

WEEKLY RATINGS REPORT

Free TV Ratings – Week 31, 2008

27 July - 2 August

In Week 31, Free TV achieved strong results with the top rating program delivering a combined average audience of 2.49 million viewers.

- Every one of the top 40 programs on Free TV attracted a combined audience of at least 1.38 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 dominate share of viewing with a 65 per cent nightly share in metro markets 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	24.2	Prime/ 7QLD	24.2	1	60 MINUTES	1,667	1	60 MINUTES	823	1	60 MINUTES	2,490
Nine	22.2	WIN/NBN	24.6	2	THE FORCE - BEHIND THE LINE	1,662	2	DOMESTIC BLITZ	764	2	NATIONAL NINE NEWS SUNDAY	2,349
Ten	16.5	Sth Cross 10	16.1	3	NATIONAL NINE NEWS SUNDAY	1,627	3	NATIONAL NEWS SUNDAY	722	3	DOMESTIC BLITZ	2,315
ABC	14.9	ABC	13.8	4	BORDER SECURITY - AUST FRONT LINE	1,616	4	THE FARMER WANTS A WIFE	692	4	THE FORCE - BEHIND THE LINE	2,206
SBS	4.5	SBS	5.0	5	RSPCA ANIMAL RESCUE	1,584	5	RSPCA ANIMAL RESCUE	682	5	RSPCA ANIMAL RESCUE	2,266
FOX8	0.8	Fox Sports 2	1.7	6	SEVEN NEWS	1,558	6	THE ONE - AUST MOST GIFTED PSYCHIC	674	6	BORDER SECURITY - AUST FRONT LINE	2,264
TV1	0.7	FOX8	0.8	7	SEVEN NEWS - SUN	1,552	7	CITY HOMICIDE	655	7	CITY HOMICIDE	2,188
Fox Sports 2	0.6	TV1	0.8	8	DOMESTIC BLITZ	1,551	8	MEDICAL EMERGENCY	653	8	THE FARMER WANTS A WIFE	2,184
Fox Sports 1	0.6	Fox Sports 3	0.6	9	BETTER HOMES AND GARDENS	1,544	9	A CURRENT AFFAIR	649	9	SEVEN NEWS	2,182
UKTV	0.6	UKTV	0.6	10	CITY HOMICIDE	1,533	10	BORDER SECURITY - AUST FRONT LINE	648	10	MEDICAL EMERGENCY	2,159
Fox Sports 3	0.6	W.	0.5	11	MEDICAL EMERGENCY	1,506	11	THE FORCE - BEHIND THE LINE	644	11	BETTER HOMES AND GARDENS	2,154
LifeStyle Channel	0.5	LifeStyle Channel	0.5	12	THE FARMER WANTS A WIFE	1,492	12	ALL SAINTS	640	12	THE ONE - AUST MOST GIFTED PSYCHIC	2,123
W.	0.4	Fox Sports 1	0.5	13	WIPEOUT	1,482	13	SEVEN NEWS	624	13	SEVEN NEWS - SUN	2,085
Crime & Investigation	0.4	Crime & Investigation	0.5	14	THE ONE - AUST MOST GIFTED PSYCHIC	1,449	14	BETTER HOMES AND GARDENS	610	14	WIPEOUT	2,047
FOX Classics	0.4	SCI FI	0.4	15	MADE IN CHINA	1,399	15	CSI: MIAMI	602	15	NATIONAL NINE NEWS SATURDAY	1,953
Showtime	0.4	Disney Channel	0.4	16	TODAY TONIGHT	1,391	16	D ATTENBOROUGH'S LIFE OF MAMMALS	595	16	ALL SAINTS	1,950
Arena	0.4	FOX Classics	0.4	17	TWO AND A HALF MEN	1,384	17	NATIONAL NEWS SATURDAY	593	17	MADE IN CHINA	1,913
Discovery Channel	0.4	Showtime	0.4	18	NATIONAL NINE NEWS SATURDAY	1,360	18	WIPEOUT	565	18	CSI: MIAMI	1,905
