

SURVEY RATINGS REPORT

Free TV Ratings – Survey 9, 2008

5 October – 1 November 2008

Free TV delivered huge audience numbers in Survey 9. The highest rating program achieved an impressive combined audience of over 3 million viewers.

- Every one of the top 40 programs on Free TV delivered a combined average audience of at least 1.45 million viewers.
- Free-to-air television accounted for 83 per cent of all nightly viewing (6pm to midnight) in both metro and regional markets.
- Free TV continues to lead share of viewing with a 64 per cent nightly share in metro areas and a 62 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	24.6	Prime/ 7OLD	25.0	1	RUGBY LEAGUE GRAND FINAL	2,051	1	RUGBY LEAGUE GRAND FINAL	959	1	RUGBY LEAGUE GRAND FINAL	3,010
Nine	21.2	WIN/BN	21.0	2	PACKED TO THE RAFTERS	1,913	2	PACKED TO THE RAFTERS	838	2	PACKED TO THE RAFTERS	2,751
Ten	16.2	Sthn Cross 10	16.4	3	FIND MY FAMILY	1,834	3	RUGBY LEAGUE FINAL PRESENTATION	804	3	FIND MY FAMILY	2,618
ABC	14.6	ABC	15.4	4	THE ZOO	1,715	4	FIND MY FAMILY	784	4	THE ZOO	2,442
SBS	4.2	SBS	5.6	5	THE FORCE - BEHIND THE LINE	1,692	5	THE ZOO	727	5	THE FORCE - BEHIND THE LINE	2,376
Fox Sports 2	1.6	Fox Sports 2	1.6	6	BORDER SECURITY - AUST FRONT LINE	1,612	6	RSPCA ANIMAL RESCUE	697	6	BORDER SECURITY - AUST FRONT LINE	2,277
FOX8	0.8	FOX8	0.8	7	RSPCA ANIMAL RESCUE	1,561	7	THE FORCE - BEHIND THE LINE	684	7	RSPCA ANIMAL RESCUE	2,258
TV1	0.8	TV1	0.7	8	MINDING YOUR MONEY	1,493	8	BORDER SECURITY - AUST FRONT LINE	665	8	CITY HOMICIDE	2,123
LifeStyle Channel	0.7	FOX Classics	0.6	9	CITY HOMICIDE	1,480	9	CITY HOMICIDE	643	9	RUGBY LEAGUE FINAL PRESENTATION	2,114
FOX Classics	0.7	Disney Channel	0.5	10	BETTER HOMES AND GARDENS	1,438	10	V8 SUPERCARS: BATHURST THE RACE	640	10	MINDING YOUR MONEY	2,033
UKTV	0.6	UKTV	0.5	11	SEVEN NEWS - SUN	1,412	11	V8 SUPERCARS: BATHURST POST RACE	630	11	BETTER HOMES AND GARDENS	1,996
Crime & Investigation	0.5	W.	0.5	12	SEVEN NEWS	1,385	12	60 MINUTES	598	12	60 MINUTES	1,979
W.	0.5	LifeStyle Channel	0.5	13	60 MINUTES	1,381	13	MEDICAL EMERGENCY	594	13	MEDICAL EMERGENCY	1,922
Arena	0.4	Crime & Investigation	0.4	14	MEDICAL EMERGENCY	1,328	14	ALL SAINTS	580	14	SEVEN NEWS - SUN	1,921
Discovery Channel	0.4	FOX8+2	0.4	15	RUGBY LEAGUE FINAL PRESENTATION	1,310	15	CRASH SCENE INVESTIGATORS	574	15	V8 SUPERCARS: BATHURST THE RACE	1,890
FOX8 +2	0.4	Discovery Channel	0.4	16	TODAY TONIGHT	1,286	16	RUGBY LEAGUE FINAL ENTERTAINMENT	569	16	SEVEN NEWS	1,887
SCI FI	0.4	SCI FI	0.4	17	NCIS	1,271	17	BETTER HOMES AND GARDENS	558	17	V8 SUPERCARS: BATHURST POST RACE	1,884
Comedy Channel	0.4	Fox Sports 2	0.4	18	ALL SAINTS	1,262	18	CRASH INVESTIGATION UNIT	557	18	ALL SAINTS	1,842
