

Consolidated Ratings for Week 12, 2010

14 March – 20 March 2010

Consolidated ratings for Week 12 show Free TV delivered huge audiences, with each of the Top 40 programs attracting a combined average consolidated audience of more than 1.29 million viewers.

During the period, free-to-air television accounted for 83 per cent of all nightly viewing (6pm to midnight) in metro areas, and 82 per cent in regional markets. Free TV continues to dominate share of viewing, with a 66 per cent nightly share in metro markets and a 62 per cent share in regional areas.

Consolidated Ratings											
Share of Nightly Viewing 6pm - Midnight			Top 40 Free TV Programs								
Metro		Regional	Metro Average '000's			Regional Average '000's			Combined Metro & Reg '000's		
Seven	22.6 Prime/ 7QLD	22.1	1	MY KITCHEN RULES-TUE	1,594	1	NCIS	577	1	MY KITCHEN RULES-TUE	2,111
Nine	20.0 WIN/NBN	21.3	2	AIR WAYS	1,523	2	THE MENTALIST	522	2	NCIS	2,092
Ten	14.5 Sthn Cross 10	14.8	3	NCIS	1,515	3	MY KITCHEN RULES-TUE	517	3	BONES	1,999
7TWO	2.7 7TWO	1.7	4	BORDER SECURITY	1,514	4	BONES	514	4	AIR WAYS	1,987
GO!	2.7 GO!	2.0	5	BONES	1,485	5	SEVEN NEWS - SUN	504	5	BORDER SECURITY	1,977
ONE	1.5 ONE	0.8	6	TWO AND A HALF MEN - MON	1,475	6	A CURRENT AFFAIR	492	6	TWO AND A HALF MEN - MON	1,937
ABC1	11.2 ABC1	13.0	7	MY KITCHEN RULES-MON	1,386	7	RSPCA ANIMAL RESCUE	481	7	THE MENTALIST	1,908
ABC2	1.1 ABC2	1.1	8	THE MENTALIST	1,386	8	CUSTOMS	475	8	SEVEN NEWS - SUN	1,869
ABC3	0.4 ABC3	0.6	9	SEVEN NEWS - SUN	1,365	9	SEVEN NEWS	471	9	SEVEN NEWS	1,820
SBS1	3.8 SBS1	5.2	10	TOP GEAR	1,356	10	SUNDAY NIGHT	470	10	MY KITCHEN RULES-MON	1,819
SBS2	0.3 SBS2	0.3	11	SEVEN NEWS	1,349	11	60 MINUTES	468	11	TOP GEAR	1,791
Fox Sports 2	0.7 Fox Sports 2	1.5	12	TODAY TONIGHT	1,341	12	AIR WAYS	464	12	CUSTOMS	1,781
Fox8	0.7 Fox8	0.9	13	CRIMINAL MINDS	1,318	13	BORDER SECURITY	463	13	CRIMINAL MINDS	1,774
Lifestyle	0.6 TV1	0.7	14	NINE NEWS SUNDAY	1,307	14	TWO AND A HALF MEN - MON	462	14	SUNDAY NIGHT	1,769
Fox Sports 3	0.6 Lifestyle	0.6	15	CUSTOMS	1,306	15	CRIMINAL MINDS	456	15	NINE NEWS SUNDAY	1,726
TV1	0.5 UKTV	0.6	16	SUNDAY NIGHT	1,299	16	RPA	442	16	THE BIG BANG THEORY	1,672
13Th Street	0.5 13Th Street	0.5	17	SEVEN NEWS - SAT	1,269	17	LIVE FRIDAY NIGHT FOOTBALL	439	17	SEVEN NEWS - SAT	1,656
UKTV	0.5 C&I	0.5	18	THE BIG BANG THEORY	1,266	18	TOP GEAR	435	18	RSPCA ANIMAL RESCUE	1,653
C&I	0.5 W.	0.5	19	TALKIN' 'BOUT YOUR GEN	1,236	19	MY KITCHEN RULES-MON	433	19	TALKIN' 'BOUT YOUR GEN	1,630
