

FREE TV RATINGS UPDATE

Survey Year-to-Date

As @ end Survey 9, 2010

Introduction

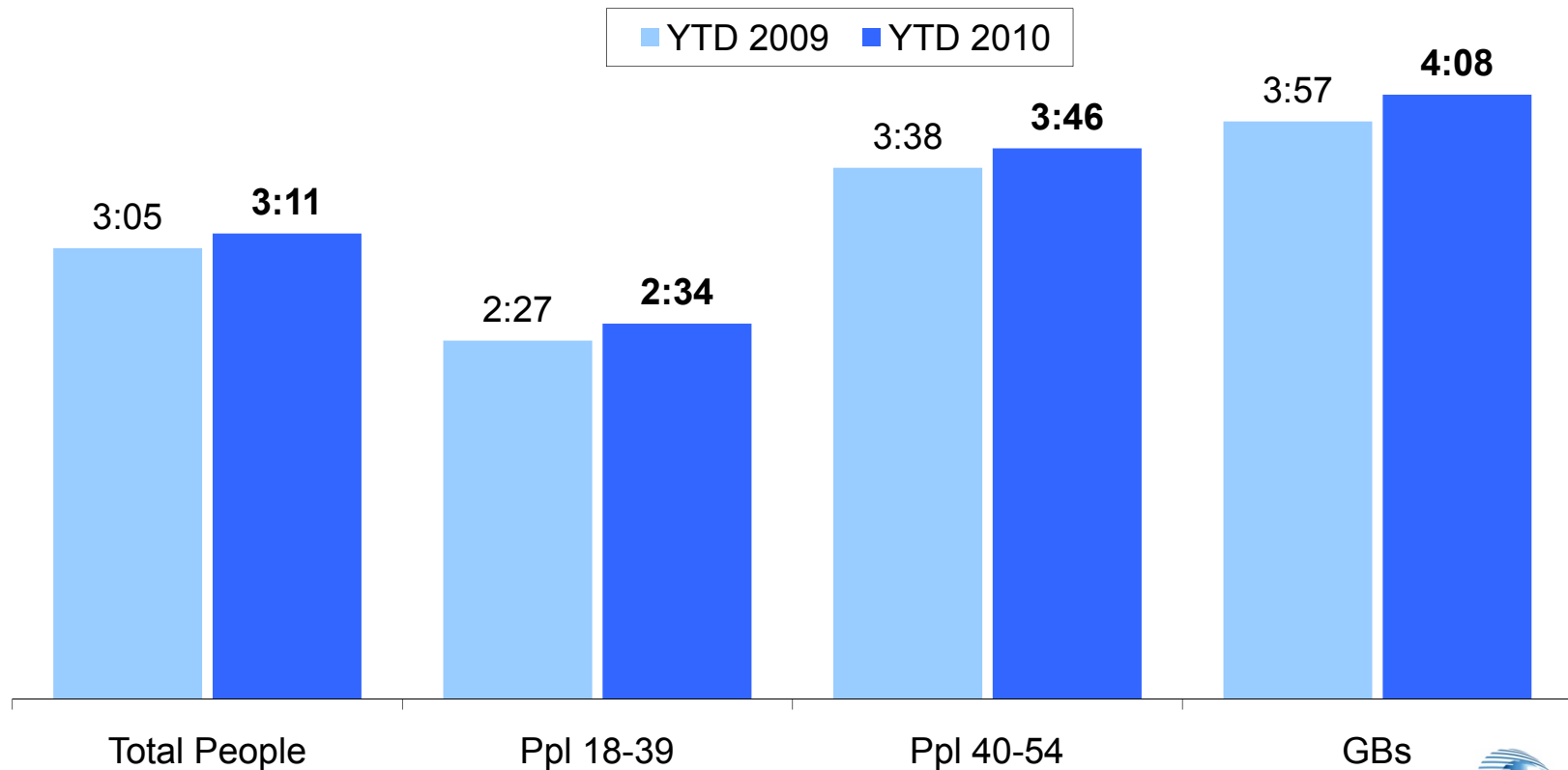
Commercial free-to-air television is going from strength-to-strength in 2010, with the latest survey results revealing significant increases across several key measures including:

- ↑ Time spent watching television – up on last year
- ↑ Share of evening viewing – up on last year
- ↑ Average daily reach – a four-year high
- ↑ Average audiences – increases across all major demographics
- ↑ Time-shifted viewing – adding incremental audiences.

