

**Media Release**  
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**FREE TV LEADS IN HALF YEAR RATINGS**

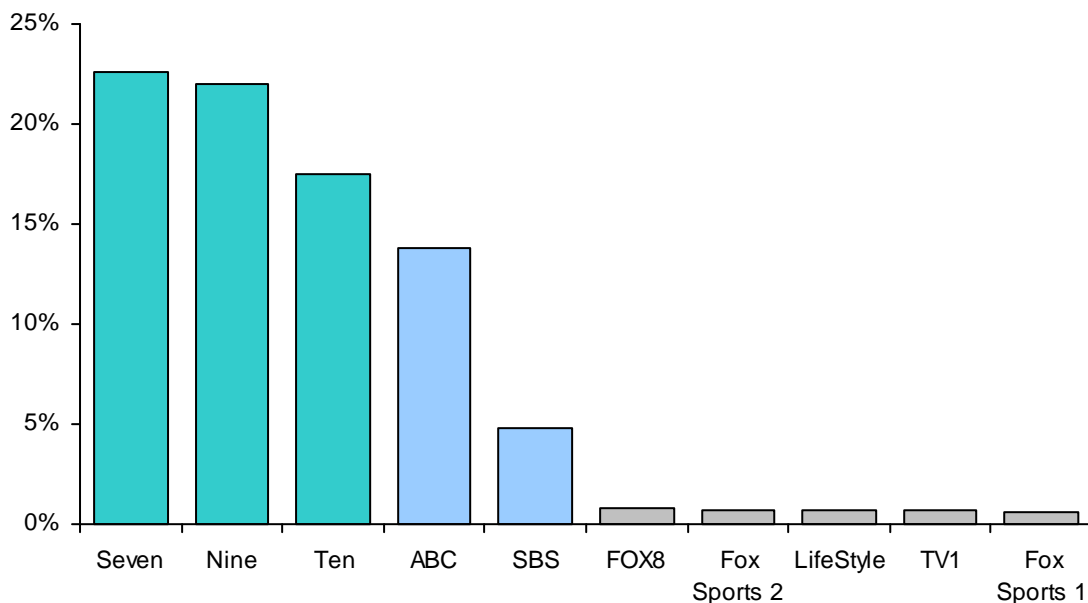
A review of the first six months of the year reveals Free TV continues to be the mainstay of Australian television viewing with 13.2 million Australians tuning in every day.

So far this year, *every one* of the top 40 programs on Free TV delivered average combined audiences of *at least* 2 million viewers. The top program on Free TV in the first six months of the year delivered a combined average audience of 3.4 million viewers; ten times as many viewers as the top show on pay TV.

The ratings for regular programming reveal an even bigger gap. The top regular Free TV show attracted an average audience of 35 times as many viewers as pay's top rating regular program. *(See Top Regular Program list below).*

In prime-time, where the majority of viewing occurs, Free TV secures almost two-thirds of all television viewing.

**Share of nightly viewing by channel**



Source: OzTAM; 5 city metro; 6pm-Midnight; Jan 1- June 30 2008; total ppl

Pay TV's top rating channel fails to garner even a one per cent nightly share. Free TV also dominates viewing in key demographics.

**Share of nightly viewing by demographic**

	<b>Free TV</b>	<b>Pay TV</b>	<b>ABC</b>	<b>SBS</b>
<b>Ppl 16-24</b>	71.8	18.6	5.7	3.9
<b>Ppl 25-54</b>	68.1	16.8	10.1	4.9
<b>Ppl 55-64</b>	58.9	18.5	17.5	5.2
<b>GB w/kids</b>	71.6	15.9	9.0	3.5
<b>Total People</b>	64.8	16.5	13.9	4.8