Fox Classics	0.4 Fox Classics	0.5	20	THE GOOD WIFE	1,231	20	CRASH INVESTIGATION UNIT	430	20	60 MINUTES	1,617
Disney	0.4 Fox Sports 3	0.5	21	BETTER HOMES AND GARDENS	1,206	21	GETAWAY	424	21	TODAY TONIGHT	1,608
Arena	0.4 Disney	0.4	22	GREY'S ANATOMY	1,204	22	NATIONAL NEWS SUNDAY	419	22	BETTER HOMES AND GARDENS	1,604
111 Hits	0.4 111 Hits	0.4	23	RSPCA ANIMAL RESCUE	1,172	23	BONDI RESCUE	408	23	GREY'S ANATOMY	1,597
Bio.	0.3 Bio.	0.4	24	DESPERATE HOUSEWIVES	1,149	24	THE BIG BANG THEORY	406	24	THE GOOD WIFE	1,595
W.	0.3 Sky News	0.3	25	60 MINUTES	1,149	25	BETTER HOMES AND GARDENS	398	25	A CURRENT AFFAIR	1,556
Fox Sports 1	0.3 History	0.3	26	NINE NEWS	1,123	26	TALKIN' 'BOUT YOUR GEN	394	26	NINE NEWS	1,517
Sci Fi	0.3 Arena	0.3	27	BROTHERS & SISTERS	1,096	27	NATIONAL NEWS	394	27	RPA	1,517
Nat Geo	0.3 Nat Geo	0.3	28	CASTLE	1,096	28	GREY'S ANATOMY	393	28	DESPERATE HOUSEWIVES	1,504
Discovery	0.3 Sci Fi	0.3	29	V	1,090	29	THE MENTALIST -THUR	388	29	CRASH INVESTIGATION UNIT	1,483
Showtime Action	0.3 Fox8+2	0.3	30	RPA	1,075	30	SEVEN NEWS - SAT	387	30	BONDI RESCUE	1,478
History Channel	0.2 Fox Sports 1	0.3	31	BONDI RESCUE	1,070	31	TWO AND A HALF MEN -WED	385	31	V	1,457
Fox8 +2	0.2 Discovery	0.3	32	A CURRENT AFFAIR	1,064	32	DOMESTIC BLITZ	380	32	CASTLE	1,448
Showtime	0.2 Showtime Action	0.3	33	CRASH INVESTIGATION UNIT	1,053	33	V	367	33	BROTHERS & SISTERS	1,424
Comedy	0.2 Fox Sports News	0.2	34	TWO AND A HALF MEN	1,041	34	THE GOOD WIFE	364	34	TWO AND A HALF MEN -WED	1,391
TV1 +2	0.2 Showtime	0.2	35	BROTHERS & SISTERS-TUE	1,019	35	COUGAR TOWN	363	35	GETAWAY	1,371
Sky News	0.2 Lifestyle Food	0.2	36	HOME AND AWAY	1,015	36	NATIONAL NEWS SATURDAY	361	36	THE MENTALIST -THUR	1,356
Movie One	0.2 Comedy	0.2	37	TWO AND A HALF MEN -WED	1,006	37	DESPERATE HOUSEWIVES	355	37	HOME AND AWAY	1,354
Nickelodeon	0.2 How To	0.2	38	HOUSE	1,002	38	CASTLE	352	38	BROTHERS & SISTERS-TUE	1,327
E!	0.2 Lifestyle You	0.2	39	THE MENTALIST -THUR	968	39	GANGS OF OZ	349	39	HOUSE	1,322
Cartoon	0.2 Lifestyle +2	0.2	40	GETAWAY	947	40	CSI: MIAMI	343	40	DOMESTIC BLITZ	1,298

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. Based on Consolidated Ratings (ie. Live plus Time Shift). Program results represent an average of all times aired during the week. Total metro shares incl spill; total reg shares excl spill. Shares based on total ppt. Share figures rounded to one dec. place.

