

MEDIA RELEASE
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SUMMER RATINGS REPORT

Free TV has dominated summer television viewing with sporting events attracting huge audiences. Seventeen of the top 40 programs for the summer period (30 Nov – 7 Feb) were sport programs.

The top program overall was the exciting quarter final Australian Open tennis match between Jelena Dokic and Russian Dinara Safina, with a combined average audience of more than 3.1 million viewers. 9.59 million people watched all or part of the Australian Open in metro markets with a further 3.58 million tuning in from regional areas.

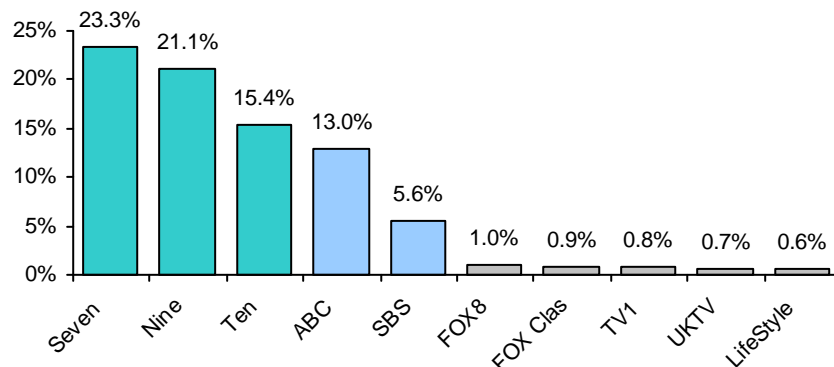
The Twenty/20 cricket (Aust v South Africa) also proved popular, with its matches attracting over 2.9 million and 2.7 million viewers each. Taking in all forms of the game, the summer series of cricket, delivered a cumulative reach of 10.14 million viewers in metro markets and a further 3.99 million in regional areas.

Australians also tuned in for all the latest news, drama and lifestyle with every one of the top 40 programs this summer delivering a combined average audience of *at least* 1.6 million viewers. (See Top Program list over page).

On average, Free TV reached more than 12 million viewers across Australia each and every day of the summer ratings period.

Free TV networks maintained the lion's share of television viewing, with pay TV's top performing channel garnering just 1 per cent of viewing.

Share of Nightly Viewing – (5 City Metro)



Source: OzTAM; 5 city metro; 6pm - Midnight; 30 Nov – 7 Feb; total ppl.

The summer ratings season came to an end on Saturday, with the official 2009 ratings season kicking off yesterday.

For media enquiries, please call Free TV Australia on (02) 8968 7100.

TOP 40 SUMMER PROGRAMS

| | Program | AUD 000s |
|----|--|----------|
| 1 | TENNIS: AUST OPEN - DAY 9 NIGHT SESSION | 3,109 |
| 2 | TENNIS: AUST OPEN - MEN'S FINAL | 3,011 |
| 3 | TWENTY/20 - AUST V STH AFRICA GAME 2 | 2,940 |
| 4 | TWENTY/20 - AUST V STH AFRICA | 2,781 |
| 5 | PACKED TO THE RAFTERS | 2,643 |
| 6 | FIND MY FAMILY | 2,344 |
| 7 | TENNIS: AUST OPEN - DAY 7 NIGHT SESSION | 2,255 |
| 8 | CRICKET - AUST V STH AFRICA GAME 1 SES 2 | 2,233 |
| 9 | TENNIS: AUST OPEN - MEN'S FINAL INTRO | 2,233 |
| 10 | TENNIS: AUST OPEN - WOMEN'S FINAL | 2,229 |
| 11 | CAROLS BY CANDLELIGHT | 2,217 |
| 12 | TENNIS: AUST OPEN - DAY 11 NIGHT SESSION | 2,129 |
| 13 | RSPCA ANIMAL RESCUE | 2,009 |
| 14 | TENNIS: AUST OPEN - DAY 3 NIGHT SESSION | 1,948 |
| 15 | TENNIS: AUST OPEN - WOMEN'S FINAL PRES | 1,940 |
| 16 | LIE TO ME | 1,923 |
| 17 | THE DEVIL WEARS PRADA | 1,874 |
| 18 | SEVEN NEWS - SUN | 1,845 |
| 19 | TENNIS: AUST OPEN - WOMEN'S FINAL INTRO | 1,838 |
| 20 | CRICKET - AUST V STH AFRICA GAME 3 SES 2 | 1,834 |
| 21 | ALL SAINTS | 1,833 |
| 22 | TENNIS: AUST OPEN - DAY 12 NIGHT SESSION | 1,811 |
| 23 | DESPERATE HOUSEWIVES | 1,808 |
| 24 | CRICKET - AUST V STH AFRICA GAME 2 SES 2 | 1,806 |
| 25 | SHREK THE HALLS | 1,801 |
| 26 | AUSTRALIA'S GOT TALENT | 1,795 |
| 27 | BETTER HOMES AND GARDENS | 1,787 |
| 28 | TENNIS: AUST OPEN - DAY 10 NIGHT SESSION | 1,778 |
| 29 | SEVEN NEWS | 1,772 |
| 30 | SO YOU THINK YOU CAN DANCE AUD 1 | 1,732 |
| 31 | CRIMINAL MINDS | 1,709 |
| 32 | TODAY TONIGHT | 1,676 |
| 33 | NINE NEWS SUNDAY | 1,675 |
| 34 | SEVEN NEWS - SAT | 1,651 |
| 35 | OUTBACK WILDLIFE RESCUE | 1,646 |
| 36 | LAW AND ORDER: SVU | 1,633 |
| 37 | CRICKET - AUST V NZ GAME 2 SES 2 | 1,627 |
| 38 | HOME AND AWAY | 1,622 |
| 39 | NCIS EP 1 | 1,602 |
| 40 | NINE NEWS SATURDAY | 1,599 |