

SURVEY RATINGS REPORT

Free TV Ratings – Survey 7, 2008

10 August – 6 September 2008

Free TV delivered impressive results in Survey 7 thanks in part to the Beijing Olympics. The top rating program attracted a massive combined audience of over 3 million viewers.

- Every one of the top 40 programs on Free TV delivered a combined audience of at least 1.9 million viewers.
- Free-to-air television accounted for 86.5 per cent of all nightly viewing (6pm to midnight) in metro markets and 84 per cent in regional markets.
- Free TV continues to lead share of viewing with a 68 per cent nightly share in metro areas and a 66 per cent share in regional areas.

| Total Share of Nightly Viewing 6pm - Midnight | | | Top 40 Programs - All People | | | | | | |
|---|----------|-----------------------|------------------------------|--|-------------------------|--|-----|--|-------|
| | | | | FREE TV | | | | | |
| Metro | Regional | | | Metro Average '000's | Regional Average '000's | Combined Metro & Regional '000's | | | |
| Seven | 31.3 | Prime/ 7QLD | 29.3 | 1 BEIJING OLYMPICS: D9 PRIMETIME | 2,226 | 1 PACKED TO THE RAFTERS | 834 | 1 BEIJING OLYMPICS: D9 PRIMETIME | 3,005 |
| Nine | 18.7 | WIN/NBN | 21.1 | 2 BEIJING OLYMPICS: D5 PRIMETIME | 2,131 | 2 BEIJING OLYMPICS: D4 PRIMETIME | 831 | 2 BEIJING OLYMPICS: D4 PRIMETIME | 2,943 |
| Ten | 16.0 | Sthn Cross 10 | 15.9 | 3 BEIJING OLYMPICS: D4 PRIMETIME | 2,112 | 3 BEIJING OLYMPICS: D5 PRIMETIME | 806 | 3 BEIJING OLYMPICS: D5 PRIMETIME | 2,937 |
| ABC | 13.4 | ABC | 13.6 | 4 BEIJING OLYMPICS: D2 PRIMETIME | 2,093 | 4 BEIJING OLYMPICS: D9 PRIMETIME | 779 | 4 PACKED TO THE RAFTERS | 2,829 |
| SBS | 4.4 | SBS | 5.0 | 5 BEIJING OLYMPICS: D11 PRIMETIME | 2,090 | 5 BEIJING OLYMPICS: D4 FRINGE | 754 | 5 BEIJING OLYMPICS: D2 PRIMETIME | 2,822 |
| FOX8 | 0.9 | Fox Sports 2 | 1.4 | 6 BEIJING OLYMPICS: D10 PRIMETIME | 2,043 | 6 BEIJING OLYMPICS: D6 PRIMETIME | 734 | 6 BEIJING OLYMPICS: D11 PRIMETIME | 2,753 |
| TV1 | 0.6 | FOX8 | 0.8 | 7 BEIJING OLYMPICS: D12 PRIMETIME | 2,038 | 7 BEIJING OLYMPICS: D2 PRIMETIME | 729 | 7 BEIJING OLYMPICS: D12 PRIMETIME | 2,740 |
| Fox Sports 1 | 0.6 | TV1 | 0.7 | 8 BEIJING OLYMPICS: D3 PRIMETIME | 2,015 | 8 BEIJING OLYMPICS: D3 PRIMETIME | 725 | 8 BEIJING OLYMPICS: D10 PRIMETIME | 2,717 |
| Fox Sports 2 | 0.6 | UKTV | 0.5 | 9 BEIJING OLYMPICS: CLOSING CEREMONY | 2,007 | 9 RSPCA ANIMAL RESCUE | 710 | 9 BEIJING OLYMPICS: D12 PRIMETIME | 2,716 |