Australians are watching more TV in 2010

Despite the plethora of entertainment and media options now available to consumers, TV consumption is on the rise. Daily metro TV viewing has increased to 3 hours and 11 minutes in 2010 (up from 3 hours and 5 minutes for the same period last year).

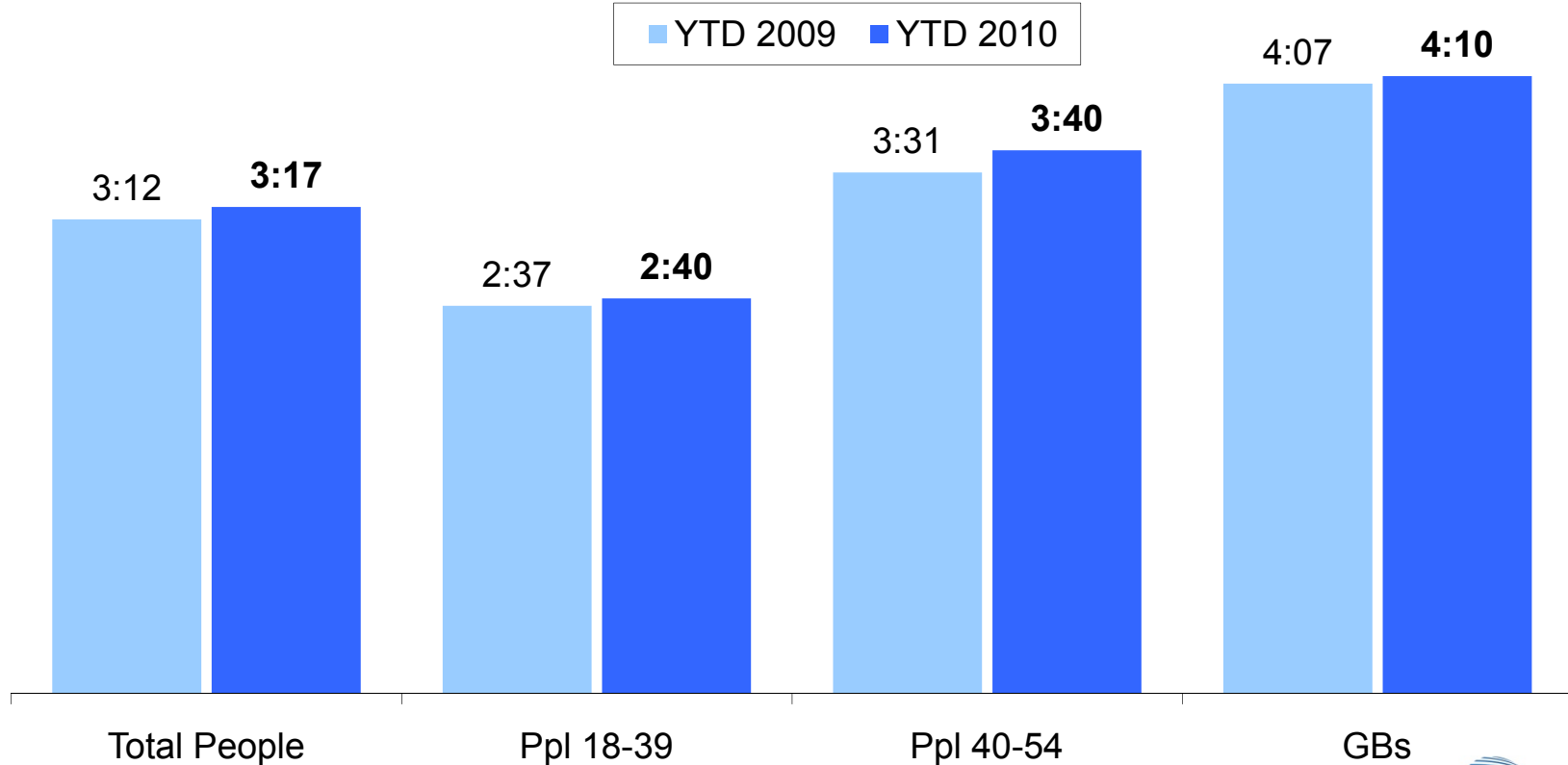
Daily Time Spent Viewing – All TV – Survey YTD Comparisons - Metro



Regional television viewing is up too

Regional television viewing is also up in 2010, with regional-based viewers watching 3 hours and 17 minutes of television a day (up from 3 hours and 12 minutes for the same period last year).