History Channel	0.4	Discovery Channel	0.3	19	CRIMINAL MINDS	1,343	19	THE CELEBRITY SINGING BEE	548	19	D ATTENBOROUGH'S LIFE OF MAMMALS	1,854
SCI FI	0.4	Arena	0.3	20	BATTLE OF THE CHOIRS	1,322	20	MCLEOD'S DAUGHTERS	539	20	A CURRENT AFFAIR	1,851
FOX8 +2	0.3	History Channel	0.3	21	ALL SAINTS	1,310	21	SEVEN NEWS - SUN	533	21	CRIMINAL MINDS	1,844
Comedy Channel	0.3	National Geographic	0.3	22	CSI: MIAMI	1,303	22	GETAWAY	525	22	GETAWAY	1,826
National Geographic	0.3	FOX8+2	0.3	23	GETAWAY	1,301	23	MADE IN CHINA	514	23	THE CELEBRITY SINGING BEE	1,822
Hallmark	0.3	Hallmark	0.3	24	HOME AND AWAY	1,280	24	AUST FUNNIEST HOME VIDEO SHOW	512	24	BATTLE OF THE CHOIRS	1,809
How To Channel	0.3	Showtime Greats	0.2	25	THE CELEBRITY SINGING BEE	1,274	25	HOME AND AWAY	509	25	HOME AND AWAY	1,789
Movie One	0.2	Sky News Australia	0.2	26	D ATTENBOROUGH'S LIFE OF MAMMALS	1,259	26	BONES	507	26	TWO AND A HALF MEN	1,787
Bio.	0.2	Comedy Channel	0.2	27	NATIONAL NINE NEWS	1,238	27	NATIONAL NEWS	504	27	TODAY TONIGHT	1,747
TV1 +2	0.2	Movie One	0.2	28	GHOST WHISPERER	1,204	28	NCIS	501	28	NATIONAL NINE NEWS	1,742
Movie Two	0.2	Movie Extra	0.2	29	A CURRENT AFFAIR	1,202	29	CRIMINAL MINDS	501	29	GHOST WHISPERER	1,683
Sky News Australia	0.2	Nick Jr	0.2	30	SEVEN NEWS - SAT	1,200	30	THIS IS YOUR LIFE	495	30	AUST FUNNIEST HOME VIDEO SHOW	1,681
Showtime Greats	0.2	Bio.	0.2	31	THANK GOD YOU'RE HERE	1,192	31	BATTLE OF THE CHOIRS	487	31	BONES	1,673
Nickelodeon	0.2	Movie Greats	0.2	32	AUST FUNNIEST HOME VIDEO SHOW	1,169	32	GHOST WHISPERER	479	32	SEVEN NEWS - SAT	1,671
Disney Channel	0.2	TV1+2	0.2	33	BONES	1,166	33	SEVEN NEWS - SAT	471	33	NCIS	1,663
LifeStyle Food	0.2	UKTV+2	0.2	34	NCIS	1,162	34	DEAL OR NO DEAL	464	34	THANK GOD YOU'RE HERE	1,590
UKTV +2	0.2	LifeStyle Food	0.2	35	CSI: NY	1,081	35	CSI: NY	461	35	CSI: NY	1,542
Showtime 2	0.2	Movie Two	0.2	36	SO YOU THINK YOU CAN DANCE	1,026	36	TWO AND A HALF MEN	452	36	THIS IS YOUR LIFE	1,504
Cartoon Network	0.2	Showtime 2	0.2	37	THIS IS YOUR LIFE	1,009	37	SUNDAY FOOTBALL	434	37	LAW & ORDER: CRIMINAL INTENT	1,422
LifeStyle Channel+2	0.2	How To Channel	0.2	38	LAW & ORDER: CRIMINAL INTENT	1,008	38	THE FOOTY SHOW	417	38	MCLEOD'S DAUGHTERS	1,419
Movie Greats	0.1	Nickelodeon	0.2	39	LAW AND ORDER: SVU	991	39	LIVE FRIDAY NIGHT FOOTBALL	416	39	LAW AND ORDER: SVU	1,403
Other pay TV	3.3	Other pay TV	3.3	40	THE SIMPSONS TUES	986	40	LAW & ORDER: CRIMINAL INTENT	414	40	THE FOOTY SHOW	1,384

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.

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