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Preliminary Overnight Ratings for Week 13, 2010

21 March – 27 March 2010

Preliminary Overnight data for Week 13 shows that Free TV continued to deliver strong audiences.

Free-to-air accounted for 84 per cent of all nightly viewing (6pm to midnight) in metro areas and 81 per cent in regional markets.

Preliminary Data - Overnights (Live plus As Live)									
Share of Nightly Viewing 6pm - Midnight			Top 40 Free TV Programs						
Metro	Regional		Metro Average '000's		Regional Average '000's		Combined Metro & Reg '000's		
Seven	22.0 Prime/ 7QLD	21.4	1 MY KITCHEN RULES-MON	1,530	1 NCIS	566	1 NCIS		2,069
Nine	19.9 WIN/NBN	21.4	2 NCIS	1,503	2 NATIONAL NEWS SUNDAY	550	2 MY KITCHEN RULES-MON		2,059
Ten	15.5 Sthn Cross 10	14.6	3 AIR WAYS	1,462	3 MY KITCHEN RULES-MON	529	3 BONES		1,970
7TWO	2.6 7TWO	1.8	4 BONES	1,450	4 A CURRENT AFFAIR	522	4 BORDER SECURITY - TUE		1,911
GO!	3.0 GO!	2.2	5 SEVEN NEWS - SUN	1,407	5 BONES	520	5 SEVEN NEWS - SUN		1,904
ONE	1.4 ONE	0.9	6 BORDER SECURITY -TUE	1,397	6 SEVEN'S FOOTY SHOWS	515	6 AIR WAYS		1,892
ABC1	11.4 ABC1	12.7	7 BORDER SECURITY	1,384	7 BORDER SECURITY - TUE	514	7 NINE NEWS SUNDAY		1,875
ABC2	1.1 ABC2	1.2	8 TOP GEAR	1,360	8 SEVEN NEWS - SUN	497	8 BORDER SECURITY		1,790
ABC3	0.4 ABC3	0.6	9 CUSTOMS	1,358	9 THE FORCE - BEHIND THE LINE	483	9 TOP GEAR		1,775
SBS1	4.1 SBS1	5.4	10 NINE NEWS SUNDAY	1,325	10 60 MINUTES	469	10 CUSTOMS		1,769
SBS2	0.3 SBS2	0.3	11 SEVEN NEWS	1,324	11 CRIMINAL MINDS	469	11 THE FORCE - BEHIND THE LINE		1,769
Fox Sports 2	0.8 Fox Sports 2	1.5	12 TWO AND A HALF MEN -MON	1,310	12 THE MENTALIST	465	12 SEVEN NEWS		1,760
Fox8	0.8 Fox8	0.9	13 THE FORCE - BEHIND THE LINE	1,286	13 LIVE FRIDAY NIGHT FOOTBALL	438	13 TWO AND A HALF MEN -MON		1,733
Fox Sports 1	0.6 TV1	0.7	14 TODAY TONIGHT	1,256	14 SEVEN NEWS	436	14 A CURRENT AFFAIR		1,677
TV1	0.5 C&I	0.6	15 SEVEN NEWS - SAT	1,223	15 RPA	434	15 CRIMINAL MINDS		1,672
Lifestyle	0.5 Lifestyle	0.6	16 CRIMINAL MINDS	1,203	16 AIR WAYS	430	16 SEVEN'S FOOTY SHOWS		1,665
13Th Street	0.4 UKTV	0.6	17 BETTER HOMES AND GARDENS	1,190	17 BETTER HOMES AND GARDENS	426	17 THE MENTALIST		1,636
Fox Sports 3	0.4 Fox Classics	0.5	18 THE MENTALIST	1,171	18 TWO AND A HALF MEN -MON	423	18 60 MINUTES		1,626
UKTV	0.4 13Th Street	0.5	19 RSPCA ANIMAL RESCUE	1,166	19 TOP GEAR	415	19 BETTER HOMES AND GARDENS		1,616
Arena	0.4 Fox Sports 3	0.5	20 60 MINUTES	1,157	20 CUSTOMS	411	20 SEVEN NEWS - SAT		1,589
