

SURVEY RATINGS REPORT

Free TV Ratings – Survey 6, 2008

13 July – 9 August 2008

In Survey 6, Free TV achieved outstanding results with the top rating program delivering the biggest TV audience for 2008 with a combined average of 4.2 million viewers.

- Every one of the top 40 programs on Free TV attracted a combined audience of at least 1.68 million viewers.
- Free-to-air television accounted for 85 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 65 per cent nightly share in metro areas and a 64 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	24.8	Prime/ 7QLD	24.4	1 BEIJING OLYMPICS: OPENING CEREMONY	3,307	1 BEIJING OLYMPICS: OPENING CEREMONY	904	1 BEIJING OLYMPICS: OPENING CEREMONY	4,211
Nine	21.5	WIN/NBN	24.3	2 BEIJING OLYMPICS: D1 PRIMETIME	2,214	2 BEIJING OLYMPICS: D1 PRIMETIME	854	2 BEIJING OLYMPICS: D1 PRIMETIME	3,068
Ten	16.7	Stn Cross 10	16.1	3 BEIJING OLYMPICS: D1 FRINGE	1,717	3 60 MINUTES	853	3 60 MINUTES	2,554
ABC	14.3	ABC	13.6	4 60 MINUTES	1,701	4 DOMESTIC BLITZ	756	4 BEIJING OLYMPICS: D1 FRINGE	2,415
SBS	5.2	SBS	5.6	5 SEVEN NEWS - SUN	1,585	5 THE FARMER WANTS A WIFE	704	5 DOMESTIC BLITZ	2,313
FOX8	0.8	Fox Sports 2	1.6	6 RSPCA ANIMAL RESCUE	1,565	6 BEIJING OLYMPICS: D1 FRINGE	698	6 RSPCA ANIMAL RESCUE	2,262
Fox Sports 2	0.7	FOX8	0.8	7 DOMESTIC BLITZ	1,557	7 RSPCA ANIMAL RESCUE	697	7 NATIONAL NINE NEWS SUNDAY	2,225
TV1	0.7	TV1	0.7	8 HOLE IN THE WALL	1,545	8 NATIONAL NEWS SUNDAY	681	8 THE FARMER WANTS A WIFE	2,167
Fox Sports 1	0.6	Fox Sports 3	0.6	9 NATIONAL NINE NEWS SUNDAY	1,544	9 ALL SAINTS	670	9 SEVEN NEWS	2,148
UKTV	0.6	UKTV	0.6	10 SEVEN NEWS	1,533	10 THE ONE - AUST MOST GIFTED PSYCHIC	663	10 SEVEN NEWS - SUN	2,142
Fox Sports 3	0.5	Fox Sports 1	0.5	11 THE FORCE - BEHIND THE LINE	1,529	11 A CURRENT AFFAIR	650	11 HOLE IN THE WALL	2,123
LifeStyle Channel	0.5	LifeStyle Channel	0.5	12 BORDER SECURITY - AUST FRONT LINE	1,511	12 MEDICAL EMERGENCY	650	12 MEDICAL EMERGENCY	2,114
Crime & Investigation	0.4	Crime & Investigation	0.5	13 CITY HOMICIDE	1,505	13 ANIMAL EMERGENCY	623	13 THE ONE - AUST MOST GIFTED PSYCHIC	2,110
W.	0.4	FOX Classics	0.5	14 SEVEN NEWS - SAT	1,482	14 SEVEN NEWS	615	14 THE FORCE - BEHIND THE LINE	2,087
FOX Classics	0.4	W.	0.5	15 MEDICAL EMERGENCY	1,464	15 HOLE IN THE WALL	578	15 BORDER SECURITY - AUST FRONT LINE	2,075
Arena	0.4	SCI FI	0.5	16 BETTER HOMES AND GARDENS	1,463	16 BETTER HOMES AND GARDENS	577	16 CITY HOMICIDE	2,075
Discovery Channel	0.4	Disney Channel	0.5	17 THE FARMER WANTS A WIFE	1,463	17 D ATTENBOROUGH'S LIFE OF MAMMALS	572	17 BETTER HOMES AND GARDENS	2,040
FOX8 +2	0.3	History Channel	0.3	18 BIG BROTHER - THE WINNER ANNOUNCED	1,453	18 CITY HOMICIDE	570	18 SEVEN NEWS - SAT	2,036
