

SURVEY RATINGS REPORT

Free TV Ratings – Survey 3, 2009

19 April – 16 May

In Survey 3, Free TV delivered massive audiences with the top rating program delivering a combined average audience of more than 2.7 million viewers.

- Every one of the top 40 programs on Free TV attracted a combined average audience of at least 1.6 million viewers.
- Free-to-air television accounted for 84 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 65 per cent nightly share in metro markets and a 62 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	22.7	Prime/7QLD	22.1	1 BIGGEST LOSER - WINNER	2,094	704	1 BIGGEST LOSER - WINNER	2,769
Nine	21.5	WIN/NBN	23.4	2 UNDERBELLY	1,854	699	2 UNDERBELLY	2,544
Ten	19.2	Sbs Cross 10	16.8	3 BIGGEST LOSER - FINALE	1,798	690	3 BIGGEST LOSER - FINALE	2,393
ABC	14.1	ABC	14.7	4 LOGIE AWARDS ARRIVALS	1,698	675	4 AUSTRALIA'S GOT TALENT	2,314
SBS	4.5	SBS	5.6	5 LOGIE AWARDS	1,652	608	5 A LION CALLED CHRISTIAN	2,286
FOX8	0.8	Fox Sports 2	1.3	6 SEVEN NEWS - SUN	1,645	598	6 LOGIE AWARDS ARRIVALS	2,275
Fox Sports 2	0.8	FOX8	1.0	7 THANK GOD YOU'RE HERE	1,624	595	7 SEVEN NEWS - SUN	2,216
Fox Sports 1	0.8	TV1	0.8	8 TALKIN' 'BOUT YOUR GENERATION	1,621	592	8 LOGIE AWARDS	2,187
TV1	0.7	W	0.6	9 AUSTRALIA'S GOT TALENT	1,610	588	9 THANK GOD YOU'RE HERE	2,156
LifeStyle Channel	0.7	Crime & Investigation	0.6	10 A LION CALLED CHRISTIAN	1,587	582	10 SEVEN NEWS	2,129
FOX Classics	0.6	UKTV	0.5	11 SEVEN NEWS	1,560	577	11 TALKIN' 'BOUT YOUR GENERATION	2,102
UKTV	0.6	Fox Sports 3	0.5	12 NINE NEWS SUNDAY	1,488	571	12 NINE NEWS SUNDAY	2,070
W	0.4	Fox Classics	0.5	13 BIGGEST LOSER - FINAL WEIGH-IN	1,488	569	13 THE ZOO	2,019
Crime & Investigation	0.4	National Geographic	0.4	14 SEVEN NEWS - SAT	1,487	565	14 BIGGEST LOSER - FINAL WEIGH-IN	2,018
Fox Sports 3	0.4	LifeStyle Channel	0.4	15 MASTERCHEF AUSTRALIA - CHALLENGE	1,472	535	15 SEVEN NEWS - SAT	1,993
History Channel	0.4	Fox Sports 1	0.4	16 TODAY TONIGHT	1,453	532	16 FIND MY FAMILY	1,980
FOX8 +2	0.4	Discovery Channel	0.4	17 BETTER HOMES AND GARDENS	1,452	530	17 BETTER HOMES AND GARDENS	1,977
SCI FI	0.3	FOX8+2	0.4	18 SO YOU THINK YOU CAN DANCE - WINNER	1,452	525	18 60 MINUTES	1,963
Arena	0.3	Disney Channel	0.4	19 THE ZOO	1,431	522	19 MASTERCHEF AUSTRALIA - CHALLENGE	1,959
111 Hits	0.3	Showtime	0.4	20 MASTERCHEF AUSTRALIA - AUD 1	1,428	518	20 NCIS	1,935
National Geographic	0.3	Comedy Channel	0.3	21 NCIS	1,418	517	21 RSPCA ANIMAL RESCUE	1,930
Discovery Channel	0.3	Movie Extra	0.3	22 FIND MY FAMILY	1,372	516	22 SO YOU THINK YOU CAN DANCE - WINNER	1,922
Bio	0.3	History Channel	0.3	23 60 MINUTES	1,365	509	23 MASTERCHEF AUSTRALIA - AUD 1	1,866
Disney Channel	0.3	Arena	0.3	24 MERLIN	1,355	506	24 MERLIN	1,849
Comedy Channel	0.3	Hallmark	0.3	25 SO YOU THINK YOU CAN DANCE - FINALE	1,355	505	25 THE FORCE - BEHIND THE LINE	1,833
Showtime	0.3	SCI FI	0.3	26 RSPCA ANIMAL RESCUE	1,338	499	26 TODAY TONIGHT	1,828
Hallmark	0.3	Movie One	0.3	27 THE FORCE - BEHIND THE LINE	1,338	495	27 DOMESTIC BLITZ	1,813
TV1 +2	0.2	Showtime Greats	0.2	28 BONDI RESCUE	1,313	494	28 SO YOU THINK YOU CAN DANCE - FINALE	1,788
LifeStyle Channel+2	0.2	TV1+2	0.2	29 DOMESTIC BLITZ	1,291	487	29 BONDI RESCUE	1,761
How to Channel	0.2	Blo	0.2	30 BIGGEST LOSER	1,270	487	30 A CURRENT AFFAIR	1,723
Showtime Greats	0.2	showcase	0.2	31 CRIMINAL MINDS	1,241	481	31 THE BIGGEST LOSER	1,707
Movie One	0.2	LifeStyle Food	0.2	32 BORDER SECURITY USA	1,229	479	32 CRIMINAL MINDS	1,705
Cartoon Network	0.2	Sky Racing	0.2	33 NINE NEWS	1,203	477	33 BORDER SECURITY USA	1,702
BBC Knowledge	0.2	Sky News Australia	0.2	34 BIGGEST LOSER - WEIGH-IN	1,200	475	34 NINE NEWS	1,682
LifeStyle Food	0.2	Fox Sports News	0.2	35 RECRUITS	1,172	473	35 TRIMBOLE: THE REAL UNDERBELLY	1,670
Movie Extra	0.2	Comedy Channel+2	0.2	36 BONES	1,164	473	36 ALL SAINTS	1,663
Nickelodeon	0.2	Playhouse Disney	0.2	37 MASTERCHEF AUSTRALIA	1,163	472	37 BIGGEST LOSER - WEIGH-IN	1,659
Sky News Australia	0.2	Showtime 2	0.2	38 20 TO 1	1,160	470	38 MISSING PIECES	1,646
Fox Classics +2	0.2	Movie Greats	0.2	39 A CURRENT AFFAIR	1,158	464	39 20 TO 1	1,635
Other pay TV	3.8	Other pay TV	4.3	40 TRIMBOLE: THE REAL UNDERBELLY	1,154	459	40 LAW AND ORDER: SVU	1,634

Data sourced Q&TAM and Regional TAM. Based on 5 city metro and 4 aggregated regional markets (ex 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. Shares based on total people.

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