Source: OzTAM; 5 city metro; 6pm-Midnight; Jan 1- June 30 2008; total ppl

**For media enquiries call Free TV Australia – 02 8968 7100**

## Top Regular Programs

Rank	Free TV	000's	Rank	Pay TV	000's
1	60 MINUTES	2,247	1	DISNEY CHANNEL GAMES: INTERSTITIAL 1-8	64
2	AUSTRALIA'S GOT TALENT	2,217	2	DISNEY CHANNEL GAMES 2008	58
3	BORDER SECURITY - AUST FRONT LINE	2,206	3	AUSTRALIA'S NEXT TOP MODEL	54
4	RSPCA ANIMAL RESCUE	2,192	4	CARS	54
5	DOMESTIC BLITZ	2,173	5	FAMILY GUY	51
6	THE FORCE - BEHIND THE LINE	2,125	6	MINUTEMEN	51
7	SEVEN NEWS - SUN	2,117	7	THE FUGITIVE	51
8	D ATTENBOROUGH TIGER	2,092	8	HIGH SCHOOL MUSICAL	50
9	NATIONAL NINE NEWS SUNDAY	2,041	9	HOCUS POCUS	50
10	SEA PATROL II - THE COUP	2,028	10	THE SIMPSONS	50
11	SEVEN NEWS	2,027	11	INSPECTOR GADGET 2	49
12	CSI: CRIME SCENE INVESTIGATION	2,012	12	SHORTY MCSHORT'S SHORTS	49
13	SEARCH & RESCUE	1,960	13	MOM'S GOT A DATE WITH A VAMPIRE	48
14	SO YOU THINK YOU CAN DANCE AUST	1,940	14	SPONGEBOB: JOURNEY TO ATLANTIS MARATHON	48
15	SCU: SERIOUS CRASH UNIT	1,915	15	THE INSPECTOR LYNLEY MYSTERIES	47
16	BONDI RESCUE	1,900	16	T*WITCHES	46
17	DATTENBOROUGH'S - LIFE IN COLD BLOOD	1,887	17	TWITCHES TOO	45
18	SURF PATROL	1,887	18	GOTTA KICK IT UP!	45
19	RPA	1,879	19	H2O: JUST ADD WATER	45
20	IT TAKES TWO	1,872	20	KEEPING UP APPEARANCES	45
21	GLADIATORS	1,860	21	MY HIGH SCHOOL MUSICAL	45
22	BETTER HOMES AND GARDENS	1,852	22	NOT ANOTHER TEEN MOVIE	45
23	UNDERBELLY	1,840	23	ANASTASIA	44
24	NCIS	1,830	24	I NOW PRONOUNCE YOU CHUCK & LARRY	43
25	FIRE 000	1,818	25	CINDERELLA III: A TWIST IN TIME	42
26	ALL SAINTS	1,787	26	DCOM: CADET KELLY	42
27	BATTLE OF THE CHOIRS	1,771	27	HIGH SCHOOL MUSICAL 2	42
28	THE REAL SEACHANGE	1,760	28	THE WILD	42
29	THE ZOO	1,747	29	AMERICAN DAD!	41
30	A CURRENT AFFAIR	1,746	30	FUTURAMA	41
31	TODAY TONIGHT	1,738	31	RAMSAY'S KITCHEN NIGHTMARES REVISITED	41
32	SO YOU THINK YOU CAN DANCE AUST - RESULTS	1,734	32	AMERICA'S NEXT TOP MODEL	40
33	HOME AND AWAY	1,721	33	CADET KELLY	40
34	MY NAME IS EARL - THU	1,715	34	CHICKEN LITTLE	40
35	RAMSAY'S KITCHEN NIGHTMARES	1,714	35	DANTE'S PEAK	40
36	SEVEN NEWS - SAT	1,694	36	DCOM: HIGH SCHOOL MUSICAL	40
37	NATIONAL NINE NEWS	1,689	37	DCOM: STUCK IN THE SUBURBS	40
38	20 TO 1	1,682	38	KNOCKED UP	40
39	WILD VETS	1,643	39	NIGHT AT THE MUSEUM	40
40	GREY'S ANATOMY	1,639	40	SPIDER-MAN 3	40

Source: OzTAM; Combined (5 City Metro & 4 aggregated regional markets ex Tas); National STV; 2am-2am; Jan 1- June 30 2008; total ppl; 3+; does not include special events or individual sporting matches.