

SURVEY RATINGS REPORT

Free TV Ratings – Survey 4, 2009

17 May – 13 June

In Survey 4, Free TV delivered massive audiences with the top rating program attracting a combined average audience of more than 3.4 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 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 areas and a 62 per cent share in regional areas.
- Free TV's combined average daily reach was 13.1 million viewers over the survey period.

Total Share of Nightly Viewing 6pm - Midnight			Top 40 Programs - All People						
Metro		Regional	FREE TV		Combined Metro & Regional '000's				
Metro Average '000's		Regional Average '000's							
Seven	22.4	WIN/NBN	22.8	1 STATE OF ORIGIN - 1ST MATCH	2,322	1 STATE OF ORIGIN - 1ST MATCH	1,119	1 STATE OF ORIGIN - 1ST MATCH	3,441
Nine	21.4	Prime7/OLD	21.9	2 SEVEN NEWS - SUN	1,783	2 STATE OF ORIGIN - POST MATCH	936	2 SEVEN NEWS - SUN	2,415
Ten	18.8	Sthn Cross 10	17.5	3 SEVEN NEWS	1,660	3 STATE OF ORIGIN - PRE MATCH	776	3 STATE OF ORIGIN - PRE MATCH	2,366
ABC	14.1	ABC	14.9	4 TALKIN' 'BOUT YOUR GENERATION	1,633	4 THE ZOO	685	4 SEVEN NEWS	2,255
SBS	4.3	SBS	5.3	5 STATE OF ORIGIN - PRE MATCH	1,590	5 FIND MY FAMILY	645	5 TALKIN' 'BOUT YOUR GENERATION	2,160
ONE	1.0	Fox Sports 2	1.6	6 NCIS - EP 1	1,582	6 SEVEN NEWS - SUN	632	6 NINE NEWS SUNDAY	2,158
Fox Sports 1	0.8	FOX8	0.9	7 THANK GOD YOU'RE HERE	1,575	7 SUNDAY NIGHT	605	7 THE ZOO	2,156
FOX8	0.8	TV1	0.8	8 NINE NEWS SUNDAY	1,561	8 NATIONAL NEWS SUNDAY	597	8 NCIS - EP 1	2,146
TV1	0.8	W.	0.7	9 MASTERCHEF - CHALLENGE	1,531	9 SEVEN NEWS	595	9 STATE OF ORIGIN - POST MATCH	2,141
Fox Sports 2	0.8	Fox Sports 3	0.6	10 TODAY TONIGHT	1,476	10 NCIS - EP 1	564	10 THANK GOD YOU'RE HERE	2,099
Fox Sports 3	0.6	FOX Classics	0.6	11 THE ZOO	1,471	11 SEA PATROL	559	11 MASTERCHEF - CHALLENGE	2,073
FOX Classics	0.6	UKTV	0.5	12 SEVEN NEWS - SAT	1,449	12 A CURRENT AFFAIR	547	12 FIND MY FAMILY	2,021
UKTV	0.6	Crime & Investigation	0.5	13 FIND MY FAMILY	1,376	13 MASTERCHEF - CHALLENGE	542	13 SEVEN NEWS - SAT	1,966
LifeStyle Channel	0.5	Fox Sports 1	0.5	14 MERLIN	1,361	14 ALL SAINTS	539	14 SUNDAY NIGHT	1,959
Crime & Investigation	0.4	Disney Channel	0.4	15 SEA PATROL	1,355	15 60 MINUTES	529	15 SEA PATROL	1,914
W.	0.4	LifeStyle Channel	0.4	16 SUNDAY NIGHT	1,354	16 TALKIN' 'BOUT YOUR GENERATION	527	16 BETTER HOMES & GARDENS	1,842
SCI FI	0.4	Discovery Channel	0.4	17 BETTER HOMES & GARDENS	1,350	17 THANK GOD YOU'RE HERE	524	17 MERLIN	1,842
1111 Hits	0.4	National Geographic	0.4	18 MASTERCHEF AUSTRALIA	1,350	18 SEVEN NEWS - SAT	517	18 GETAWAY	1,834
