



## **MEDIA RELEASE:**

THURSDAY 15 June 2006

# **7 Years on and GWN is still at the top!**

**After more than 7 years and 14 ratings surveys, GWN has once again blitzed WA's regional television ratings.**

In an **independent** survey by Nielsen Media Research of all WA free-to-air and pay TV channels, **GWN scored a massive 65.3% of the commercial market share.**

The results speak for themselves!

The 65.3% market share represents an increase of 5.8% for total people and an increased market share across all major demographics on the previous survey results in August 2005.

GWN dominated the Top 20 Most Watched Programs and took out the entire **10 of the TOP 10 Most Watched Programs** and **16 of the TOP 20 Most Watched Programs** (total people).

HOME AND AWAY was the number one most watched program, followed closely by SEVEN NEWS, with BORDER SECURITY and entertainment favourite DANCING WITH THE STARS sharing the Number 3 spot.

**GWN NEWS is a big part of this success story, achieving an impressive 86% commercial share in its 5.30pm timeslot.** The 5.30-7.00pm weeknight line-up of news and current affairs is unbeatable with our local GWN NEWS, SEVEN NEWS and TODAY TONIGHT all making the Top Ten most watched programs.

GWN General Manager Ian Jones was clearly delighted with the results. "This outstanding result reinforces GWN's position as the NUMBER ONE television broadcaster in regional WA and reflects our commitment to providing the best possible programming, news and entertainment to our viewers", said Mr Jones.

"All up, it's an exciting time for GWN. And it doesn't end here. We have a superb second half programming line-up still to come. And in 2007 AFL football comes home to GWN, along with the V8 Supercars. We have also secured broadcasting rights to the Melbourne Cup and Spring Racing Carnival until 2013."

"It is a constant challenge to remain at the top of your game in a competitive environment", said Mr Jones. "We have achieved exactly that for the past seven years and intend to remain firm as WA's number one regional broadcaster."

\* Source: Nielsen Media Research, 30 April – 27 May, Commercial Share, Total People (Sat-Sun 6.00pm – 10.30pm)

FOR FURTHER INFORMATION, CONTACT:  
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GENERAL MANAGER GWN,  
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## TOP TWENTY MOST WATCHED PROGRAMS

\* Total People

1.	GWN	Home and Away
2.	GWN	Seven News (Mon-Fri)
3.	GWN	Border Security/Dancing with the Stars
4.	GWN	Medical Emergency/Dancing with the Stars
5.	GWN	Today Tonight
6.	GWN	Seven News (Sat-Sun)
7.	GWN	Where are They Now
8.	GWN	Las Vegas
9.	GWN	Golden West News
10.	GWN	Lost
11.	GWN	All Saints/Dancing with the Stars
12.	GWN	Prison Break
13.	GWN	Ghost Whisperer
14.	WIN	McLeods Daughters
15.	WIN	CSI Crime Scene/Specs
16.	WIN	20 to 1
17.	WIN	60 Minutes
18.	GWN	Better Homes and Gardens
19.	GWN	Deal or No Deal
20.	GWN	The Great Outdoors

## APRIL/MAY 2006 SURVEY

Sunday 30 April to Saturday 27 May 2006 (All People)

### GWN Commercial Share and Top 20 Programs Prime Time 6.00pm-10.30pm

Total People	65.3% Commercial Share	16 of the Top 20 Programs
People 18 +	64.2% Commercial Share	16 of the Top 20 Programs
People 16-39	63.8% Commercial Share	15 of the Top 20 Programs
People 25-54	64.1% Commercial Share	15 of the Top 20 Programs
Grocery Buyers	64.7% Commercial Share	16 of the Top 20 Programs

SOURCE: NIELSEN MEDIA RESEARCH REGIONAL TELEVISION SURVEY - APRIL/MAY 2006