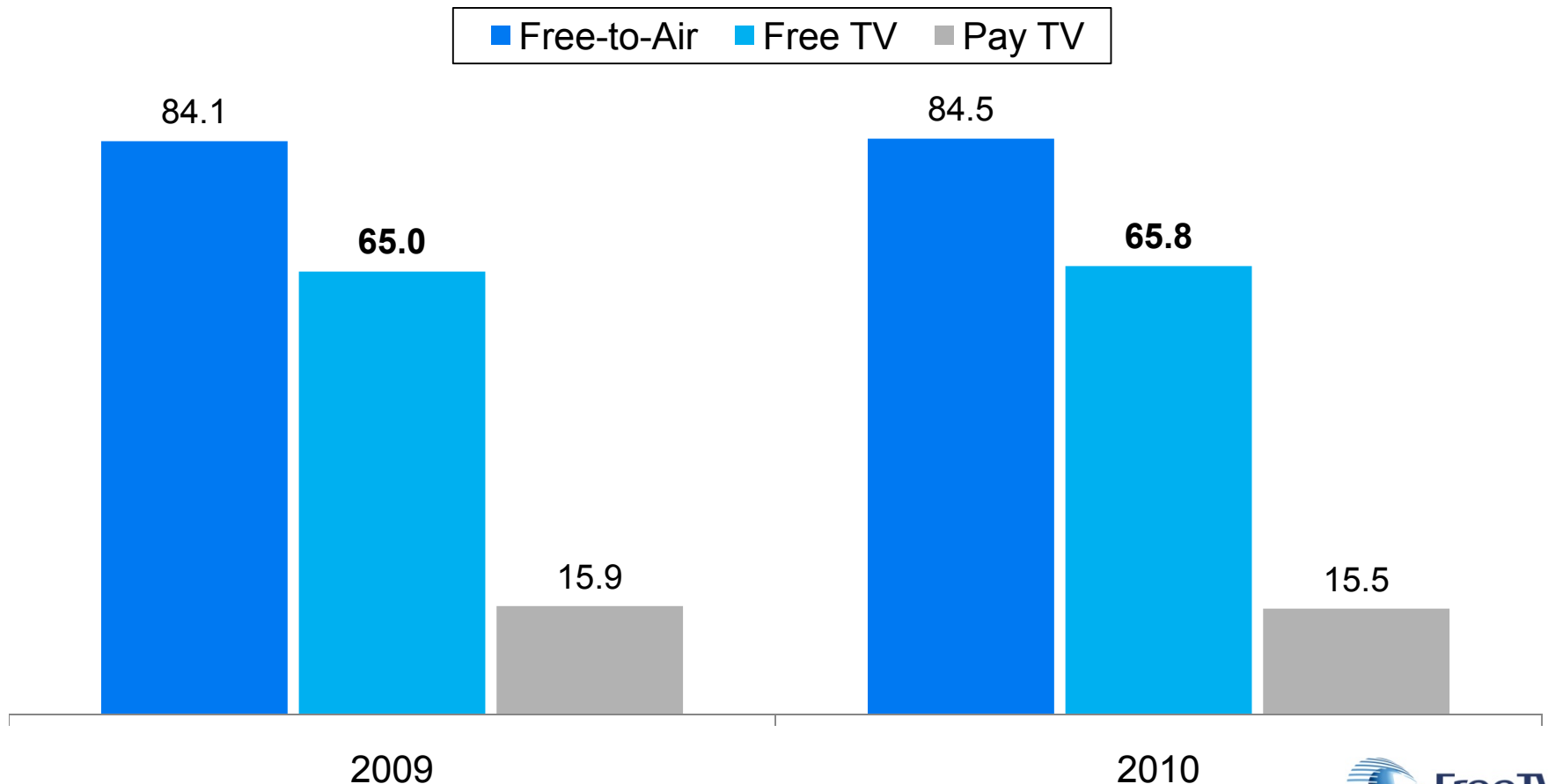
Daily Time Spent Viewing – All TV – Survey YTD Comparisons - Regional



Free TV's share of evening viewing is up

Free TV's digital multi-channels are driving viewing. So far this year, Free TV's metro evening share has increased from 65.0 to 65.8 per cent. Pay TV's share is down YOY.

