

WEEKLY RATINGS REPORT

Free TV Ratings – Week 34, 2008

17 - 23 August

Free TV delivered great results in the last week of the Olympics with the top rating program attracting a massive combined audience of 3 million viewers.

- Every one of the top 40 programs on Free TV delivered a combined audience of at least 1.29 million viewers.
- Free-to-air television accounted for 87 per cent of all nightly viewing (6pm to midnight) in metro markets and 84 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 67 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	36.3	Prime/ 7QLD	32.3	1 BEIJING OLYMPICS: D9 PRIMETIME	2,226	779 1 BEIJING OLYMPICS: D9 PRIMETIME	3,005
Nine	17.0	WIN/NBN	20.4	2 SEVEN NEWS - SUN	2,187	703 2 SEVEN NEWS - SUN	2,890
Ten	14.4	Sthn Cross 10	15.0	3 BEIJING OLYMPICS: D11 PRIMETIME	2,090	679 3 BEIJING OLYMPICS: D11 PRIMETIME	2,753
ABC	12.7	ABC	13.0	4 BEIJING OLYMPICS: D10 PRIMETIME	2,043	673 4 BEIJING OLYMPICS: D12 PRIMETIME	2,717
SBS	4.0	SBS	4.2	5 BEIJING OLYMPICS: D12 PRIMETIME	2,038	664 5 SEVEN NEWS	2,635
FOX8	1.0	Fox Sports 2	1.3	6 SEVEN NEWS - SAT	1,986	663 6 BEIJING OLYMPICS: D11 PRIMETIME	2,635
TV1	0.6	FOX8	0.9	7 SEVEN NEWS	1,886	649 7 SEVEN NEWS - SAT	2,550
Fox Sports 1	0.6	TV1	0.7	8 TODAY TONIGHT	1,732	604 8 60 MINUTES	2,225
UKTV	0.5	LifeStyle Channel	0.5	9 BEIJING OLYMPICS: D15 PRIMETIME	1,687	600 9 NATIONAL NEWS SUNDAY	2,211
Fox Sports 2	0.5	UKTV	0.5	10 BEIJING OLYMPICS: D13 PRIMETIME	1,646	598 10 BEIJING OLYMPICS: D9 LATE MORNING	2,151
LifeStyle Channel	0.4	W.	0.5	11 BEIJING OLYMPICS: D9 LATE MORNING	1,553	576 11 A CURRENT AFFAIR	2,054
FOX Classics	0.4	Fox Sports 1	0.5	12 BEIJING OLYMPICS: D14 PRIMETIME	1,550	565 12 BEIJING OLYMPICS: D13 PRIMETIME	2,012
Crime & Investigation	0.4	FOX Classics	0.4	13 BEIJING OLYMPICS: D15 LATE NIGHT	1,445	544 13 BEIJING OLYMPICS: D9 FRINGE	1,999
W.	0.4	Disney Channel	0.4	14 NATIONAL NINE NEWS SUNDAY	1,399	538 14 60 MINUTES	1,991
Arena	0.4	Crime & Investigation	0.4	15 60 MINUTES	1,387	503 15 BEIJING OLYMPICS: D9 FRINGE	1,924
History Channel	0.3	Discovery Channel	0.4	16 BEIJING OLYMPICS: D9 FRINGE	1,380	491 16 BEIJING OLYMPICS: D15 LATE NIGHT	1,922
SCI FI	0.3	Arena	0.3	17 BEIJING OLYMPICS: D15 FRINGE	1,368	486 17 GETAWAY	1,846
FOX8 +2	0.3	SCI FI	0.3	18 NATIONAL NINE NEWS	1,192	483 18 A CURRENT AFFAIR	1,714
Discovery Channel	0.3	Bio.	0.3	19 BEIJING OLYMPICS: D10 FRINGE	1,167	478 19 NATIONAL NINE NEWS	1,683
Hallmark	0.2	Showtime	0.3	20 A CURRENT AFFAIR	1,138	477 20 BEIJING OLYMPICS: D10 FRINGE	1,633
Disney Channel	0.2	Fox Sports 3	0.3	21 BEIJING OLYMPICS: D12 LATE NIGHT	1,110	471 21 AUST'S FUNNIEST HOME VIDEO SHOW	1,561
Comedy Channel	0.2	Sky News Australia	0.3	22 BEIJING OLYMPICS: D14 LATE NIGHT	1,102	466 22 GETAWAY	1,524
Bio.	0.2	FOX8+2	0.3	23 AUST FUNNIEST HOME VIDEO SHOW	1,090	462 23 BEIJING OLYMPICS: D12 FRINGE	1,507
Showtime	0.2	Movie One	0.3	24 BEIJING OLYMPICS: D12 FRINGE	1,079	444 24 NATIONAL NEWS SATURDAY	1,485
Movie One	0.2	History Channel	0.3	25 BEIJING OLYMPICS: D11 FRINGE	1,038	432 25 BEIJING OLYMPICS: D12 LATE NIGHT	1,448
Movie Greats	0.2	Movie Greats	0.3	26 GETAWAY	1,038	430 26 NATIONAL NINE NEWS SATURDAY	1,448
Fox Sports 3	0.2	How to Channel	0.2	27 LAW AND ORDER: SVU	1,009	428 27 BEIJING OLYMPICS: D12 FRINGE	1,440
National Geographic	0.2	Showtime Greats	0.2	28 NATIONAL NINE NEWS SATURDAY	1,004	424 28 CSI: MIAMI	1,416
TV1 +2	0.2	National Geographic	0.2	29 CSI: MIAMI	992	421 29 FRIENDS - DAILY	1,411
LifeStyle Food	0.2	Comedy Channel	0.2	30 TWO AND A HALF MEN	981	420 30 BEIJING OLYMPICS: D13 FRINGE	1,408
Showtime Greats	0.2	Hallmark	0.2	31 BEIJING OLYMPICS: D11 LATE NIGHT	978	418 31 LIVE FRIDAY NIGHT FOOTBALL	1,408
How to Channel	0.2	Cartoon Network	0.2	32 BEIJING OLYMPICS: D14 FRINGE	976	407 32 BEIJING OLYMPICS: D9 AFTERNOON	1,396
LifeStyle Channel+2	0.2	Movie Extra	0.2	33 BEIJING OLYMPICS: D9 AFTERNOON	968	407 33 CSI: CRIME SCENE INVESTIGATION	1,376
UKTV +2	0.2	Movie Two	0.2	34 BEIJING OLYMPICS: D13 LATE NIGHT	959	404 34 TWO AND A HALF MEN	1,373
Nickelodeon	0.1	MAX	0.2	35 NCIS	957	403 35 COLD CASE	1,349
Nick Jr	0.1	Nick Jr	0.2	36 BEIJING OLYMPICS: D13 FRINGE	956	402 36 BEIJING OLYMPICS: D10 AFTERNOON	1,312
Showtime 2	0.1	TV1+2	0.2	37 BEIJING OLYMPICS: D10 LATE NIGHT	948	402 37 FRIENDS - DAILY	1,308
Playhouse Disney	0.1	LifeStyle Food	0.2	38 COLD CASE	942	392 38 BEIJING OLYMPICS: D13 LATE NIGHT	1,292
Sky News Australia	0.1	Showtime 2	0.2	39 BEIJING OLYMPICS: D15 LATE MORNING	939	383 39 BEIJING OLYMPICS: D10 LATE NIGHT	1,292
Other pay TV	2.8	Other pay TV	3.2	40 NATIONAL LAMPOON'S VEGAS VACATION	917	381 40 CSI: CRIME SCENE INVESTIGATION	1,290

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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