

SURVEY RATINGS REPORT

Free TV Ratings – Survey 7, 2009 9 August – 5 September

In Survey 7, Free TV consistently delivered mass audiences with the top rating program averaging more than 2.6 million viewers across the survey period.

- Every one of the top 40 programs on Free TV delivered a combined average audience of at least 1.5 million viewers.
- Free-to-air television accounted for 84 per cent of all nightly viewing (6pm to midnight) in metro areas and 82 per cent in regional markets.
- Free TV continues to dominate share of viewing with a 64 per cent nightly share in metro markets and a 61 per cent share in regional areas.

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 & Reg '000's							
Seven	22.9	Prime/ 7QLD	22.2	1	PACKED TO THE RAFTERS	1,919	1	PACKED TO THE RAFTERS	748	1	PACKED TO THE RAFTERS	2,667
Nine	22.0	WIN/NBN	22.9	2	SEVEN NEWS - SUN	1,681	2	A CURRENT AFFAIR	583	2	SEVEN NEWS - SUN	2,245
Ten	16.8	Sthn Cross 10	16.4	3	TALKIN 'BOUT YOUR GENERATION	1,526	3	WORLD'S STRICTEST PARENTS	570	3	WORLD'S STRICTEST PARENTS	2,091
One	0.9	ABC	14.8	4	WORLD'S STRICTEST PARENTS	1,521	4	SEVEN NEWS - SUN	564	4	TALKIN 'BOUT YOUR GENERATION	2,076
ABC	14.3	SBS	6.5	5	SEVEN NEWS	1,490	5	NATIONAL NEWS SUNDAY	557	5	SEVEN NEWS	2,023
SBS	5.3	Fox Sports 2	1.6	6	NINE NEWS SUNDAY	1,454	6	TALKIN 'BOUT YOUR GENERATION	550	6	NINE NEWS SUNDAY	2,011
Fox Sports 1	0.9	Fox8	0.8	7	BETTER HOMES AND GARDENS	1,412	7	WORLD'S STRICTEST PARENTS-UK	543	7	DANCING WITH THE STARS 9	1,914
Fox Sports 2	0.8	TV1	0.7	8	DANCING WITH THE STARS 9	1,392	8	SEVEN NEWS	533	8	BETTER HOMES AND GARDENS	1,907
TV1	0.8	W.	0.7	9	TODAY TONIGHT	1,379	9	SURF PATROL	531	9	WORLD'S STRICTEST PARENTS-UK	1,896
Fox8	0.8	Fox Sports 3	0.7	10	CITY HOMICIDE-MON	1,356	10	DANCING WITH THE STARS 9	522	10	SURF PATROL	1,876
Fox Classics	0.6	Fox Classics	0.6	11	WORLD'S STRICTEST PARENTS-UK	1,353	11	THE FARMER WANTS A WIFE	520	11	AIR WAYS	1,846
Fox Sports 3	0.6	UKTV	0.5	12	AIR WAYS	1,349	12	60 MINUTES	512	12	CITY HOMICIDE-MON	1,841
Lifestyle	0.5	C&I	0.5	13	SURF PATROL	1,345	13	DOMESTIC BLITZ	511	13	TWO AND A HALF MEN -MON	1,815
UKTV	0.5	Lifestyle	0.5	14	TWO AND A HALF MEN -MON	1,340	14	AIR WAYS	497	14	DOMESTIC BLITZ	1,772
C&I	0.4	Fox Sports 1	0.5	15	MONEY FOR JAM	1,332	15	BETTER HOMES AND GARDENS	495	15	AUSTRALIAN IDOL - AUDITION 1	1,765
Discovery	0.4	Discovery	0.5	16	AUSTRALIAN IDOL - AUDITION 1	1,300	16	NATIONAL NEWS	488	16	MONEY FOR JAM	1,751
W.	0.4	Disney	0.4	17	TWO AND A HALF MEN -WED	1,290	17	CITY HOMICIDE-MON	485	17	A CURRENT AFFAIR	1,739
111 Hits	0.4	111 Hits	0.4	18	SEVEN NEWS - SAT	1,281	18	BATTLE AT KRUGER PARK	477	18	20 TO 1 -THUR	1,706
