

SURVEY RATINGS REPORT

Free TV Ratings – Survey 5, 2008

15 June – 12 July 2008

In Survey 5, Free TV dominated share of viewing with strong audiences. The top rating program delivered the biggest TV audience for 2008 so far with a combined audience of 3.3 million viewers.

- Every one of the top 40 programs on Free TV achieved a combined audience of at least 1.7 million viewers.
- All of the top 10 programs on Free TV were Australian.
- Free-to-air television accounted for 84 per cent of all nightly viewing (6pm to midnight) in metro markets and 83 per cent in regional markets.
- Free TV continues to lead share of viewing with a 64 per cent nightly share in both metro and regional areas.

Total Share of Nightly Viewing 6pm - Midnight			Top 40 Programs - All People									
Metro		Regional	FREE TV									
Metro Average '000's		Regional	Metro Average '000's		Regional Average '000's		Combined Metro & Regional '000's					
Seven	22.5	Prime/ 7QLD	22.3	1	STATE OF ORIGIN NSW/QLD 3RD - MATCH	2,145	1	STATE OF ORIGIN NSW/QLD 3RD - MATCH	1,237	1	STATE OF ORIGIN NSW/QLD 3RD - MATCH	3,382
Nine	22.9	WIN/BNB	26.1	2	60 MINUTES	1,793	2	STATE OF ORIGIN NSW/QLD 3RD - PRE MATCH	940	2	60 MINUTES	2,644
Ten	16.6	Sthn Cross 10	16.0	3	SEVEN NEWS - SUN	1,692	3	STATE OF ORIGIN NSW/QLD 3RD - POST MATC	939	3	AUSTRALIA'S GOT TALENT	2,398
ABC	14.6	ABC	13.6	4	AUSTRALIA'S GOT TALENT	1,638	4	60 MINUTES	861	4	STATE OF ORIGIN NSW/QLD 3RD - PRE MATCH	2,343
SBS	4.9	SBS	5.4	5	CITY HOMICIDE	1,597	5	AUSTRALIA'S GOT TALENT	760	5	DOMESTIC BLITZ	2,285
FOX8	0.9	Fox Sports 2	1.5	6	SCHAPELLE CORBY: THE HIDDEN TRUTH	1,589	6	DOMESTIC BLITZ	759	6	SEVEN NEWS - SUN	2,295
TV1	0.7	FOX8	1.0	7	SEVEN NEWS	1,551	7	SEA PATROL II - THE COUP	728	7	NATIONAL NINE NEWS SUNDAY	2,259
Fox Sports 3	0.7	TV1	0.8	8	DOMESTIC BLITZ	1,536	8	NATIONAL NEWS SUNDAY	724	8	STATE OF ORIGIN NSW/QLD 3RD - POST MATCH	2,229
Fox Sports 2	0.7	Fox Sports 3	0.7	9	NATIONAL NINE NEWS SUNDAY	1,535	9	A CURRENT AFFAIR	692	9	SCHAPELLE CORBY: THE HIDDEN TRUTH	2,224
Fox Sports 1	0.6	Crime & Investigation	0.7	10	BORDER SECURITY - AUST FRONT LINE	1,498	10	WIPEOUT	651	10	SEA PATROL II - THE COUP	2,216
UKTV	0.6	UKTV	0.6	11	BETTER HOMES AND GARDENS	1,488	11	SEVEN NEWS	647	11	CITY HOMICIDE	2,211
LifeStyle Channel	0.6	Fox Sports 1	0.5	12	SEA PATROL II - THE COUP	1,488	12	THE ONE - AUST MOST GIFTED PSYCHIC	646	12	SEVEN NEWS	2,198
W	0.5	LifeStyle Channel	0.5	13	THE ONE - AUST MOST GIFTED PSYCHIC	1,467	13	D ATTENBOROUGH'S BEAR	640	13	THE ONE - AUST MOST GIFTED PSYCHIC	2,113
FOX Classics	0.5	SCI FI	0.5	14	BIG BROTHER - PAMELA ANDERSON ENTERS	1,417	14	D ATTENBOROUGH'S ELEPHANT	636	14	BORDER SECURITY - AUST FRONT LINE	2,061
Crime & Investigation	0.5	W	0.5	15	STATE OF ORIGIN NSW/QLD 3RD - PRE MATCH	1,403	15	SCHAPELLE CORBY: THE HIDDEN TRUTH	635	15	D ATTENBOROUGH'S BEAR	2,042
Arena	0.4	Disney Channel	0.5	16	D ATTENBOROUGH'S BEAR	1,402	16	WORLD'S GOT TALENT	615	16	BETTER HOMES AND GARDENS	2,040
