

# RATINGS UPDATE

# Introduction

---

2010 is proving to be a blockbuster year for Free TV. This 'highlights package' provides a snapshot of the year so far and demonstrates why Australian free-to-air television is going from strength to strength.



**Free TV is ubiquitous - it's in more than 99 per cent of Australian households and the vast majority of homes (67 per cent) have two or more TVs.**



**Australians spend an average of 24.5 hours per week watching television.**

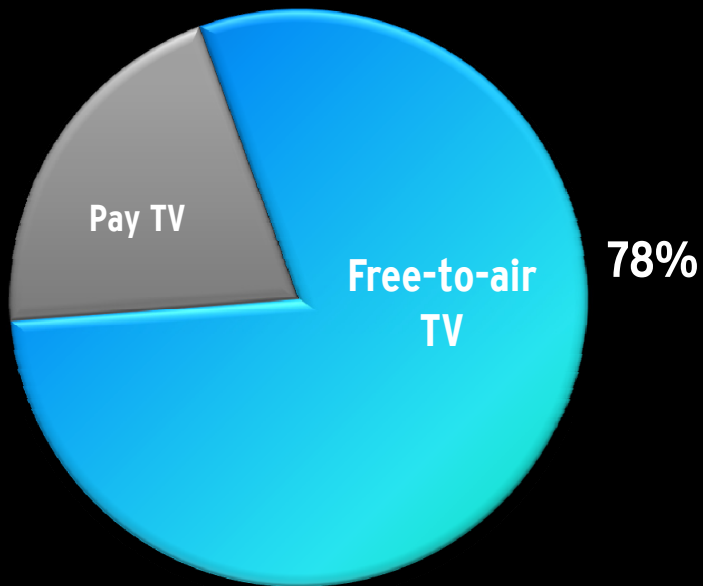
**That's 3.5 hours a day!**

**In fact, Australians spend more time with television than any other medium.**

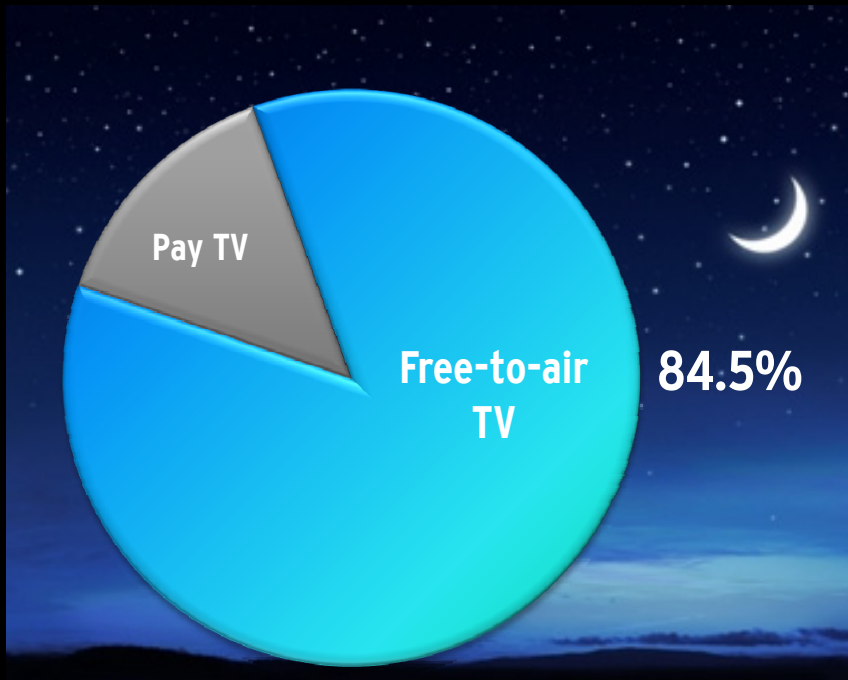
1 3, 5 6 5, 7 6 9

**Nothing rivals the reach of Free TV.**

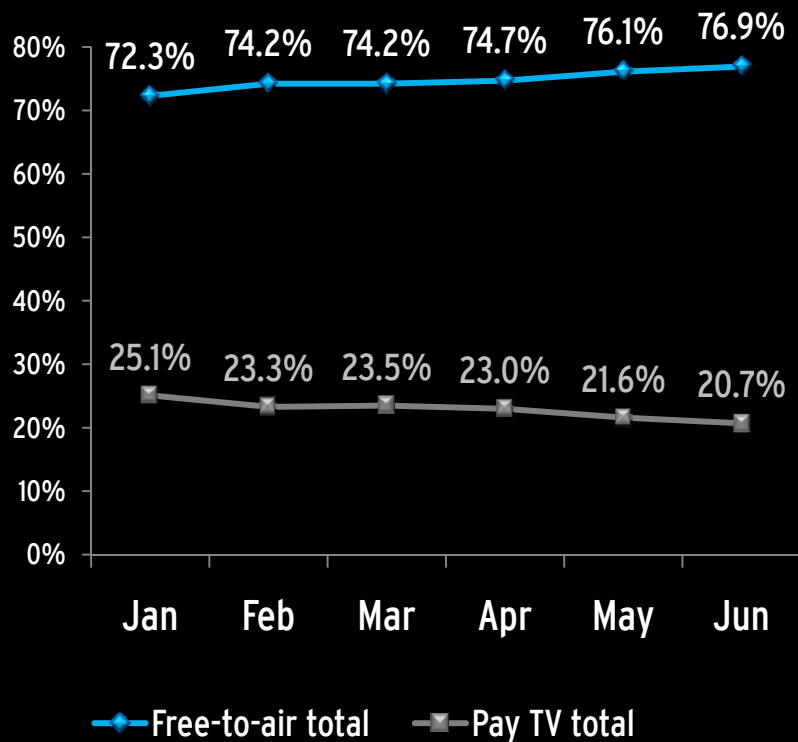
**Every day, more than 13.5 million  
Australians tune in to watch their  
favourite Free TV programs.**