C&I	0.4 Nat Geo	0.4	21 A CURRENT AFFAIR	1,155	21 SUNDAY NIGHT	411	21 RSPCA ANIMAL RESCUE		1,568
Fox Classics	0.4 Disney	0.4	22 SEVEN'S FOOTY SHOWS	1,150	22 TALKIN' 'BOUT YOUR GEN	410	22 RPA		1,562
Disney	0.4 Arena	0.4	23 RPA	1,128	23 CRASH INVESTIGATION UNIT	407	23 SUNDAY NIGHT		1,531
Bio.	0.3 W.	0.4	24 SUNDAY NIGHT	1,120	24 BORDER SECURITY	406	24 NINE NEWS		1,515
Sci Fi	0.3 Fox Sports 1	0.4	25 TWO AND A HALF MEN -WED	1,118	25 NATIONAL NEWS	403	25 TODAY TONIGHT		1,513
W.	0.3 Bio.	0.3	26 NINE NEWS	1,112	26 RSPCA ANIMAL RESCUE	402	26 TALKIN' 'BOUT YOUR GENERATION		1,512
111 Hits	0.3 Cartoon	0.3	27 TALKIN' 'BOUT YOUR GEN	1,102	27 THE MENTALIST -THUR	399	27 TWO AND A HALF MEN -WED		1,505
Nat Geo	0.3 111 Hits	0.3	28 THE BIG BANG THEORY	1,095	28 DOMESTIC BLITZ	394	28 THE BIG BANG THEORY		1,485
Discovery	0.2 Sky News	0.3	29 DESPERATE HOUSEWIVES	1,088	29 THE BIG BANG THEORY	390	29 THE GOOD WIFE		1,465
Showtime	0.2 Discovery	0.3	30 THE GOOD WIFE	1,086	30 TWO AND A HALF MEN -WED	387	30 THE MENTALIST -THUR		1,454
History	0.2 Fox8+2	0.3	31 TWO AND A HALF MEN	1,056	31 BONDI RESCUE	381	31 DESPERATE HOUSEWIVES		1,447
Fox8 +2	0.2 History	0.3	32 THE MENTALIST -THUR	1,055	32 THE GOOD WIFE	379	32 CRASH INVESTIGATION UNIT		1,422
Movie One	0.2 Sci Fi	0.3	33 CRASH INVESTIGATION UNIT	1,015	33 COUGAR TOWN	369	33 DOMESTIC BLITZ		1,347
Comedy	0.2 BBC Knowledge	0.2	34 CASTLE	998	34 SEVEN NEWS - SAT	366	34 BONDI RESCUE		1,346
Nickelodeon	0.2 Sky Racing	0.2	35 HOME AND AWAY	990	35 DESPERATE HOUSEWIVES	359	35 CASTLE		1,316
Showtime 2	0.2 Lifestyle +2	0.2	36 BONDI RESCUE	965	36 CRIMINAL MINDS	348	36 HOME AND AWAY		1,316
Sky News	0.2 How To	0.2	37 DOMESTIC BLITZ	953	37 WIN NEWS	347	37 CRIMINAL MINDS		1,284
BBC Knowledge	0.2 Comedy +2	0.2	38 BIGGEST LOSER - THE WEIGH-IN	952	38 NATIONAL NEWS SATURDAY	345	38 GREY'S ANATOMY		1,282
Showtime Action	0.2 Fox Sports News	0.2	39 GREY'S ANATOMY	943	39 NCIS: LOS ANGELES	340	39 BIGGEST LOSER - THE WEIGH-IN		1,272
Showtime Comedy	0.2 Comedy	0.2	40 CRIMINAL MINDS	936	40 GREY'S ANATOMY	339	40 GETAWAY		1,243

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. Preliminary data only based on Overnights (Live plus As Live). Program results represent an average of all times aired during the week. Total metro shares incl spill; total reg shares excl spill. Shares based on total ppt. Share figures rounded to one dec. place. Ratings for Perth market affected by severe weather 22 and 23 March 2010.

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