT	1,660
Discovery Channel	0.3	Comedy Channel	0.3	26	60 MINUTES	1,233	26	ODI CRICKET - AUST V NZ GAME 3-1	455	26	TODAY TONIGHT	1,660	27	LIE TO ME	1,227	27	GETAWAY	453	27	NINE NEWS	1,632
Movie Extra	0.3	Showtime Greats	0.3	27	LIE TO ME	1,227	27	GETAWAY	453	27	NINE NEWS	1,632	28	CITY HOMICIDE	1,225	28	NATIONAL NEWS	446	28	ODI CRICKET - AUST V NZ GAME 3-1	1,632
Comedy Channel	0.3	Movie Extra	0.3	28	CITY HOMICIDE	1,225	28	NATIONAL NEWS	446	28	ODI CRICKET - AUST V NZ GAME 3-1	1,632	29	SO YOU THINK YOU CAN DANCE - TOP 100 #1	1,207	29	CRIME INVESTIGATION AUSTRALIA	443	29	THE FARMER WANTS A WIFE	1,624
Showtime Greats	0.3	TV1+2	0.3	29	SO YOU THINK YOU CAN DANCE - TOP 100 #1	1,207	29	CRIME INVESTIGATION AUSTRALIA	443	29	THE FARMER WANTS A WIFE	1,624	30	81ST ANNUAL ACADEMY AWARDS	1,203	30	LAW AND ORDER: SVU	443	30	SEVEN NEWS - BUSHFIRE EDITION	1,603
Disney Channel	0.3	Movie Greats	0.3	30	81ST ANNUAL ACADEMY AWARDS	1,203	30	LAW AND ORDER: SVU	443	30	SEVEN NEWS - BUSHFIRE EDITION	1,603	31	NINE NEWS	1,186	31	SEVEN NEWS - SAT	443	31	SO YOU THINK YOU CAN DANCE - TOP 100 #1	1,597
Bio	0.3	Bio	0.3	31	NINE NEWS	1,186	31	SEVEN NEWS - SAT	443	31	SO YOU THINK YOU CAN DANCE - TOP 100 #1	1,597	32	Nick Jr	1,180	32	GANGS OF OZ	439	32	LIE TO ME	1,591
National Geographic	0.2	Fox Sports 1	0.3	32	Nick Jr	1,180	32	GANGS OF OZ	439	32	LIE TO ME	1,591	33	showcase	1,177	33	CASINO ROYALE	431	33	A CURRENT AFFAIR	1,559
LifeStyle Food	0.2	National Geographic	0.3	33	showcase	1,177	33	CASINO ROYALE	431	33	A CURRENT AFFAIR	1,559	34	Fox Classics+2	1,172	34	IN THE BUSH WITH MALCOLM DOUGLAS	426	34	BONDI RESCUE	1,555
TV1 +2	0.2	Arena	0.3	34	Fox Classics+2	1,172	34	IN THE BUSH WITH MALCOLM DOUGLAS	426	34	BONDI RESCUE	1,555	35	How to Channel	1,143	35	ADULTS ONLY 20 TO 1	425	35	CSI: CRIME SCENE INVESTIGATION	1,552
Movie Two	0.2	Nick Jr	0.2	35	How to Channel	1,143	35	ADULTS ONLY 20 TO 1	425	35	CSI: CRIME SCENE INVESTIGATION	1,552	36	Playhouse Disney	1,116	36	THE MENTALIST	403	36	GANGS OF OZ	1,548
Cartoon Network	0.2	showcase	0.2	36	Playhouse Disney	1,116	36	THE MENTALIST	403	36	GANGS OF OZ	1,548	37	Hallmark	1,109	37	HOME AND AWAY	400	37	ADULTS ONLY 20 TO 1	1,524
Movie Greats	0.2	Fox Classics+2	0.2	37	Hallmark	1,109	37	HOME AND AWAY	400	37	ADULTS ONLY 20 TO 1	1,524	38	LifeStyle Food	1,101	38	AUSTRALIA UNITES	398	38	LAW AND ORDER: SVU	1,523
Hallmark	0.2	How to Channel	0.2	38	LifeStyle Food	1,101	38	AUSTRALIA UNITES	398	38	LAW AND ORDER: SVU	1,523	39	Showtime 2	1,099	39	ADULTS ONLY 20 TO 1	394	39	81ST ANNUAL ACADEMY AWARDS	1,523
Nick Jr	0.2	Playhouse Disney	0.2	39	Showtime 2	1,099	39	ADULTS ONLY 20 TO 1	394	39	81ST ANNUAL ACADEMY AWARDS	1,523	40	Other pay TV	1,092	40	WIPEOUT AUSTRALIA	391	40	CASINO ROYALE	1,518
LifeStyle Channel+2	0.2	Hallmark	0.2	40	Other pay TV	1,092	40	WIPEOUT AUSTRALIA	391	40	CASINO ROYALE	1,518									
Showtime 2	0.2	LifeStyle Food	0.2																		
Showcase	0.2	Showtime 2	0.2																		
Other pay TV	3.7	Other pay TV	4.3																		

Data sourced CMTM and Regional TAM. Based on 5 city metro and 4 aggregated regional markets (or Tas). 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 survey. Total metro shares incl split; total regional shares excl split. ABC refers to ABC1 + ABC2. Shares based on total people.

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