History Channel	0.3	Discovery Channel	0.3	19 THE ONE - AUST MOST GIFTED PSYCHIC	1,447	19 BORDER SECURITY - AUST FRONT LINE	564	19 ALL SAINTS	2,007
SCI FI	0.3	Arena	0.3	20 WIPEOUT	1,421	20 WIPEOUT	563	20 WIPEOUT	1,984
Showtime	0.3	Showtime	0.3	21 MADE IN CHINA	1,399	21 THE FORCE - BEHIND THE LINE	558	21 ANIMAL EMERGENCY	1,977
Comedy Channel	0.3	National Geographic	0.3	22 TODAY TONIGHT	1,369	22 SEVEN NEWS - SUN	557	22 BIG BROTHER - THE WINNER ANNOUNCED	1,971
National Geographic	0.3	FOX8+2	0.3	23 ANIMAL EMERGENCY	1,354	23 SEVEN NEWS - SAT	554	23 MADE IN CHINA	1,913
Disney Channel	0.2	Movie One	0.3	24 ALL SAINTS	1,337	24 COUNTDOWN TO BEIJING	545	24 A CURRENT AFFAIR	1,843
How To Channel	0.2	Sky News Australia	0.2	25 BATTLE OF THE CHOIRS	1,323	25 GETAWAY	541	25 GETAWAY	1,820
Sky News Australia	0.2	Movie Greats	0.2	26 CRIMINAL MINDS	1,321	26 MCLEOD'S DAUGHTERS	538	26 CRIMINAL MINDS	1,811
Hallmark	0.2	Hallmark	0.2	27 TWO AND A HALF MEN	1,319	27 THE CELEBRITY SINGING BEE	531	27 BATTLE OF THE CHOIRS	1,786
Bio.	0.2	Bio.	0.2	28 BIG BROTHER - FINALE NIGHT	1,286	28 THIS IS YOUR LIFE	525	28 HOME AND AWAY	1,783
TV1 +2	0.2	Movie Extra	0.2	29 GETAWAY	1,279	29 GHOST WHISPERER	521	29 BIG BROTHER - FINALE NIGHT	1,780
Nickelodeon	0.2	Comedy Channel	0.2	30 ABBA: THE MAMMA MIA! STORY	1,269	30 BIG BROTHER - THE WINNER ANNOUNCED	518	30 D ATTENBOROUGH'S LIFE OF MAMMALS	1,779
Movie One	0.2	Showtime Greats	0.2	31 HOME AND AWAY	1,269	31 SEVEN'S BEIJING OLYMPICS: D1 AFTERNOON	517	31 TWO AND A HALF MEN	1,757
LifeStyle Food	0.2	LifeStyle Food	0.2	32 SURF PATROL	1,244	32 HOME AND AWAY	514	32 THIS IS YOUR LIFE	1,729
Showtime Greats	0.2	How To Channel	0.2	33 NATIONAL NINE NEWS	1,214	33 MADE IN CHINA	514	33 THE CELEBRITY SINGING BEE	1,727
Cartoon Network	0.2	Nick Jr	0.2	34 BONES	1,213	34 BONES	506	34 ABBA: THE MAMMA MIA! STORY	1,726
LifeStyle Channel+2	0.2	Cartoon Network	0.2	35 D ATTENBOROUGH'S LIFE OF MAMMALS	1,207	35 WITHOUT A TRACE	506	35 BEIJING OLYMPICS: D1 AFTERNOON	1,722
UKTV +2	0.2	TV1+2	0.2	36 MY NAME IS EARL - THU	1,206	36 NATIONAL NEWS	502	36 BONES	1,719
Showtime 2	0.2	Showtime 2	0.2	37 BEIJING OLYMPICS: D1 AFTERNOON	1,205	37 NCIS	501	37 TODAY TONIGHT	1,718
Movie Extra	0.2	Nickelodeon	0.2	38 THIS IS YOUR LIFE	1,204	38 BIG BROTHER - FINALE NIGHT	494	38 NATIONAL NINE NEWS	1,716
Movie Greats	0.1	W2	0.2	39 THE CELEBRITY SINGING BEE	1,196	39 CRIMINAL MINDS	490	39 GHOST WHISPERER	1,706
Other pay TV	3.2	Other pay TV	3.1	40 A CURRENT AFFAIR	1,193	40 NATIONAL NEWS SATURDAY	484	40 SURF PATROL	1,689

Data sourced CoTAM 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.

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