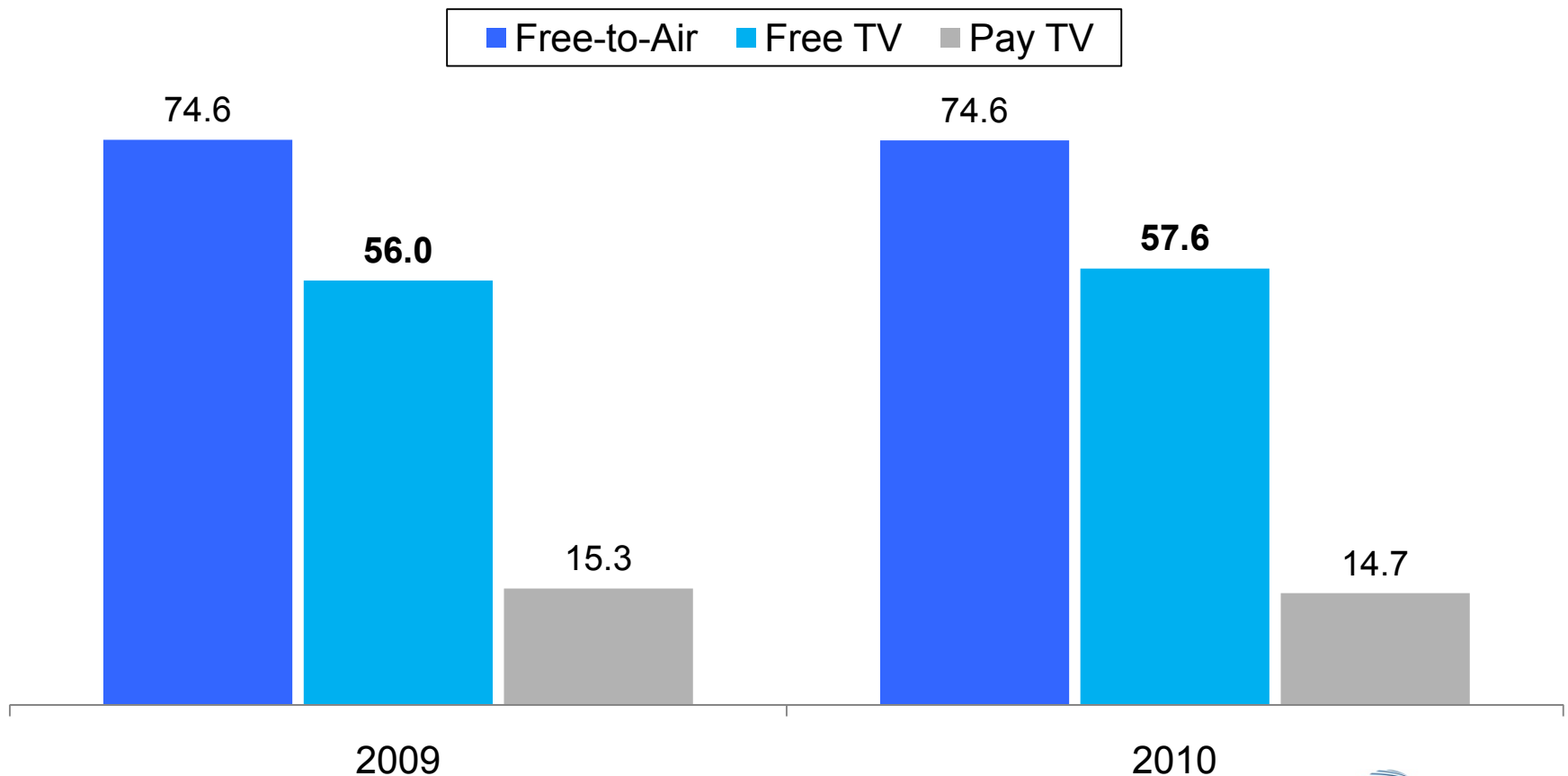
% Share of Viewing – 6pm to midnight – Survey YOY Comparisons - Metro



Free TV's regional prime-time share is up

Free TV's nightly share of viewing in regional markets has increased from 56.0 per cent in 2009 to 57.6 per cent in 2010. Pay TV's share is also down YOY in regional markets.

