



Australian Government

**Australian Communications
and Media Authority**

Australia's regulator for broadcasting, the internet, radiocommunications and telecommunications

www.acma.gov.au

Children's Viewing Patterns on Commercial, Free-to-air and Subscription Television

Report analysing audience and ratings data for 2001, 2005
and 2006

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Executive summary

This report provides an analysis of OzTAM audience and ratings data in order to inform the Australian Communication and Media Authority (ACMA) about trends in the television viewing patterns of Australian children since 2001. This analysis provides information on:

- the amount of time children spent watching free-to-air, commercial and subscription television platforms;
- the pattern of viewing over the day;
- the most watched programs on free-to-air television for different age groups within the child audience; and
- the most watched children's programs broadcast on free-to-air television, including pre-school (P) and children's (C) programs broadcast on commercial networks.

Analysis of the audience and ratings data identified the following trends in the television viewing patterns of Australian children.

Audience size

- Children aged 0–14 comprise 20 per cent of the Australian population. As a result, they represent a relatively small percentage of the total potential viewing audience for television.
- From 2001 to June 2006, the average size of the 0–14 free-to-air audience decreased by 24.6 per cent, from 281,000 in 2001 to 212,000 by June 2006.
- Over the same period, the average size of the 0–14 audience for commercial television decreased by 25.5 per cent, from 216,000 in 2001 to 161,000 by June 2006.
- The decrease from 2001 to 2006 was less among younger children, with the average size of 0–4 free to air audience decreasing by 17 per cent and the average size of the 0–4 commercial television audience decreasing by 20 per cent.

Time spent viewing

- Based on the average time spent (ATS) estimate for 2006, 0–14 year olds spent an average of 142 minutes per day watching free to air television in 2006. Children aged 0–4 spent an average of 154 minutes per day watching free-to-air television, children aged 5–12 spent 130 and the 'all people' average was 197 minutes.
- Commercial television accounted for the majority of television viewing on free-to-air television. Based on the ATS data for 2006, 0–14 year olds spent an average of 121 minutes per day watching commercial television. Children aged 0–4 spent an average

of 127 minutes watching commercial television, while 5–12 year olds spent an average of 112 minutes.

- Based on the ATS data for 2006, children aged 0–14 in subscription television households spent an average of 177 minutes per day watching subscription television. Children aged 0–4 in subscription television households spent an average of 194 minutes per day watching subscription television, while 5–12 year olds averaged 160 minutes.
- From 2001 to 2006, the average amount of time children spent watching free-to-air (including commercial) television decreased. In 2001, children aged 0–14 spent an average of 170 minutes per day watching free-to-air television. By 2006, this had decreased to 142 minutes. The same trend was evident for commercial television. In 2001, children aged 0–14 spent an average of 140 minutes per day watching commercial television. By 2006, this had decreased to 121 minutes.

Day-part viewing patterns

- Analysis of the hourly viewing trends on weekdays shows that the 0–14 age group commercial television audience averages just over 100,000 during the morning timeslots of 7.00 to 9.00 am, with a peak of 114,000 viewers during 8.00 to 9.00 am. During 6.00 to 9.00 pm, the 0–14 year olds average more than 400,000, reaching a peak of 492,000 during 7.00 to 8.00 pm.
- As a proportion of the total viewing audience available for commercial television on weekdays, the child audience peaks at approximately 15 per cent during the morning timeslots of 7.00 to 9.00 am and at 7.00 to 8.00 pm during evening prime time.
- On weekends, the 0–14 commercial television audience was generally higher. The child audience reached a morning peak around the 8.00 to 10.00 am timeslot, with average audience numbers of 186,000 to 192,000. It remained at well over 100,000 from 11.00 am to 5.00 pm, after which it rose to a peak of 447,000 during the 7.00 to 8.00 pm timeslot.
- On weekends, the child audience is a higher proportion of the total viewing audience available for commercial television. The 0–14 audience accounted for 30 per cent or more of the total viewing audience in the 7.00 to 10.00 am timeslots and remained at 15 per cent or over until 1.00 pm. In the weekend evening timeslot of 7.00 to 8.00 pm, the 0–14 audience represented 14.4 per cent of the total commercial television viewing audience.