FOX8 +2	0.4	FOX Classics	0.4	17	TODAY TONIGHT	1,395	17	CITY HOMICIDE	614	17	D ATTENBOROUGH'S ELEPHANT	2,025
History Channel	0.4	Arena	0.3	18	D ATTENBOROUGH'S ELEPHANT	1,389	18	ALL SAINTS	610	18	WIPEOUT	1,998
National Geographic	0.3	National Geographic	0.3	19	SURF PATROL	1,368	19	SEVEN NEWS - SUN	593	19	BIG BROTHER - PAMELA ANDERSON ENTERS	1,936
Discovery Channel	0.3	History Channel	0.3	20	DESPERATE HOUSEWIVES	1,352	20	D ATTENBOROUGH'S LIFE OF MAMMALS	591	20	RSPCA ANIMAL RESCUE	1,936
SCI FI	0.3	Discovery Channel	0.3	21	RSPCA ANIMAL RESCUE	1,348	21	RSPCA ANIMAL RESCUE	588	21	GETAWAY	1,898
Showtime	0.3	Showtime	0.3	22	WIPEOUT	1,347	22	GETAWAY	582	22	ALL SAINTS	1,884
Comedy Channel	0.3	FOX8+2	0.3	23	SEVEN NEWS - SAT	1,345	23	BORDER SECURITY - AUST FRONT LINE	563	23	SURF PATROL	1,863
Bio	0.3	Movie One	0.3	24	GETAWAY	1,318	24	THE FARMER WANTS A WIFE	561	24	A CURRENT AFFAIR	1,854
LifeStyle Food	0.3	How to Channel	0.3	25	NCIS	1,311	25	BETTER HOMES AND GARDENS	552	25	SEVEN NEWS - SAT	1,854
Nickelodeon	0.2	Sky News Australia	0.2	26	STATE OF ORIGIN NSW/QLD 3RD - POST MATC	1,290	26	CSI: CRIME SCENE INVESTIGATION	551	26	D ATTENBOROUGH'S LIFE OF MAMMALS	1,845
Disney Channel	0.2	LifeStyle Food	0.2	27	SCHAPELLE CORBY THE HIDDEN TRUTH PART	1,277	27	THE VICAR OF DIBLEY	545	27	NCIS	1,836
Sky News Australia	0.2	Hallmark	0.2	28	BATTLE OF THE CHOIRS	1,277	28	FIRE 000	532	28	THE FARMER WANTS A WIFE	1,829
Movie One	0.2	Comedy Channel	0.2	29	ALL SAINTS	1,274	29	THE CELEBRITY SINGING BEE	527	29	WORLD'S GOT TALENT	1,811
How to Channel	0.2	Movie Extra	0.2	30	GREY'S ANATOMY	1,270	30	NCIS	525	30	DESPERATE HOUSEWIVES	1,793
LifeStyle Channel+2	0.2	Bio	0.2	31	THE FARMER WANTS A WIFE	1,268	31	BIG BROTHER - PAMELA ANDERSON ENTERS	519	31	THE CELEBRITY SINGING BEE	1,790
TV1 +2	0.2	TV1+2	0.2	32	THE CELEBRITY SINGING BEE	1,263	32	SEARCH & RESCUE	513	32	TODAY TONIGHT	1,772
Hallmark	0.2	Showtime Greats	0.2	33	D ATTENBOROUGH'S LIFE OF MAMMALS	1,254	33	NATIONAL NEWS	509	33	GREY'S ANATOMY	1,733
UKTV +2	0.2	Showtime 2	0.2	34	TWO AND A HALF MEN	1,241	34	SEVEN NEWS - SAT	509	34	NATIONAL NINE NEWS	1,722
Cartoon Network	0.2	LifeStyle Channel+2	0.2	35	GLADIATORS	1,228	35	AUST FUNNIEST HOME VIDEO SHOW	505	35	HELL'S KITCHEN	1,707
Showtime Greats	0.2	Movie Greats	0.2	36	HELL'S KITCHEN	1,219	36	DEAL OR NO DEAL	505	36	BATTLE OF THE CHOIRS	1,707
Showtime 2	0.2	W2	0.2	37	NATIONAL NINE NEWS	1,213	37	BONES	502	37	THE VICAR OF DIBLEY	1,701
Animal Planet	0.2	Nick Jr	0.2	38	HOME AND AWAY	1,199	38	CATS & DOGS -RPT	502	38	HOME AND AWAY	1,687
E!	0.2	Nickelodeon	0.2	39	WORLD'S GOT TALENT	1,196	39	10 TO ONE	499	39	GLADIATORS	1,676
Other pay TV	3.2	Other pay TV	3.3	40	A CURRENT AFFAIR	1,162	40	SURF PATROL	495	40	TWO AND A HALF MEN	1,671

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. ABC refers to ABC1 + ABC2. Shares based on total people.

For enquiries please contact Free TV on (02) 8968 7100.