| UKTV | 0.5 | Crime & Investigation | 0.5 | 10 PACKED TO THE RAFTERS | 1,995 | 10 FIND MY FAMILY | 707 | 10 BEIJING OLYMPICS: D6 PRIMETIME | 2,703 |
| LifeStyle Channel | 0.5 | Fox Sports 1 | 0.5 | 11 BEIJING OLYMPICS: D6 PRIMETIME | 1,969 | 11 CITY HOMICIDE | 701 | 11 BEIJING OLYMPICS: D8 PRIMETIME | 2,590 |
| Crime & Investigation | 0.4 | FOX Classics | 0.5 | 12 BEIJING OLYMPICS: D8 PRIMETIME | 1,934 | 12 BEIJING OLYMPICS: D12 PRIMETIME | 679 | 12 SEVEN NEWS - SUN | 2,577 |
| FOX Classics | 0.4 | W | 0.5 | 13 SEVEN NEWS - SUN | 1,924 | 13 BEIJING OLYMPICS: D2 AFTERNOON | 678 | 13 BEIJING OLYMPICS: CLOSING CEREMONY | 2,539 |
| W | 0.4 | LifeStyle Channel | 0.5 | 14 BEIJING OLYMPICS: D7 PRIMETIME | 1,906 | 14 BEIJING OLYMPICS: D10 PRIMETIME | 673 | 14 BEIJING OLYMPICS: D7 PRIMETIME | 2,534 |
| Arena | 0.4 | Disney Channel | 0.4 | 15 BEIJING OLYMPICS: D2 AFTERNOON | 1,821 | 15 BEIJING OLYMPICS: D3 FRINGE | 671 | 15 BEIJING OLYMPICS: D2 AFTERNOON | 2,500 |
| History Channel | 0.3 | Fox Sports 3 | 0.4 | 16 SEVEN NEWS | 1,783 | 16 DOMESTIC BLITZ | 667 | 16 CITY HOMICIDE | 2,483 |
| SCI FI | 0.3 | Arena | 0.3 | 17 CITY HOMICIDE | 1,782 | 17 BEIJING OLYMPICS: D11 PRIMETIME | 667 | 17 BEIJING OLYMPICS: D4 FRINGE | 2,462 |
| Discovery Channel | 0.3 | SCI FI | 0.3 | 18 BEIJING OLYMPICS: THE HEROES OF BEIJING | 1,774 | 18 60 MINUTES | 661 | 18 SEVEN NEWS | 2,432 |
| FOX8 +2 | 0.3 | FOX8+2 | 0.3 | 19 BORDER SECURITY - AUST FRONT LINE | 1,757 | 19 BEIJING OLYMPICS: D8 PRIMETIME | 656 | 19 FIND MY FAMILY | 2,416 |
| Fox Sports 3 | 0.3 | Discovery Channel | 0.3 | 20 FIND MY FAMILY | 1,709 | 20 SEVEN NEWS - SUN | 653 | 20 RSPCA ANIMAL RESCUE | 2,406 |
| Showtime | 0.3 | History Channel | 0.3 | 21 BEIJING OLYMPICS: D4 FRINGE | 1,708 | 21 SEVEN NEWS | 649 | 21 BORDER SECURITY - AUST FRONT LINE | 2,371 |
| National Geographic | 0.2 | Showtime | 0.3 | 22 BEIJING OLYMPICS: D3 FRINGE | 1,699 | 22 ALL SAINTS | 634 | 22 BEIJING OLYMPICS: D3 FRINGE | 2,370 |
| Comedy Channel | 0.2 | Movie One | 0.3 | 23 RSPCA ANIMAL RESCUE | 1,696 | 23 BEIJING OLYMPICS: D7 PRIMETIME | 628 | 23 BEIJING OLYMPICS: THE HEROES OF BEIJING | 2,335 |
| Bio. | 0.2 | Bio. | 0.3 | 24 BEIJING OLYMPICS: D15 PRIMETIME | 1,688 | 24 NATIONAL NEWS SUNDAY | 621 | 24 SEVEN NEWS - SAT | 2,252 |
| Hallmark | 0.2 | National Geographic | 0.2 | 25 SEVEN NEWS - SAT | 1,678 | 25 BORDER SECURITY - AUST FRONT LINE | 614 | 25 THE FORCE - BEHIND THE LINE | 2,238 |