Bio.	0.4	Movie Extra	0.4	19 GETAWAY	1,333	19 NATIONAL NEWS	505	19 60 MINUTES	1,822
History Channel	0.3	FOX8+2	0.4	20 NCIS - EP 2	1,316	20 GETAWAY	501	20 MASTERCHEF AUSTRALIA	1,813
FOX8 +2	0.3	Showtime	0.3	21 60 MINUTES	1,283	21 20 TO 1	492	21 TODAY TONIGHT	1,782
Discovery Channel	0.3	History Channel	0.3	22 BONES	1,289	22 BETTER HOMES & GARDENS	492	22 NCIS - EP 2	1,775
Arena	0.3	Arena	0.3	23 RPA	1,285	23 MERLIN	481	23 NINE NEWS	1,772
Comedy Channel	0.3	SCI FI	0.3	24 CRIMINAL MINDS	1,282	24 RPA	477	24 A CURRENT AFFAIR	1,768
National Geographic	0.3	Movie One	0.3	25 NINE NEWS	1,267	25 GHOST WHISPERER	476	25 RPA	1,762
Showtime	0.3	Comedy Channel	0.3	26 HOT SEAT - \$1M EPISODE	1,244	26 MASTERCHEF AUSTRALIA	463	26 BONES	1,748
TV1 +2	0.3	Bio.	0.3	27 A CURRENT AFFAIR	1,221	27 BONES	459	27 ALL SAINTS	1,740
Disney Channel	0.2	TV1+2	0.3	28 NINE NEWS SATURDAY	1,221	28 NCIS - EP 2	459	28 CRIMINAL MINDS	1,708
How to Channel	0.2	Showtime Greats	0.2	29 20 TO 1	1,209	29 GREY'S ANATOMY	445	29 20 TO 1	1,701
Movie Extra	0.2	Hallmark	0.2	30 STATE OF ORIGIN - POST MATCH	1,205	30 NATIONAL NEWS SATURDAY	444	30 NINE NEWS SATURDAY	1,665
Movie One	0.2	Sky Racing	0.2	31 RECRUITS	1,202	31 AUST FUNNIEST HOME VIDEO SHOW	442	31 RECRUITS	1,625
LifeStyle Food	0.2	Sky News Australia	0.2	32 ALL SAINTS	1,201	32 HOME AND AWAY	440	32 GHOST WHISPERER	1,589
Cartoon Network	0.2	Fox Sports News	0.2	33 DESPERATE HOUSEWIVES	1,185	33 YOU SAVED MY LIFE	430	33 HOME AND AWAY	1,584
LifeStyle Channel+2	0.2	How to Channel	0.2	34 BORDER SECURITY USA	1,152	34 CRIMINAL MINDS	426	34 GREY'S ANATOMY	1,577
Showtime Greats	0.2	LifeStyle Food	0.2	35 LIE TO ME	1,150	35 MISSING PERSONS UNIT	426	35 AUST FUNNIEST HOME VIDEOS	1,574
Hallmark	0.2	MTV	0.2	36 THE FORCE - BEHIND THE LINE	1,145	36 RECRUITS	423	36 BORDER SECURITY USA	1,569
BBC Knowledge	0.2	Cartoon Network	0.2	37 HOME AND AWAY	1,144	37 BORDER SECURITY USA	417	37 DESPERATE HOUSEWIVES	1,563
Nickelodeon	0.2	Movie Greats	0.2	38 AUST FUNNIEST HOME VIDEOS	1,132	38 LIVE FRIDAY NIGHT FOOTBALL	417	38 THE FORCE - BEHIND THE LINE	1,557
Comedy Channel+2	0.2	Nickelodeon	0.2	39 GREY'S ANATOMY	1,132	39 THE MENTALIST	417	39 YOU SAVED MY LIFE	1,541
Sky News Australia	0.2	Playhouse Disney	0.2	40 TWO & A HALF MEN	1,123	40 THE FORCE - BEHIND THE LINE	412	40 LIE TO ME	1,525

Data sourced OzTAM 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. All network shares (except Ten) include multi-channels. Share figures rounded to one decimal place.

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