

## WEEKLY RATINGS REPORT

### Free TV Ratings – Week 29, 2008

13 - 19 July

In Week 29, Free TV delivered huge audience numbers with the top rating program achieving a combined average audience of more than 2.75 million viewers.

- Every one of the top 40 programs on Free TV attracted a combined audience of at least 1.4 million viewers.
- Free-to-air television accounted for 84.5 per cent of all nightly viewing (6pm to midnight) in metro markets and 83 per cent in regional markets.
- Free TV continues to dominate 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		Combined Metro & Regional '000's	
Metro Average '000's		Regional Average '000's		Metro Average '000's		Regional Average '000's	
Seven	22.4	Prime/ 7OLD	22.7	1 60 MINUTES	1,822	1 60 MINUTES	937
Nine	21.6	WIN/NBN	24.0	2 DOMESTIC BLITZ	1,683	2 DOMESTIC BLITZ	791
Ten	17.7	SIn Cross 10	17.5	3 NATIONAL NINE NEWS SUNDAY	1,644	3 RSPCA ANIMAL RESCUE	727
ABC	14.4	ABC	13.5	4 CITY HOMICIDE	1,605	4 CSI: MIAMI	719
SBS	5.9	SBS	6.1	5 RSPCA ANIMAL RESCUE	1,603	5 MEDICAL EMERGENCY	680
Fox Sports 2	1.0	Fox Sports 2	1.7	6 SEVEN NEWS - SUN	1,576	6 ALL SAINTS	660
Fox Sports 3	0.8	FOX8	0.9	7 MEDICAL EMERGENCY	1,492	7 THE ONE - AUST MOST GIFTED PSYCHIC	656
FOX8	0.7	Fox Sports 3	0.8	8 SEVEN NEWS	1,483	8 NATIONAL NEWS SUNDAY	639
TV1	0.6	TV1	0.7	9 BORDER SECURITY - AUST FRONT LINE	1,472	9 A CURRENT AFFAIR	634
UKTV	0.6	UKTV	0.6	10 CSI: MIAMI	1,458	10 SEVEN NEWS	631
Fox Sports 1	0.6	LifeStyle Channel	0.6	11 THE ONE - AUST MOST GIFTED PSYCHIC	1,425	11 THE FARMER WANTS A WIFE	623
LifeStyle Channel	0.5	SCI FI	0.6	12 CRIMINAL MINDS	1,422	12 CITY HOMICIDE	595
W.	0.5	Crime & Investigation	0.5	13 WIPEOUT	1,403	13 CRIMINAL MINDS	589
Crime & Investigation	0.5	FOX Classics	0.5	14 THE FARMER WANTS A WIFE	1,375	14 WIPEOUT	574
FOX8 +2	0.4	Fox Sports 1	0.5	15 ALL SAINTS	1,356	15 SEVEN NEWS - SUN	565
Arena	0.4	Disney Channel	0.4	16 GETAWAY	1,345	16 D ATTENBOROUGH'S LIFE OF MAMMALS	555
FOX Classics	0.4	W.	0.4	17 BETTER HOMES AND GARDENS	1,317	17 BORDER SECURITY - AUST FRONT LINE	548
SCI FI	0.4	National Geographic	0.4	18 TODAY TONIGHT	1,299	18 NCIS EP 1 RPT	543
Discovery Channel	0.3	Arena	0.4	19 SEVEN NEWS - SAT	1,295	19 AUST FUNNIEST HOME VIDEO SHOW	528
Sky News Australia	0.3	History Channel	0.3	20 TWO AND A HALF MEN	1,276	20 GETAWAY	528
National Geographic	0.3	Discovery Channel	0.3	21 SURF PATROL	1,244	21 BETTER HOMES AND GARDENS	520
History Channel	0.3	FOX8+2	0.3	22 BATTLE OF THE CHOIRS	1,241	22 THE CELEBRITY SINGING BEE	512
Showtime	0.3	SHOWTIME	0.3	23 BONES	1,208	23 WITHOUT A TRACE	506
Comedy Channel	0.3	Sky News Australia	0.3	24 D ATTENBOROUGH'S LIFE OF MAMMALS	1,208	24 BONES	503
Disney Channel	0.3	Hallmark	0.2	25 HOW I MET YOUR MOTHER	1,194	25 HOME AND AWAY	498
How To Channel	0.2	Nick Jr	0.2	26 THE CELEBRITY SINGING BEE	1,194	26 NATIONAL NEWS	475
Nickelodeon	0.2	Movie Greats	0.2	27 MY NAME IS EARL - THU	1,191	27 DEAL OR NO DEAL	472
Bio.	0.2	Movie One	0.2	28 NCIS	1,191	28 NATIONAL NEWS SATURDAY	471
LifeStyle Channel+2	0.2	How To Channel	0.2	29 NATIONAL NINE NEWS	1,189	29 MY NAME IS EARL - THU	469
TV1 +2	0.2	Bio.	0.2	30 A CURRENT AFFAIR	1,175	30 LIVE FRIDAY NIGHT FOOTBALL	462
Showtime Greats	0.2	Comedy Channel	0.2	31 JAMIE OLIVER'S EAT TO SAVE YOUR LIFE	1,175	31 HOW I MET YOUR MOTHER	460
Hallmark	0.2	Movie Two	0.2	32 HOME AND AWAY	1,172	32 SURF PATROL	445
LifeStyle Food	0.2	Movie Extra	0.2	33 AUST FUNNIEST HOME VIDEO SHOW	1,168	33 MISSING PERSONS UNIT	440
Cartoon Network	0.2	LifeStyle Food	0.2	34 WITHOUT A TRACE	1,118	34 BIG BROTHER LIVE EVICTION	432
Playhouse Disney	0.2	Showtime Greats	0.2	35 ROVE	1,075	35 SEVEN NEWS - SAT	432
UKTV +2	0.2	Cartoon Network	0.2	36 NATIONAL NINE NEWS SATURDAY	1,072	36 BIG BROTHER NOMINATION	430
Movie One	0.2	Nickelodeon	0.2	37 LAW AND ORDER: SVU	1,062	37 LAW AND ORDER: SVU	421
Comedy Channel +2	0.2	Arena+2	0.2	38 J.K. ROWLING: A YEAR IN THE LIFE	1,059	38 BIG BROTHER - FRIDAY NIGHT LIVE	416
Qvation	0.2	TV1+2	0.2	39 SO YOU THINK YOU CAN DANCE	1,046	39 BATTLE OF THE CHOIRS	415
Other pay TV	3.3	Other pay TV	2.6	40 PRIVATE PRACTICE	1,023	40 ROVE	414

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 week. Total metro shares incl spill; total regional shares excl spill. ABC refers to ABC1 + ABC2. Shares based on total people.

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