

WEEKLY RATINGS REPORT

Free TV Ratings – Week 33, 2008

10 - 16 August

Free TV recorded massive audiences in Week 33, driven by the competition and spectacle of the Olympic Games. The top rating program (which screened over 3.5 hours) delivered a huge combined audience of 2.9 million viewers.

- Every one of the top 40 programs on Free TV attracted a combined audience of at least 1.37 million viewers.
- Free-to-air television accounted for 88 per cent of all nightly viewing (6pm to midnight) in metro markets and 86 per cent in regional markets.
- Free TV continues to dominate share of viewing with a 70 per cent nightly share in metro markets and a 68 per cent share in regional areas.

Total Share of Nightly Viewing 6pm - Midnight

	Metro	Regional
Seven	37.4	Prime/ 7QLD 35.2
Nine	15.8	WIN/NBN 19.1
Ten	14.2	Sthn Cross 10 14.1
ABC	12.3	ABC 12.3
SBS	5.6	SBS 5.5
FOX8	0.9	Fox Sports 2 1.3
Fox Sports 1	0.6	FOX8 0.8
TV1	0.6	TV1 0.7
UKTV	0.5	Crime & Investigation 0.5
Fox Sports 2	0.5	UKTV 0.5
W.	0.4	Fox Sports 1 0.4
Crime & Investigation	0.4	LifeStyle Channel 0.4
LifeStyle Channel	0.4	W. 0.4
Arena	0.4	FOX Classics 0.4
FOX Classics	0.3	Fox Sports Channel 0.4
SCI FI	0.3	Fox Sports 3 0.3
History Channel	0.3	FOX8+2 0.3
Discovery Channel	0.3	Arena 0.3
FOX8 +2	0.2	SCI FI 0.3
Fox Sports 3	0.2	Bio. 0.3
National Geographic	0.2	History Channel 0.2
Bio.	0.2	Discovery Channel 0.2
Comedy Channel	0.2	Cartoon Network 0.2
Hallmark	0.2	Movie One 0.2
Showtime	0.2	Nick Jr 0.2
Disney Channel	0.2	Comedy Channel 0.2
Showtime Greats	0.2	Showtime Greats 0.2
Cartoon Network	0.2	Movie Greats 0.2
Movie One	0.2	Movie Extra 0.2
Nickelodeon	0.2	TV1+2 0.2
LifeStyle Food	0.2	W2 0.2
TV1 +2	0.2	Sky News Australia 0.2
UKTV +2	0.1	Nickelodeon 0.2
Boomerang	0.1	How to Channel 0.2
Movie Extra	0.1	Showtime 0.2
How to Channel	0.1	Playhouse Disney 0.2
Showtime 2	0.1	UKTV+2 0.2
E!	0.1	National Geographic 0.2
Sky News Australia	0.1	Hallmark 0.1
Other pay TV	2.7	Other pay TV 2.6

