

SURVEY RATINGS REPORT

Free TV Ratings – Survey 1, 2008

10 February – 08 March

In the first survey period of the year, Free TV delivered huge audience numbers with the top rating program delivering a combined average audience of more than 2.3 million viewers.

- Every one of the top 40 programs on Free TV averaged a combined average audience of at least 1.5 million viewers.
- Free-to-air television accounted for 85 per cent of all nightly viewing (6pm to midnight) in metro markets and 84 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 65 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	22.4	Prime/ 7QLD	23.5	1 1DAY CRICKET-AUST V INDIA-2ND FINAL S2	1,643	1 BORDER SECURITY - AUST FRONT LINE (R)	691
Nine	22.8	WIN/NBN	23.9	2 BORDER SECURITY - AUST FRONT LINE (R)	1,638	2 1DAY CRICKET-AUST V INDIA-1ST FINAL S2	665
Ten	17.9	Stnn Cross 10	16.6	3 1DAY CRICKET-AUST V INDIA-1ST FINAL S2	1,636	3 THE FORCE - BEHIND THE LINE	642
ABC	13.4	ABC	14.1	4 SO U THINK U CAN DANCE AUST - TOP100 P1	1,601	4 1DAY CRICKET-AUST V INDIA-2ND FINAL S2	637
SBS	4.7	SBS	5.4	5 1DAY CRICKET - AUS V INDIA - G10 S2	1,543	5 BORDER SECURITY - AUST FRONT LINE	633
FOX8	0.8	TV1	0.9	6 1DAY CRICKET - AUST V INDIA - G7 S2	1,526	6 NATIONAL NEWS SUNDAY	632
LifeStyle Channel	0.7	FOX8	0.9	7 SO U THINK U CAN DANCE AUSTRALIA	1,524	7 RSPCA ANIMAL RESCUE	630
TV1	0.7	W.	0.7	8 NATIONAL NINE NEWS SUNDAY	1,505	8 1DAY CRICKET - AUST V INDIA - G4 S2	628
W.	0.6	Fox Sports 2	0.6	9 RSPCA ANIMAL RESCUE	1,487	9 1DAY CRICKET - AUS V INDIA - G10 S2	627
Crime & Investigation	0.5	LifeStyle Channel	0.6	10 1DAY CRICKET - AUST V INDIA - G4 S2	1,472	10 IT TAKES TWO	569
Fox Sports 2	0.5	Crime & Investigation	0.6	11 SEVEN NEWS - SUN	1,469	11 CSI: CRIME SCENE INVESTIGATION	553
Fox Sports 1	0.5	Disney Channel	0.5	12 SO U THINK U CAN DANCE AUST - TOP100 P2	1,469	12 1DAY CRICKET - AUST V SRI LANKA - G6 S2	551
FOX8+2	0.5	SCI FI	0.5	13 THE FORCE - BEHIND THE LINE	1,462	13 UNDERBELLY	549
FOX Classics	0.5	Fox Sports 1	0.5	14 BORDER SECURITY - AUST FRONT LINE	1,428	14 SEVEN NEWS	538
UKTV	0.5	UKTV	0.5	15 CSI: CRIME SCENE INVESTIGATION	1,427	15 1DAY CRICKET - AUST V INDIA - G7 S2	532
History Channel	0.4	FOX Classics	0.5	16 SO U THINK U CAN DANCE AUST - RESULTS	1,419	16 RPA	528
SCI FI	0.4	Fox Sports 3	0.4	17 RPA	1,393	17 A CURRENT AFFAIR	526
Showtime	0.4	Discovery Channel	0.4	18 SEVEN NEWS	1,393	18 1 DAY CRICKET - AUST V INDIA - 1ST FINAL S	525
Discovery Channel	0.4	Sky News	0.4	19 1DAY CRICKET - AUST V SRI LANKA - G6 S2	1,370	19 THE REAL SEACHANGE	522
National Geographic	0.4	Showtime	0.4	20 TODAY TONIGHT	1,369	20 ALL SAINTS	521
Fox Sports 3	0.3	History Channel	0.4	21 DESPERATE HOUSEWIVES	1,288	21 1DAY CRICKET - AUST V SRI LANKA - G12 S2	518
Bio.	0.3	National Geographic	0.3	22 UNDERBELLY	1,283	22 HOME AND AWAY	495
W2	0.3	Movie One	0.3	23 1 DAY CRICKET - AUST V INDIA - 1ST FINAL S1	1,271	23 LAW AND ORDER: SVU	489
Comedy Channel	0.3	Cartoon Network	0.3	24 IT TAKES TWO	1,267	24 SEVEN NEWS - SUN	485
Disney Channel	0.2	Showtime Greats	0.3	25 THE ZOO	1,265	25 THE ZOO	484
Cartoon Network	0.2	Hallmark	0.2	26 HOME AND AWAY	1,244	26 BUSH DOCTORS	484
LifeStyle Channel+2	0.2	TV1+2	0.2	27 BETTER HOMES AND GARDENS	1,236	27 1DAY CRICKET - AUST V INDIA - G10 S1	480
TV1+2	0.2	HOW TO Channel	0.2	28 HOUSE	1,213	28 SO U THINK U CAN DANCE AUST - TOP100 P1	479
LifeStyle Food	0.2	Bio.	0.2	29 GREY'S ANATOMY	1,212	29 1DAY CRICKET - AUST V INDIA - G4 S1	476
Hallmark	0.2	Comedy Channel	0.2	30 NATIONAL NINE NEWS	1,205	30 1DAY CRICKET - AUST V INDIA - G7 S1	475
Showtime Greats	0.2	Arena	0.2	31 1DAY CRICKET - AUST V SRI LANKA - G12 S2	1,201	31 GREY'S ANATOMY	467
Arena	0.2	Movie Extra	0.2	32 THE REAL SEACHANGE	1,200	32 BETTER HOMES AND GARDENS	462
Showtime 2	0.2	Movie Greats	0.2	33 KITCHEN NIGHTMARES U.S.A.	1,197	33 DESPERATE HOUSEWIVES	455
Nickelodeon	0.2	Showtime 2	0.2	34 BONDI RESCUE	1,185	34 10 TO 1	452
Sky News	0.2	showcase	0.2	35 1DAY CRICKET - AUST V INDIA - G7 S1	1,169	35 THE VICAR OF DIBLEY	451
UKTV+2	0.2	Fox Sports News	0.2	36 LAW AND ORDER: SVU	1,161	36 NATIONAL NEWS	450
showcase	0.2	Nickelodeon	0.2	37 1DAY CRICKET - AUST V INDIA - G10 S1	1,136	37 SEVEN NEWS - SAT	447
FOX Classics+2	0.2	LifeStyle Channel+2	0.2	38 SEVEN NEWS - SAT	1,124	38 SAMANTHA WHO?	446
Movie One	0.2	Movie Two	0.2	39 ALL SAINTS	1,120	39 20 TO 1	446
Other pay TV	3.6	Other pay TV	3.9	40 A CURRENT AFFAIR	1,116	40 HOUSE	446

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 spill; total regional shares excl spill. Shares based on total people.

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