| Disney Channel | 0.2 | Sky News Australia | 0.2 | 26 BEIJING OLYMPICS: D13 PRIMETIME | 1,646 | 26 MEDICAL EMERGENCY | 612 | 26 BEIJING OLYMPICS: D15 PRIMETIME | 2,226 |
| Showtime Greats | 0.2 | Showtime Greats | 0.2 | 27 THE FORCE - BEHIND THE LINE | 1,634 | 27 BEIJING OLYMPICS: D5 FRINGE | 604 | 27 BEIJING OLYMPICS: D13 PRIMETIME | 2,211 |
| Movie One | 0.2 | Comedy Channel | 0.2 | 28 TODAY TONIGHT | 1,633 | 28 THE FORCE - BEHIND THE LINE | 604 | 28 BEIJING OLYMPICS: D9 LATE MORNING | 2,151 |
| TV1 +2 | 0.2 | Movie Greats | 0.2 | 29 BEIJING OLYMPICS: D9 LATE MORNING | 1,553 | 29 BEIJING OLYMPICS: D9 LATE MORNING | 598 | 29 DOMESTIC BLITZ | 2,133 |
| LifeStyle Food | 0.2 | Cartoon Network | 0.2 | 30 BEIJING OLYMPICS: D14 PRIMETIME | 1,530 | 30 A CURRENT AFFAIR | 593 | 30 60 MINUTES | 2,082 |
| How to Channel | 0.2 | Nick Jr | 0.2 | 31 DOMESTIC BLITZ | 1,466 | 31 THE STRIP | 588 | 31 BEIJING OLYMPICS: D5 FRINGE | 2,041 |
| Nickelodeon | 0.2 | Movie Extra | 0.2 | 32 THE STRIP | 1,446 | 32 CRASH INVESTIGATION UNIT | 578 | 32 THE STRIP | 2,034 |
| UKTV +2 | 0.2 | Hallmark | 0.2 | 33 BEIJING OLYMPICS: D15 LATE NIGHT | 1,438 | 33 SEVEN NEWS - SAT | 574 | 33 NATIONAL NINE NEWS SUNDAY | 2,012 |
| LifeStyle Channel+2 | 0.1 | TV1+2 | 0.2 | 34 BEIJING OLYMPICS: D5 FRINGE | 1,437 | 34 BEIJING OLYMPICS: D13 PRIMETIME | 565 | 34 TODAY TONIGHT | 1,998 |
| Movie Greats | 0.1 | How to Channel | 0.2 | 35 60 MINUTES | 1,421 | 35 BEIJING OLYMPICS: D6 FRINGE | 562 | 35 BEIJING OLYMPICS: D14 PRIMETIME | 1,994 |
| Showtime 2 | 0.1 | Nickelodeon | 0.2 | 36 AUSTRALIAN IDOL - AUDITION 1 | 1,400 | 36 BEIJING OLYMPICS: THE HEROES OF BEIJING | 561 | 36 MEDICAL EMERGENCY | 1,945 |
| Sky News Australia | 0.1 | Showtime 2 | 0.2 | 37 NATIONAL NINE NEWS SUNDAY | 1,391 | 37 AUSTRALIAN IDOL - AUDITION 5 | 559 | 37 BEIJING OLYMPICS: D9 FRINGE | 1,924 |
| Cartoon Network | 0.1 | W2 | 0.2 | 38 SEVEN'S BEIJING OLYMPICS: D9 FRINGE | 1,380 | 38 CSI: MIAMI | 557 | 38 AUSTRALIAN IDOL - AUDITION 1 | 1,921 |
| Nick Jr | 0.1 | Movie Two | 0.2 | 39 AUST NAUGHTIEST HOME VIDEO SHOW | 1,368 | 39 BEIJING OLYMPICS: D8 FRINGE | 553 | 39 AUST NAUGHTIEST HOME VIDEO SHOW | 1,920 |
| Other pay TV | 3.2 | Other pay TV | 3.0 | 40 SEVEN'S BEIJING OLYMPICS: D15 FRINGE | 1,366 | 40 AUST NAUGHTIEST HOME VIDEO SHOW | 552 | 40 ALL SAINTS | 1,916 |

Data sourced Oz TAM 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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