National Geographic	0.4	Fox Sports 3	0.3	19	V8 SUPERCARS: BATHURST POST RACE	1,254	19	MINDING YOUR MONEY	540	19	NCIS	1,787
Fox Sports 1	0.3	National Geographic	0.3	20	DANCING WITH THE STARS 8	1,252	20	A CURRENT AFFAIR	535	20	CRASH SCENE INVESTIGATORS	1,757
History Channel	0.3	Sky News Australia	0.3	21	V8 SUPERCARS: BATHURST THE RACE	1,250	21	NCIS	516	21	CRASH INVESTIGATION UNIT	1,734
Showtime	0.3	Showtime	0.3	22	SEVEN NEWS - SAT	1,192	22	SEVEN NEWS - SUN	509	22	DANCING WITH THE STARS 8	1,703
Fox Sports 3	0.3	History Channel	0.3	23	TWO AND A HALF MEN	1,191	23	SEVEN NEWS	502	23	RUGBY LEAGUE FINAL ENTERTAINMENT	1,676
Disney Channel	0.3	Arena	0.3	24	CRASH SCENE INVESTIGATORS	1,183	24	V8 SUPERCARS: BATHURST COUNTDOWN	499	24	HOME AND AWAY	1,640
Nickelodeon	0.3	Showtime Greats	0.3	25	AUSTRALIAN IDOL	1,181	25	HOME AND AWAY	460	25	CRIMINAL MINDS	1,625
LifeStyle Channel+2	0.3	W2	0.2	26	HOME AND AWAY	1,180	26	CRIMINAL MINDS	458	26	NATIONAL NINE NEWS SUNDAY	1,623
Cartoon Network	0.3	Bio.	0.2	27	NATIONAL NINE NEWS SUNDAY	1,179	27	DANCING WITH THE STARS 8	451	27	SEVEN NEWS - SAT	1,621
Bio.	0.3	Movie One	0.2	28	CRASH INVESTIGATION UNIT	1,177	28	SEVEN NEWS SPECIAL	447	28	AUSTRALIAN IDOL	1,612
Hallmark	0.2	LifeStyle Channel+2	0.2	29	CRIMINAL MINDS	1,167	29	NATIONAL NEWS SUNDAY	444	29	TWO AND A HALF MEN	1,595
LifeStyle Food	0.2	Comedy Channel	0.2	30	SEVEN NEWS SPECIAL	1,166	30	EIGHT BELOW	441	30	TODAY TONIGHT	1,586
UKTV +2	0.2	Movie Greats	0.2	31	RUGBY LEAGUE FINAL ENTERTAINMENT	1,107	31	NANNY MCPHEE	439	31	SEVEN NEWS SPECIAL	1,563
Showtime Greats	0.2	Nick Jr.	0.2	32	THE MENTALIST	1,099	32	GETAWAY	435	32	A CURRENT AFFAIR	1,554
TV1 +2	0.2	Movie Extra	0.2	33	22ND ANNUAL ARIA MUSIC AWARDS	1,092	33	THE STRIP	434	33	THE MENTALIST	1,521
Showtime 2	0.2	Hallmark	0.2	34	NATIONAL NINE NEWS	1,080	34	THE PACIFIER	433	34	NATIONAL NINE NEWS	1,513
Sky News Australia	0.2	FOX Classics+2	0.2	35	CSI: MIAMI	1,065	35	NATIONAL NEWS	433	35	CSI: MIAMI	1,485
FOX Classics +2	0.2	How To Channel	0.2	36	CSI: CRIME SCENE INVESTIGATION	1,059	36	AUSTRALIAN IDOL	431	36	NANNY MCPHEE	1,482
W2	0.2	Nickelodeon	0.2	37	KATH & KIM	1,045	37	SEVEN NEWS - SAT	429	37	GETAWAY	1,469
Movie One	0.2	TV1+2	0.2	38	LAW & ORDER: CRIMINAL INTENT	1,045	38	THE MENTALIST	428	38	LAW & ORDER: CRIMINAL INTENT	1,462
How To Channel	0.2	Sky Racing	0.2	39	NANNY MCPHEE	1,044	39	CSI: MIAMI	420	39	22ND ANNUAL ARIA MUSIC AWARDS	1,458
Other pay TV	3.9	Other pay TV	4.0	40	GETAWAY	1,034	40	LAW & ORDER: CRIMINAL INTENT	417	40	EIGHT BELOW	1,453

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.

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