Top 40 Programs - All People

		FREE TV						
		Metro Average '000's	Regional Average '000's	Combined Metro & Regional '000's				
1	BEIJING OLYMPICS: D5 PRIMETIME	2,131	1	BEIJING OLYMPICS: D4 PRIMETIME	831	1	BEIJING OLYMPICS: D4 PRIMETIME	2,943
2	SEVEN NEWS	2,128	2	BEIJING OLYMPICS: D5 PRIMETIME	806	2	BEIJING OLYMPICS: D5 PRIMETIME	2,937
3	BEIJING OLYMPICS: D4 PRIMETIME	2,112	3	SEVEN NEWS	777	3	SEVEN NEWS	2,905
4	BEIJING OLYMPICS: D2 PRIMETIME	2,093	4	BEIJING OLYMPICS: D4 FRINGE	754	4	BEIJING OLYMPICS: D2 PRIMETIME	2,822
5	SEVEN NEWS - SUN	2,091	5	BEIJING OLYMPICS: D6 PRIMETIME	734	5	SEVEN NEWS - SUN	2,779
6	BEIJING OLYMPICS: D3 PRIMETIME	2,015	6	BEIJING OLYMPICS: D2 PRIMETIME	729	6	BEIJING OLYMPICS: D3 PRIMETIME	2,740
7	TODAY TONIGHT	1,973	7	BEIJING OLYMPICS: D3 PRIMETIME	725	7	BEIJING OLYMPICS: D6 PRIMETIME	2,703
8	BEIJING OLYMPICS: D6 PRIMETIME	1,969	8	60 MINUTES	722	8	BEIJING OLYMPICS: D8 PRIMETIME	2,592
9	BEIJING OLYMPICS: D8 PRIMETIME	1,935	9	SEVEN NEWS - SUN	688	9	SEVEN NEWS - SAT	2,576
10	SEVEN NEWS - SAT	1,925	10	BEIJING OLYMPICS: D2 AFTERNOON	679	10	BEIJING OLYMPICS: D7 PRIMETIME	2,538
11	BEIJING OLYMPICS: D7 PRIMETIME	1,912	11	BEIJING OLYMPICS: D3 FRINGE	671	11	BEIJING OLYMPICS: D2 AFTERNOON	2,500
12	BEIJING OLYMPICS: D2 AFTERNOON	1,821	12	NATIONAL NEWS SUNDAY	661	12	BEIJING OLYMPICS: D4 FRINGE	2,462
13	BEIJING OLYMPICS: D4 FRINGE	1,708	13	BEIJING OLYMPICS: D8 PRIMETIME	657	13	BEIJING OLYMPICS: D3 FRINGE	2,370
14	BEIJING OLYMPICS: D3 FRINGE	1,699	14	SEVEN NEWS - SAT	651	14	TODAY TONIGHT	2,343
15	60 MINUTES	1,465	15	BEIJING OLYMPICS: D7 PRIMETIME	626	15	60 MINUTES	2,187
16	BEIJING OLYMPICS: D5 FRINGE	1,437	16	BEIJING OLYMPICS: D5 FRINGE	604	16	BEIJING OLYMPICS: D5 FRINGE	2,041
17	BEIJING OLYMPICS: D8 FRINGE	1,332	17	BEIJING OLYMPICS: D6 FRINGE	562	17	NATIONAL NINE NEWS SUNDAY	1,977
18	BEIJING OLYMPICS: D7 FRINGE	1,332	18	BEIJING OLYMPICS: D8 FRINGE	563	18	BEIJING OLYMPICS: D8 FRINGE	1,889
19	NATIONAL NINE NEWS SUNDAY	1,316	19	BEIJING OLYMPICS: D7 FRINGE	535	19	BEIJING OLYMPICS: D7 FRINGE	1,867
20	BEIJING OLYMPICS: D8 LATE MORNING	1,233	20	A CURRENT AFFAIR	521	20	BEIJING OLYMPICS: D8 AFTERNOON	1,708
21	BEIJING OLYMPICS: D8 LATE NIGHT	1,199	21	BEIJING OLYMPICS: D8 AFTERNOON	510	21	BEIJING OLYMPICS: D6 FRINGE	1,700
22	BEIJING OLYMPICS: D8 AFTERNOON	1,198	22	NATIONAL NEWS	490	22	BEIJING OLYMPICS: D8 LATE MORNING	1,699
23	BEIJING OLYMPICS: D7 LATE NIGHT	1,189	23	THE MAN WHO LIVES WITH BEARS	483	23	BEIJING OLYMPICS: D8 LATE NIGHT	1,612
24	BEIJING OLYMPICS: D6 FRINGE	1,138	24	BEIJING OLYMPICS: D6 AFTERNOON	478	24	BEIJING OLYMPICS: D7 LATE NIGHT	1,597
25	NATIONAL NINE NEWS SATURDAY	1,133	25	BEIJING OLYMPICS: D8 LATE MORNING	466	25	BEIJING OLYMPICS: D3 AFTERNOON	1,581
26	BEIJING OLYMPICS: D3 AFTERNOON	1,133	26	CSI: MIAMI	454	26	NATIONAL NINE NEWS SATURDAY	1,568
27	BEIJING OLYMPICS: D2 LATE NIGHT	1,086	27	BEIJING OLYMPICS: D4 AFTERNOON	453	27	NATIONAL NINE NEWS	1,563
28	NATIONAL NINE NEWS	1,073	28	BEIJING OLYMPICS: D3 AFTERNOON	448	28	A CURRENT AFFAIR	1,505
29	BEIJING OLYMPICS: D5 AFTERNOON	1,060	29	NATIONAL NEWS SATURDAY	435	29	BEIJING OLYMPICS: D2 LATE NIGHT	1,484
30	TWO AND A HALF MEN	1,036	30	AUST FUNNIEST HOME VIDEO SHOW	425	30	BEIJING OLYMPICS: D5 AFTERNOON	1,463
31	BEIJING OLYMPICS: D4 AFTERNOON	1,003	31	NCIS	419	31	BEIJING OLYMPICS: D5 AFTERNOON	1,456
32	THANK GOD YOU'RE HERE	989	32	BEIJING OLYMPICS: D7 AFTERNOON	417	32	THE MAN WHO LIVES WITH BEARS	1,441
33	BEIJING OLYMPICS: D3 LATE MORNING	986	33	BEIJING OLYMPICS: D8 LATE NIGHT	413	33	CSI: MIAMI	1,411
34	A CURRENT AFFAIR	984	34	BEIJING OLYMPICS: YUM CHA D2	411	34	BEIJING OLYMPICS: D6 AFTERNOON	1,402
35	NCIS	977	35	BEIJING OLYMPICS: D7 LATE NIGHT	408	35	TWO AND A HALF MEN	1,400
36	BEIJING OLYMPICS: D7 AFTERNOON	970	36	FRIENDS - DAILY	407	36	NCIS	1,396
37	THE MAN WHO LIVES WITH BEARS	958	37	BEIJING OLYMPICS: D5 AFTERNOON	403	37	BEIJING OLYMPICS: D7 AFTERNOON	1,387
38	CSI: MIAMI	957	38	BEIJING OLYMPICS: D6 LATE MORNING	401	38	AUST FUNNIEST HOME VIDEO SHOW	1,376
39	AUST FUNNIEST HOME VIDEO SHOW	951	39	BEIJING OLYMPICS: D2 LATE NIGHT	398	39	BEIJING OLYMPICS: D3 LATE MORNING	1,373
40	BEIJING OLYMPICS: D4 LATE NIGHT	951	40	BEIJING OLYMPICS: D3 LATE MORNING	387	40	THANK GOD YOU'RE HERE	1,370

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 split, total regional shares excl split. ABC refers to ABC1 + ABC2. Shares based on total people.

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