Programs children watch

- Based on an analysis of the most watched programs from 2001 to June 2006, the program genres that appealed most to children aged 0–14 were reality television, movies and comedy programs.
- *Willy Wonka & the Chocolate Factory* and *Stuart Little 2* topped the list of highest rating programs for the 0–14 age group in 2005. These films attracted audiences of 438,000 and 369,000 respectively.
- The size of the 0–14 audience for the top 20 children's programs in 2006 ranged from 324,000 to 246,000. All of these programs were by the ABC Network, demonstrating the significant role the ABC plays as a broadcaster of children's programs.

- The top rating C programs with the 0–14 age group in 2005 were the telemovies *Blinky Bill's White Christmas* and *Hildegarde, A Duck Down Under* which attracted audiences of 185,000 and 150,000 respectively.
- The highest average 0–14s audience for an ongoing C series or P program was achieved by the live action C drama, *Flipper and Lopaka*, with an audience of 84,000.
- Programs specifically made for children dominated the viewing habits of the 0–4 age group. Forty-seven of the top 50 programs watched by the 0–4 age group in 2005 were categorised as children's programs. All of these programs were broadcast by the ABC.

Background

Children's Television Standards (CTS)

The development of standards for children's programs on commercial free-to-air television and monitoring compliance with these standards are primary functions of the Australian Communications and Media Authority (ACMA) under the *Broadcasting Services Act 1992*.

A key objective of the CTS is to provide children with access to a variety of quality television programs made specifically for them, including Australian drama and non-drama programs. Commercial television licensees must broadcast a total of at least 390 hours of C (children's) and P (preschool) programs per year, of which at least 260 hours must be C programs and 130 hours must be P programs. There is a requirement for 32 hours of first release C drama. For the purposes of the CTS, children are people younger than 14 years of age. All C and P programs must be classified by ACMA prior to broadcast on free-to-air commercial television.

C programs must be broadcast during any of the following periods: 7.00 to 8.00 am, Monday to Friday; 4.00 to 8.30 pm Monday to Friday; 7.00 am to 8.30 pm on weekends and school holidays.

P programs must be broadcast during the period 7.00 am to 4.30 pm, Monday to Friday. Licensees must broadcast at least 30 mins of P programs and at least 30 mins of C programs every weekday. All P programs must be Australian.

Commercial television licensees nominate in advance the time slots during which C and P programs will be broadcast.

The C classification indicates to parents and children that a program has been specifically produced for children in the 6 to 13 age range and meets the quality criteria set out in the CTS. During C programs, parents should be able to feel confident in allowing their children to watch television without parental supervision. The CTS also contain special provisions regarding the amount, content and presentation of commercial material, which are intended to meet some of the concerns about advertising directed to children.

ACMA is undertaking a review of the CTS. This research provides an overview of the viewing patterns of the child audience, to serve as an input to the CTS review.

Audience and ratings analysis

OzTAM television audience data

OzTAM (Australian Television Audience Measurement) is the official source of television ratings information in Australia. OzTAM manages and markets television audience ratings data covering all channels for the five capital city metropolitan free-to-air television service and the national subscription television service.

ACMA requested that OzTAM provide audience and ratings data for the following years: 2001, 2005 and January to June 2006.¹ These timeframes were selected at the commencement of the project in order to provide a reasonable time period between measurement points—the four years between 2001 and 2005—to establish whether there had been any change in television viewing trends. Another consideration was the selection of the latest available ratings data at the time of analysis.²

The ratings data analysed for this report includes data averages (e.g., average time spent viewing, average audience size) that have been calculated over a calendar year (or a specific timeframe such as January to June 2006). As such, it does not draw a distinction between the ratings³ and non-ratings periods which occur within each calendar year.

The audience and ratings data requested for this project is drawn from the five capital city metropolitan markets. OzTAM started collecting ratings data for the subscription television industry in August 2003, so ratings data for this television platform was not available for the 2001 year.

The data file provided by OzTAM included data on the following variables:

- broadcasting channel;
- broadcast date;
- program title;
- country of origin;
- program timeslot data (start, finish times);
- average time spent viewing;
- program rating;
- viewer gender;
- average size and reach of the child audience; and
- average size and reach of the total viewing audience.