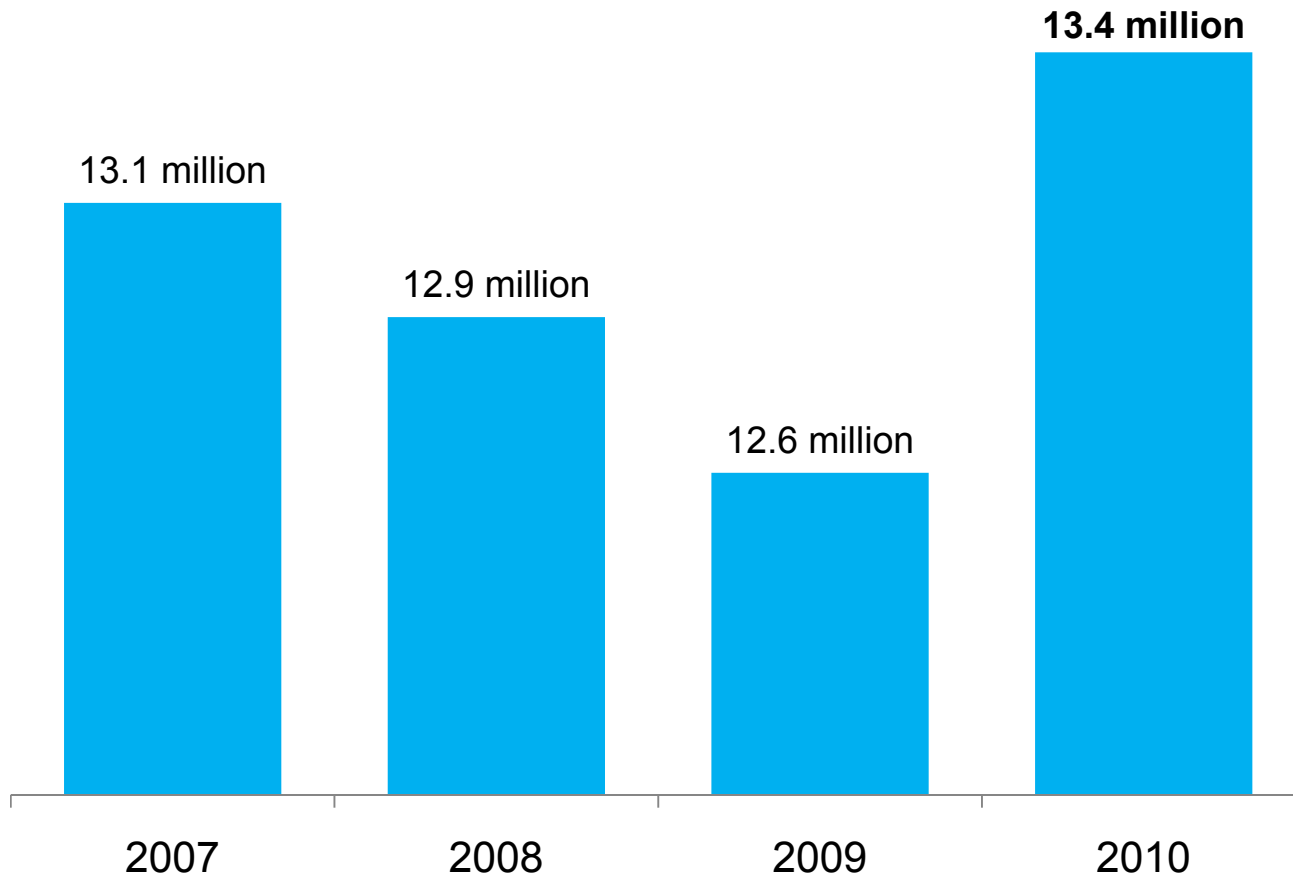
% Share of Viewing – 6pm to midnight – Survey YOY Comparisons - Regional



Free TV's reach has hit a 4-year high

Free TV's average daily reach remains unrivalled and has hit a four-year high in 2010. More than 13.4 million Australians are tuning in to commercial free-to-air television every day – this is up from 12.6 million for the same period last year.

