

WEEKLY RATINGS REPORT

Free TV Ratings – Week 32, 2008

3 - 9 August

In Week 32, Free TV delivered the biggest television audience of the year with a massive combined audience of 4.2 million viewers for the Beijing Olympics Opening Ceremony.

- Every one of the top 40 programs on Free TV attracted a combined audience of at least 1.39 million viewers.
- Free-to-air television accounted for 86 per cent of all nightly viewing (6pm to midnight) in metro markets and 83.5 per cent in regional markets.
- Free TV continues to dominate share of viewing with a 68 per cent nightly share in metro markets and a 65 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	29.1	Prime/ 7QLD	27.4	1	BEIJING OLYMPICS: OPENING CEREMONY	3,307	1	BEIJING OLYMPICS: OPENING CEREMONY	904	1	BEIJING OLYMPICS: OPENING CEREMONY	4,211
Nine	20.8	WIN/NBN	23.9	2	SEVEN NEWS - SAT	2,218	2	BEIJING OLYMPICS: D1 PRIMETIME	854	2	BEIJING OLYMPICS: D1 PRIMETIME	3,068
Ten	15.4	Sthn Cross 10	14.1	3	BEIJING OLYMPICS: D1 PRIMETIME	2,214	3	60 MINUTES	835	3	SEVEN NEWS - SAT	3,025
ABC	14	ABC	13.5	4	60 MINUTES	1,747	4	THE FARMER WANTS A WIFE	833	4	60 MINUTES	2,582
SBS	4.4	SBS	5.0	5	BEIJING OLYMPICS: D1 FRINGE	1,717	5	SEVEN NEWS - SAT	807	5	THE FARMER WANTS A WIFE	2,531
FOX8	0.8	Fox Sports 2	1.7	6	THE FARMER WANTS A WIFE	1,698	6	ALL SAINTS	717	6	BEIJING OLYMPICS: D1 FRINGE	2,415
TV1	0.7	FOX8	0.8	7	SEVEN NEWS - SUN	1,606	7	THE ONE - AUST MOST GIFTED PSYCHIC	704	7	THE ONE - AUST MOST GIFTED PSYCHIC	2,260
Fox Sports 1	0.6	TV1	0.8	8	SEVEN NEWS	1,580	8	BEIJING OLYMPICS: D1 FRINGE	698	8	SEVEN NEWS	2,172
Fox Sports 2	0.6	FOX Classics	0.6	9	THE ONE - AUST MOST GIFTED PSYCHIC	1,556	9	NATIONAL NEWS SUNDAY	647	9	SEVEN NEWS - SUN	2,153
FOX Classics	0.5	UKTV	0.6	10	HOLE IN THE WALL	1,545	10	A CURRENT AFFAIR	642	10	NATIONAL NINE NEWS SUNDAY	2,125
UKTV	0.5	W.	0.5	11	BORDER SECURITY - AUST FRONT LINE	1,489	11	ANIMAL EMERGENCY	623	11	HOLE IN THE WALL	2,123
Crime & Investigation	0.5	Crime & Investigation	0.5	12	NATIONAL NINE NEWS SUNDAY	1,478	12	D ATTENBOROUGH'S LIFE OF MAMMALS	603	12	BORDER SECURITY - AUST FRONT LINE	2,020
LifeStyle Channel	0.5	LifeStyle Channel	0.5	13	THE FORCE - BEHIND THE LINE	1,469	13	SEVEN NEWS	592	13	ALL SAINTS	2,008
W.	0.4	Fox Sports 1	0.4	14	TODAY TONIGHT	1,402	14	HOLE IN THE WALL	578	14	THE FORCE - BEHIND THE LINE	1,988
Arena	0.4	SCI FI	0.4	15	BATTLE OF THE CHOIRS	1,377	15	SEVEN NEWS - SUN	547	15	ANIMAL EMERGENCY	1,977
Discovery Channel	0.3	Movie One	0.4	16	CITY HOMICIDE	1,367	16	MCLEOD'S DAUGHTERS	546	16	HOME AND AWAY	1,874
History Channel	0.3	Arena	0.4	17	TWO AND A HALF MEN	1,361	17	COUNTDOWN TO BEIJING	545	17	A CURRENT AFFAIR	1,871