¹ Throughout this report, the majority of the OzTAM data for 2006 refers to the first six months of this calendar year, from January to June. In some sections of the report, the 2006 figures have been updated to reflect the results of a full calendar year. These 2006 timeframe differences have been noted in the text and the relevant table headings.

² The majority of the analyses presented in this report were conducted in August to September 2006.

³ The official OzTAM ratings are calculated using the audience data from weeks seven to 48 (excluding weeks 14 and 15 for Easter).

CHILD AUDIENCE – AGE BAND BREAKDOWNS

As noted earlier, under the CTS, children are defined as people younger than 14 years of age. For the purposes of this project, where relevant, OzTAM audience and ratings data are reported for the following age bands: 0–14, 0–4, 5–12, and where relevant, 13–17. The 0–4 age breakdown correlates with the pre-school audience for P programs and the 5–12 age breakdown roughly correlates with the primary school audience for C programs. As the primary focus of this research report is to analyse children’s viewing preferences in the context of the CTS review, priority is given to presenting the results for the 0–14 age band. The presentation of findings for age bands 0–4, 5–12, 13–17 is prioritised according to their relevance to the issues raised by the CTS review (for example, findings for the 0–4 age band dominate discussion of audience data for P programs, or they illustrate any interesting trends in the data).

For the convenience of readers, a series of additional data tables reporting results for each age band are presented in the appendix to this report.

ESTIMATION OF AVERAGE TIME SPENT VIEWING

The OzTAM data set provides two variables which estimate the average amount of time spent viewing television in Australia. These variables are average time spent (ATS) and average time viewed (ATV) and are defined below⁴:

- ATS reports the average number of hours or minutes seen of the program or time band by people in the target market who have watched at least one minute of that program or time band.
- ATV reports the average number of hours or minutes of the program or time band seen by all people in the target market in the estimated population, whether they have watched or not.

As a result, ATV values are lower than ATS values for the same program or time band. For the purposes of this research report, both variables will be used to provide a range of estimates of the average time spent viewing by children in Australia.

SAMPLE

The sample used by OzTAM to determine the ratings for Australian television has been selected to represent the population within each mainland capital city. A series of variables have been used to characterise the sample including: postcode, household size, number of television sets, age, presence of children and television station reception.

Viewing households are recruited to the OzTAM study through an establishment survey which defines the population to be represented and its characteristics. The survey is conducted to a high standard via telephone interviews throughout the year. In managing the recruitment process and monitoring turnover, the panel is designed to be an accurate representation of the Australian population. There are two panels: the metropolitan panel which is comprised of 3,035 homes (Sydney 765, Melbourne 705, Brisbane 615, Adelaide 475 and Perth 475) and the National Subscription Television panel, which comprises more than 1,000 subscription television homes.⁵

⁴ The description of these variables is based on the OzTAM document, *OzTAM Common terms and definitions* available from the company website at www.oztam.com.au, and the AGB Nielsen Media Research glossary available from the company website at www.agbnelsen.net/glossary/glossary.asp. The OzTAM document has also been reproduced in an appendix to this report.

⁵ Based on the universe estimates data reported by OzTAM, the proportion of subscription television households in Australia was 24.9 per cent in 2006.

Findings

1. Audience size and amount of time spent viewing by children

AUDIENCE SIZE TRENDS 2001 TO JUNE 2006

Free-to-air television

- Children aged 0–14 comprise 20 per cent of the Australian population.⁶ As a result, they represent a relatively small percentage of the total potential viewing audience for television. In 2005, 0–14 year olds made up on average 13 per cent of the total audience on free-to-air television, which was down from 15 per cent in 2001.
- Figures 1.1 and 1.2 demonstrate that there has been a reduction in the size of the average child audience for free-to-air television from 2001 to June 2006. Overall, the size of the 0–14 free-to-air audience decreased by 24.6 per cent from 2001 (281,000) to June 2006 (212,000). In comparison, the all people average audience for free-to-air television decreased slightly from two million in 2001 to 1.9 million in 2006.
- As Figure 1.2 shows, from 2001 to June 2006, the average size of the child audience for free-to-air television decreased by 31 per cent for 5–12s and 26 per cent for 13–17 year olds. Although the size of the reduction was smaller (17 per cent), the same trend was observed among children aged 0–4 years.