Free TV's Average Daily Reach - Survey YTD Comparisons



Free TV's audiences are up across key demos

Free TV is seeing average audience increases across key demographics in both metro and regional markets across, the day and during prime-time.

Average Audiences – Survey YTD Comparisons – Free TV & Pay TV

| | | Free TV | | Pay TV | |
|-----------------------|------------|---------|----------|--------------|-----------------|
| | | Metro | Regional | Metro Pay TV | National Pay TV |
| 2am - 2am | Total Ppl | 4.9% | 6.8% | 4.5% | -2.0% |
| | Ppl 16-24 | 0.3% | -2.0% | 13.9% | -4.2% |
| | Ppl 25-54 | 5.0% | 8.5% | 9.0% | -0.8% |
| | Ppl 55+ | 9.0% | 9.5% | -3.4% | -3.3% |
| | GBs | 8.2% | 6.7% | 5.5% | -1.9% |
| | GBs w Kids | 4.4% | 6.4% | 9.5% | -0.5% |
| 6pm - Midnight | Total Ppl | 6.5% | 7.4% | 2.7% | -2.7% |
| | Ppl 16-24 | 1.0% | -2.6% | 17.8% | -0.4% |
| | Ppl 25-54 | 6.8% | 9.4% | 4.9% | -2.6% |
| | Ppl 55+ | 10.3% | 11.0% | -4.3% | -2.9% |
| | GBs | 9.2% | 7.5% | 1.9% | -3.4% |
| | GBs w Kids | 5.2% | 9.1% | 5.9% | -1.6% |

Top 40 programs so far this year

Free TV has had a blockbuster year, with several programs smashing ratings records.

| TOP PROGRAMS - OVERALL | | |
|------------------------|--|-----------|
| 1 | MASTERCHEF AUSTRALIA - WINNER ANNOUNCED | 5,213,304 |
| 2 | MASTERCHEF AUSTRALIA - FINALE NIGHT | 4,638,376 |
| 3 | AFL: GRAND FINAL: PRESENTATIONS | 4,283,764 |
| 4 | STATE OF ORIGIN NSW V QLD 1ST - MATCH | 3,601,490 |
| 5 | AFL: GRAND FINAL: COLLINGWOOD V ST KILDA | 3,548,099 |
| 6 | AFL: GRAND FINAL RE-MATCH: C'WOOD V ST KILDA | 3,456,719 |
| 7 | AFL: GRAND FINAL RE-MATCH: PRESENTATIONS | 3,347,210 |
| 8 | RUGBY LEAGUE GRAND FINAL | 3,292,099 |
| 9 | 2010 AUST OPEN - MEN'S FINAL | 3,216,160 |
| 10 | STATE OF ORIGIN NSW V QLD 2ND - MATCH | 3,210,502 |
| 11 | AFL: GRAND FINAL: POST-MATCH | 3,082,275 |
| 12 | UNDERBELLY: THE GOLDEN MILE -EP 1 | 3,032,996 |
| 13 | JUNIOR MASTERCHEF AUSTRALIA - LAUNCH | 3,001,680 |
| 14 | STATE OF ORIGIN NSW V QLD 3RD - MATCH | 2,828,929 |
| 15 | PACKED TO THE RAFTERS | 2,762,254 |
| 16 | UNDERBELLY: THE GOLDEN MILE -EP 2 | 2,754,647 |
| 17 | AFL: ON THE GROUND | 2,734,172 |
| 18 | 2010 AUST OPEN - WOMEN'S FINAL | 2,551,834 |
| 19 | AFL: ON THE GROUND RE-MATCH | 2,506,723 |
| 20 | AFL: GRAND FINAL RE-MATCH: POST-MATCH | 2,506,532 |