SCI FI	0.3	Disney Channel	0.4	18	HOME AND AWAY	1,355	18	CSI: MIAMI	540	18	BATTLE OF THE CHOIRS	1,824
FOX8 +2	0.3	History Channel	0.3	19	ANIMAL EMERGENCY	1,354	19	BORDER SECURITY - AUST FRONT LINE	531	19	TWO AND A HALF MEN	1,820
Showtime	0.3	Fox Sports 3	0.3	20	WIPEOUT	1,300	20	NATIONAL NEWS	523	20	CITY HOMICIDE	1,813
Comedy Channel	0.3	National Geographic	0.3	21	ALL SAINTS	1,291	21	HOME AND AWAY	522	21	WIPEOUT	1,795
Fox Sports 3	0.3	Showtime	0.3	22	CRIMINAL MINDS	1,240	22	THE FORCE - BEHIND THE LINE	519	22	D ATTENBOROUGH'S LIFE OF MAMMALS	1,763
National Geographic	0.2	Discovery Channel	0.3	23	NATIONAL NINE NEWS	1,234	23	BEIJING OLYMPICS: D1 AFTERNOON	517	23	NATIONAL NINE NEWS	1,757
How To Channel	0.2	FOX8+2	0.3	24	A CURRENT AFFAIR	1,232	24	LIVE FRIDAY NIGHT FOOTBALL	513	24	BEIJING OLYMPICS: D1 AFTERNOON	1,722
Cartoon Network	0.2	Movie Extra	0.2	25	BEIJING OLYMPICS: D1 AFTERNOON	1,205	25	WIPEOUT	495	25	TODAY TONIGHT	1,722
LifeStyle Food	0.2	Movie Greats	0.2	26	GETAWAY	1,200	26	THANK YOU	471	26	CSI: MIAMI	1,648
Bio.	0.2	Bio.	0.2	27	D ATTENBOROUGH'S LIFE OF MAMMALS	1,180	27	TWO AND A HALF MEN	459	27	CRIMINAL MINDS	1,638
Movie One	0.2	Cartoon Network	0.2	28	TOUCHING THE VOID	1,149	28	DEAL OR NO DEAL	454	28	GETAWAY	1,610
TV1 +2	0.2	Showtime Greats	0.2	29	COLD CASE	1,126	29	COLD CASE	452	29	COLD CASE	1,578
Disney Channel	0.2	Hallmark	0.2	30	MAKE ME A SUPERMODEL	1,113	30	NCIS	448	30	MAKE ME A SUPERMODEL	1,532
Showtime Greats	0.2	Sky News Australia	0.2	31	CSI: MIAMI	1,108	31	BATTLE OF THE CHOIRS	447	31	COUNTDOWN TO BEIJING	1,529
Movie Extra	0.2	TV1+2	0.2	32	ROVE	1,094	32	CITY HOMICIDE	446	32	NCIS	1,525
Hallmark	0.2	Comedy Channel	0.2	33	THANK GOD YOU'RE HERE	1,085	33	BEIJING OLYMPICS: D1 LATE NIGHT	438	33	BEIJING OLYMPICS: D1 LATE NIGHT	1,509
Showtime 2	0.2	W2	0.2	34	NCIS	1,077	34	THE FOOTY SHOW	420	34	ROVE	1,485
Nickelodeon	0.2	SHOWTIME 2	0.2	35	BEIJING OLYMPICS: D1 LATE NIGHT	1,071	35	MAKE ME A SUPERMODEL	419	35	THANK YOU	1,472
Movie Greats	0.2	LifeStyle FOOD	0.2	36	NATIONAL NINE NEWS SATURDAY	1,033	36	GETAWAY	410	36	MCLEOD'S DAUGHTERS	1,465
LifeStyle Channel+2	0.2	Comedy Channel +2	0.2	37	BEIJING OLYMPICS: D1 LATE MORNING	1,030	37	NATIONAL NEWS SATURDAY	409	37	TOUCHING THE VOID	1,448
Sky News Australia	0.2	Playhouse Disney	0.2	38	THANK YOU	1,001	38	CHINA REVEALED	405	38	THANK GOD YOU'RE HERE	1,444
UKTV +2	0.1	How To Channel	0.2	39	LAW AND ORDER: SVU	998	39	CRIMINAL MINDS	398	39	NATIONAL NINE NEWS SATURDAY	1,442
Other pay TV	3.0	Other pay TV	3.3	40	COUNTDOWN TO BEIJING	984	40	SUNDAY FOOTBALL	395	40	BEIJING OLYMPICS: D1 LATE MORNING	1,398

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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