Fox8 +2	0.3	Nat Geo	0.4	19	DOMESTIC BLITZ	1,261	19	TWO AND A HALF MEN -MON	475	19	TWO AND A HALF MEN -WED	1,706
Sci Fi	0.3	Showtime	0.4	20	ON BOARD AIR FORCE ONE	1,261	20	RUSH	470	20	GETAWAY	1,705
Showtime	0.3	Movie One	0.4	21	GETAWAY	1,246	21	20 TO 1 -THUR	467	21	60 MINUTES	1,700
Arena	0.3	Arena	0.4	22	20 TO 1 -THUR	1,239	22	AUSTRALIAN IDOL - AUDITION 1	465	22	SEVEN NEWS - SAT	1,694
Movie One	0.3	Fox8+2	0.3	23	HARRY POTTER: THE PHOENIX	1,230	23	GETAWAY	459	23	NINE NEWS	1,677
History	0.3	Hallmark	0.3	24	TWO AND A HALF MEN M-F	1,205	24	BONES	458	24	ON BOARD AIR FORCE ONE	1,675
Nat Geo	0.3	History	0.3	25	HOME AND AWAY	1,193	25	LIVE FRIDAY NIGHT FOOTBALL	452	25	HARRY POTTER: THE PHOENIX	1,672
Nickelodeon	0.3	Sci Fi	0.3	26	NINE NEWS	1,189	26	AUSTRALIAN IDOL - SEMI FINAL 4	451	26	TODAY TONIGHT	1,669
Bio.	0.3	Bio.	0.3	27	60 MINUTES	1,188	27	ALL SAINTS	450	27	THE FARMER WANTS A WIFE	1,666
TV1 +2	0.3	Sky Racing	0.3	28	AUSTRALIAN IDOL - SEMI FINAL 4	1,182	28	AUSTRALIAN IDOL - AUDITION 2	448	28	RUSH	1,638
Disney	0.2	How To	0.2	29	BONES	1,177	29	HARRY POTTER: THE PHOENIX	442	29	BATTLE AT KRUGER PARK	1,637
Hallmark	0.2	MTV	0.2	30	AUSTRALIAN IDOL - AUDITION 2	1,171	30	HOME AND AWAY	440	30	BONES	1,635
Lifestyle Food	0.2	Movie Extra	0.2	31	RUSH	1,168	31	CRIMINAL MINDS	429	31	AUSTRALIAN IDOL - SEMI FINAL 4	1,633
Movie Extra	0.2	Comedy	0.2	32	BATTLE AT KRUGER PARK	1,160	32	RESCUE SPECIAL OPS	429	32	HOME AND AWAY	1,633
Showtime 2	0.2	Fox Sports News	0.2	33	A CURRENT AFFAIR	1,156	33	AUSTRALIAN IDOL - SEMI FINAL 2	424	33	AUSTRALIAN IDOL - AUDITION 2	1,619
Comedy	0.2	Lifestyle Food	0.2	34	THE FARMER WANTS A WIFE	1,146	34	CITY HOMICIDE-MON EP. 2	423	34	ALL SAINTS	1,591
Showtime Greats	0.2	TV1+2	0.2	35	CITY HOMICIDE-MON EP. 2	1,142	35	LOCKERBIE DISASTER	422	35	CITY HOMICIDE-MON EP. 2	1,565
Lifestyle+2	0.2	Fox Classics+2	0.2	36	ALL SAINTS	1,141	36	FUNNIEST HOME VIDEO SHOW	421	36	LOCKERBIE DISASTER	1,546
How To	0.2	Nickelodeon	0.2	37	AFL: 2ND ELIM. FINAL BRIS V CARL	1,140	37	MONEY FOR JAM	419	37	CRIMINAL MINDS	1,534
BBC Knowledge	0.2	Cartoon Network	0.2	38	RPA	1,136	38	AUSTRALIAN IDOL - SEMI FINAL 1	418	38	RPA	1,531
Cartoon Network	0.2	Showtime Greats	0.2	39	LOCKERBIE DISASTER	1,124	39	AUSTRALIAN IDOL - WILDCARD	416	39	AUSTRALIAN IDOL - SEMI FINAL 1	1,530
Movie Greats	0.2	Showtime 2	0.2	40	20 TO 1 -TUE	1,123	40	TWO AND A HALF MEN -WED	416	40	20 TO 1 -TUE	1,528

Data sourced QzTAM 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 week. Total metro shares incl spill; total reg shares excl spill. Shares based on total people. All network shares (except Ten) include multi-channels. Share figures rounded to one decimal place.

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