**Free-to-air television accounts for the vast amount of television viewing.**



**During prime-time, which accounts for around 70 per cent of all TV viewing, free-to-air share of viewing increases to 84.5 per cent.**



**A review of the Jan to June monthly share of viewing shows free-to-air TV accounted for 76.9 per cent - a four-year high.**

**Meanwhile, pay TV's share declined from 25.1 per cent in Jan to 20.7 per cent in June this year - its worst June share since 2007.**



**June 2010 marked the beginning of a national digital switch-over plan that will see every household in Australia converted to digital by the end of 2013.**

**Around 75 per cent of Australian households have already made the switch to digital television - giving viewers access to more than twice the amount of free-to-view channels.**

## Free-to-air Multi-Channels Share of Viewing

	7TWO	GO!	ONE	ABC2	ABC3	SBS2	TOTAL
5 caps	2.3	3.1	1.0	2.4	1.1	0.4	10.3
Sydney	2.0	2.6	0.7	2.5	1.1	0.4	9.3
Melbourne	2.4	3.3	1.0	2.8	1.0	0.4	10.9
Brisbane	1.9	2.7	1.0	1.5	1.0	0.3	8.4
Adelaide	3.3	4.3	1.6	2.9	1.2	0.4	13.7
Perth	2.7	3.1	1.4	2.3	1.4	0.4	11.3

**Free-to-air digital multi-channels have begun to carve out a significant share of television viewing - they now account for more than 10 per cent of daily television viewing.**

RANK	PROGRAM	'000s
1	STATE OF ORIGIN 1ST - MATCH	3,601
2	2010 AUST OPEN - MEN'S FINAL	3,216
3	STATE OF ORIGIN 2ND - MATCH	3,211
4	UNDERBELLY: GOLDEN MILE EP 1	3,033
5	STATE OF ORIGIN 3RD - MATCH	2,829
6	UNDERBELLY: GOLDEN MILE EP 2	2,754
7	PACKED TO THE RAFTERS	2,752
8	2010 AUST OPEN - WOMEN'S FINAL	2,552
9	HAMISH & ANDY: CARAVAN OF COURAGE	2,489
10	STATE OF ORIGIN 1ST - PRE MATCH	2,481
11	MASTERCHEF - CHALLENGE	2,374
12	UNDERBELLY: GOLDEN MILE	2,373
13	MASTERCHEF	2,371
14	2010 AUST OPEN - MEN'S FINAL INTR	2,333
15	MASTERCHEF - LAUNCH	2,283
16	AUSTRALIA'S GOT TALENT	2,272
17	HOW I MET YOUR MOTHER (SP)	2,251
18	2010 AUST OPEN - DAY 8 NIGHT SESS.	2,191
19	STATE OF ORIGIN 2ND - PRE MATCH	2,166
20	MODERN FAMILY	2,145

**So far this year, every one of the top twenty programs on Free TV have delivered an average combined audience of more than 2 million+ viewers.**

Rank	Program	Preliminary Overnight	Consolidated	% Increase	Audience Increase
1	PACKED TO THE RAFTERS	2,560,000	2,752,000	8%	172,000
2	HOUSE	1,005,000	1,151,000	15%	146,000
3	THE AMAZING RACE	751,000	898,000	20%	137,000
4	PRIVATE PRACTICE	849,000	959,000	13%	130,000
5	HAMISH & ANDY: CARAVAN OF COURAGE	2,359,000	2,489,000	6%	129,000
6	UNDERBELLY: GOLDEN MILE - EP 2	2,627,000	2,754,000	5%	129,000
7	THE PACIFIC - EP 2	1,506,000	1,634,000	8%	126,000
8	UNDERBELLY: GOLDEN MILE	2,250,000	2,373,000	5%	126,000
9	GLEE	1,783,000	1,907,000	7%	124,000
10	NCIS	1,965,000	2,092,000	6%	123,000
11	THE PACIFIC	1,760,000	1,891,000	7%	122,000
12	GREY'S ANATOMY	1,403,000	1,524,000	9%	120,000
13	THE GOOD WIFE	1,332,000	1,457,000	9%	120,000
14	UNDERBELLY: GOLDEN MILE - EP 1	2,912,000	3,033,000	4%	120,000
15	BROTHERS & SISTERS	1,159,000	1,275,000	10%	116,000
16	BROTHERS & SISTERS - TUE	1,183,000	1,298,000	10%	116,000
17	CASTLE	1,278,000	1,392,000	9%	114,000
18	BONES	1,748,000	1,860,000	6%	113,000
19	GREY'S ANATOMY - EP 2	1,383,000	1,491,000	8%	108,000
20	DESPERATE HOUSEWIVES	1,303,000	1,409,000	8%	105,000

**A review of the top time-shifted programs so far this year, highlights the incremental audience gains, once playback viewing is taken into account.**

Source: OzTAM, five cap cities, playback viewing within 7 days of original broadcast, weeks 1-28, Free TV programs only, ranking based on audience increase.



---

For more stats and graphs and up-to-the-minute ratings information,  
visit our website at [www.thinktv.com.au](http://www.thinktv.com.au)