| TOP PROGRAMS - OVERALL | | |
|------------------------|---|-----------|
| 21 | SUCH IS LIFE: TROUBLED TIMES OF BEN COUSINS - WED | 2,495,512 |
| 22 | MASTERCHEF AUSTRALIA | 2,489,527 |
| 23 | HAMISH & ANDY'S CARAVAN OF COURAGE: GB&IRELAND | 2,489,133 |
| 24 | STATE OF ORIGIN NSW V QLD 1ST - PRE MATCH | 2,481,512 |
| 25 | MASTERCHEF AUSTRALIA – CHALLENGE | 2,434,872 |
| 26 | JUNIOR MASTERCHEF AUSTRALIA - TOP 50 | 2,418,263 |
| 27 | UNDERCOVER BOSS PREMIERE | 2,390,132 |
| 28 | UNDERBELLY: THE GOLDEN MILE | 2,372,768 |
| 29 | 2010 AUST OPEN - MEN'S FINAL INTRODUCTION | 2,332,846 |
| 30 | MASTERCHEF AUSTRALIA - LAUNCH | 2,283,177 |
| 31 | AUSTRALIA'S GOT TALENT | 2,272,862 |
| 32 | HAWKE | 2,219,824 |
| 33 | SUCH IS LIFE: TROUBLED TIMES OF BEN COUSINS - THU | 2,215,176 |
| 34 | 2010 AUST OPEN - DAY 8 NIGHT SESSION | 2,190,771 |
| 35 | JUNIOR MASTERCHEF AUSTRALIA - TOP 12 REVEALED | 2,184,235 |
| 36 | RUGBY LEAGUE GRAND FINAL PRESENTATION | 2,171,764 |
| 37 | STATE OF ORIGIN NSW V QLD 2ND - PRE MATCH | 2,166,102 |
| 38 | THE BIGGEST LOSER (AUS) - WINNER ANNOUNCED | 2,145,646 |
| 39 | MASTERCHEF AUSTRALIA - TOP 50 WED | 2,138,587 |
| 40 | MASTERCHEF AUSTRALIA - TOP 50 THURS | 2,125,579 |

Incremental audiences

The inclusion of PVR homes into the television ratings panels at the end of last year means we can now measure the incremental viewing occurring in these households.

A review of the top 40 time-shifted programs so far this year, shows that PVR viewing is delivering solid incremental audiences.

Top time-shifted programs so far this year (1-20)

| Rank | Program | Genre | Preliminary Overnight | Consolidated | % Increase | Audience Increase |
|------|---|--------------|-----------------------|--------------|------------|-------------------|
| 1 | PACKED TO THE RAFTERS | Drama | 2,584,000 | 2,763,000 | 6.9 | 178,000 |
| 2 | HOUSE EP 2 | Drama | 1,353,000 | 1,500,000 | 10.9 | 148,000 |
| 3 | THE AMAZING RACE | Reality | 751,000 | 898,000 | 19.6 | 147,000 |
| 4 | HOUSE | Drama | 1,003,000 | 1,147,000 | 14.4 | 145,000 |
| 5 | GLEE - WED | Light Ent | 1,493,000 | 1,635,000 | 9.5 | 142,000 |
| 6 | SHERLOCK | Drama | 1,471,000 | 1,612,000 | 9.6 | 141,000 |
| 7 | SUCH IS LIFE: TROUBLED TIMES OF BEN COUSINS - WED | Sports Event | 2,359,000 | 2,495,000 | 5.8 | 137,000 |
| 8 | THE PACIFIC | Drama | 1,760,000 | 1,891,000 | 7.4 | 131,000 |
| 9 | NCIS | Drama | 1,931,000 | 2,061,000 | 6.7 | 130,000 |
| 10 | HAMISH & ANDY'S CARAVAN OF COURAGE: GB & IRELAND | Light Ent | 2,359,000 | 2,489,000 | 5.5 | 129,000 |
| 11 | THE PACIFIC - EP.2 | Drama | 1,506,000 | 1,634,000 | 8.5 | 128,000 |
| 12 | THE GOOD WIFE - WED | Drama | 1,034,000 | 1,162,000 | 12.4 | 127,000 |
| 13 | UNDERBELLY: THE GOLDEN MILE -EP 2 | Drama | 2,627,000 | 2,754,000 | 4.8 | 127,000 |
| 14 | CRIMINAL MINDS - MON | Drama | 1,519,000 | 1,645,000 | 8.3 | 126,000 |
| 15 | THE GOOD WIFE | Drama | 1,332,000 | 1,457,000 | 9.4 | 125,000 |
| 16 | GLEE | Light Ent | 1,783,000 | 1,907,000 | 7.0 | 124,000 |
| 17 | HOUSE - WED | Drama | 1,033,000 | 1,157,000 | 12.0 | 123,000 |
| 18 | UNDERBELLY: THE GOLDEN MILE | Drama | 2,250,000 | 2,373,000 | 5.5 | 123,000 |
| 19 | UNDERBELLY: THE GOLDEN MILE -EP 1 | Drama | 2,912,000 | 3,033,000 | 4.2 | 121,000 |
| 20 | CITY HOMICIDE | Drama | 1,313,000 | 1,433,000 | 9.1 | 120,000 |

Source: OzTAM & RegionalTAM, 5 cap cities & 4 aggregated markets (ex Tas), total people, ratings for calendar year to date 2010, as at end Survey 9, Free TV programs (ex sneak peeks), regular programs are an average for the period, metro and regional audiences are added to form a combined average audience total and programs are ranked on the average audience increase.

Top time-shifted programs so far this year (21-40)

| Rank | Program | Genre | Preliminary Overnight | Consolidated | % Increase | Audience Increase |
|------|---|--------------|-----------------------|--------------|------------|-------------------|
| 21 | GREY'S ANATOMY | Drama | 1,403,000 | 1,524,000 | 8.6 | 120,000 |
| 22 | BONES | Drama | 1,722,000 | 1,841,000 | 6.9 | 119,000 |
| 23 | SUCH IS LIFE: TROUBLED TIMES OF BEN COUSINS - THU | Sports Event | 2,096,000 | 2,215,000 | 5.7 | 119,000 |
| 24 | PARENTHOOD | Drama | 1,203,000 | 1,321,000 | 9.8 | 118,000 |
| 25 | BROTHERS & SISTERS | Drama | 1,159,000 | 1,275,000 | 10.0 | 116,000 |
| 26 | BROTHERS & SISTERS - TUE | Drama | 1,183,000 | 1,298,000 | 9.7 | 116,000 |
| 27 | CASTLE | Drama | 1,276,000 | 1,390,000 | 8.9 | 114,000 |
| 28 | COVERT AFFAIRS – EP 2 | Drama | 474,000 | 584,000 | 23.2 | 110,000 |
| 29 | OFFSPRING - TELEMOVIE | Drama | 1,529,000 | 1,638,000 | 7.1 | 110,000 |
| 30 | PRIVATE PRACTICE | Drama | 849,000 | 959,000 | 13.0 | 110,000 |
| 31 | SURVIVOR: HEROES VS VILLAINS -REUNION | Reality | 1,020,000 | 1,128,000 | 10.6 | 109,000 |
| 32 | COVERT AFFAIRS | Drama | 966,000 | 1,075,000 | 11.3 | 108,000 |
| 33 | GREY'S ANATOMY - EP2 | Drama | 1,383,000 | 1,491,000 | 7.8 | 108,000 |
| 34 | HAWKE | Movie | 2,114,000 | 2,220,000 | 5.0 | 107,000 |
| 35 | DESPERATE HOUSEWIVES | Drama | 1,294,000 | 1,399,000 | 8.1 | 106,000 |
| 36 | JUNIOR MASTERCHEF AUSTRALIA - LAUNCH | Reality | 2,896,000 | 3,001,000 | 3.6 | 106,000 |
| 37 | OFFSPRING | Drama | 1,359,000 | 1,466,000 | 7.9 | 106,000 |
| 38 | CRIMINAL MINDS | Drama | 1,599,000 | 1,703,000 | 6.5 | 104,000 |
| 39 | LIE TO ME | Drama | 1,291,000 | 1,394,000 | 8.0 | 102,000 |
| 40 | ALVIN & THE CHIPMUNKS | Movie | 1,054,000 | 1,155,000 | 9.6 | 101,000 |

Source: OzTAM & RegionalTAM, 5 cap cities & 4 aggregated markets (ex Tas), total people, ratings for calendar year to date 2010, as at end Survey 9, Free TV programs (ex sneak peeks), regular programs are an average for the period, metro and regional audiences are added to form a combined average audience total and programs are ranked on the average audience increase.

For more ratings information, visit www.thinktv.com.au