Commercial television

- Figures 1.3 and 1.4 provide the audience size trends for commercial television over the same period. As commercial television networks account for the majority of free-to-air television viewing, trends in audience size over the period from 2001 to June 2006 are the same as those noted earlier for free-to-air television.
- As Figure 1.4 shows, the size of the 0–14 commercial audience decreased by 25.5 per cent from 2001 (216,000) to June 2006 (161,000). In comparison, the all people average audience for commercial television decreased slightly from 1.6 million in 2001 to 1.5 million in 2006.
- The average size of the child audience for commercial television decreased by 20 per cent among 0–4s, 30 per cent among 5–12s and 27 per cent for 13–17 year olds.

⁶ Australian Bureau of Statistics 2002, *2001 Census Community Profile Series: Australia*, Catalogue 2001.0.

Figure 1.1: Free-to-air television viewing – average audience (Monday–Sunday) size by age group (0–4, 5–12, 13–17, 0–14, and all people), 2001, 2005 and January–June 2006

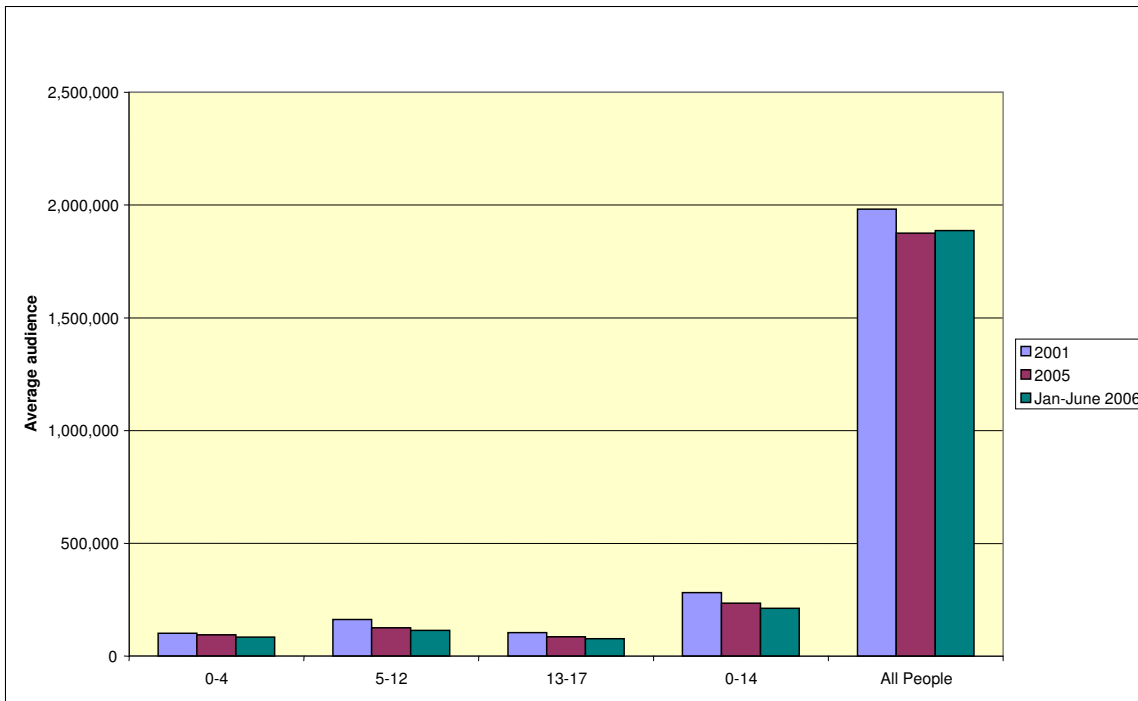


Figure 1.2: Free-to-air television viewing – average audience size by age group (0–4, 5–12, 13–17 and 0–14), 2001, 2005 and January–June 2006

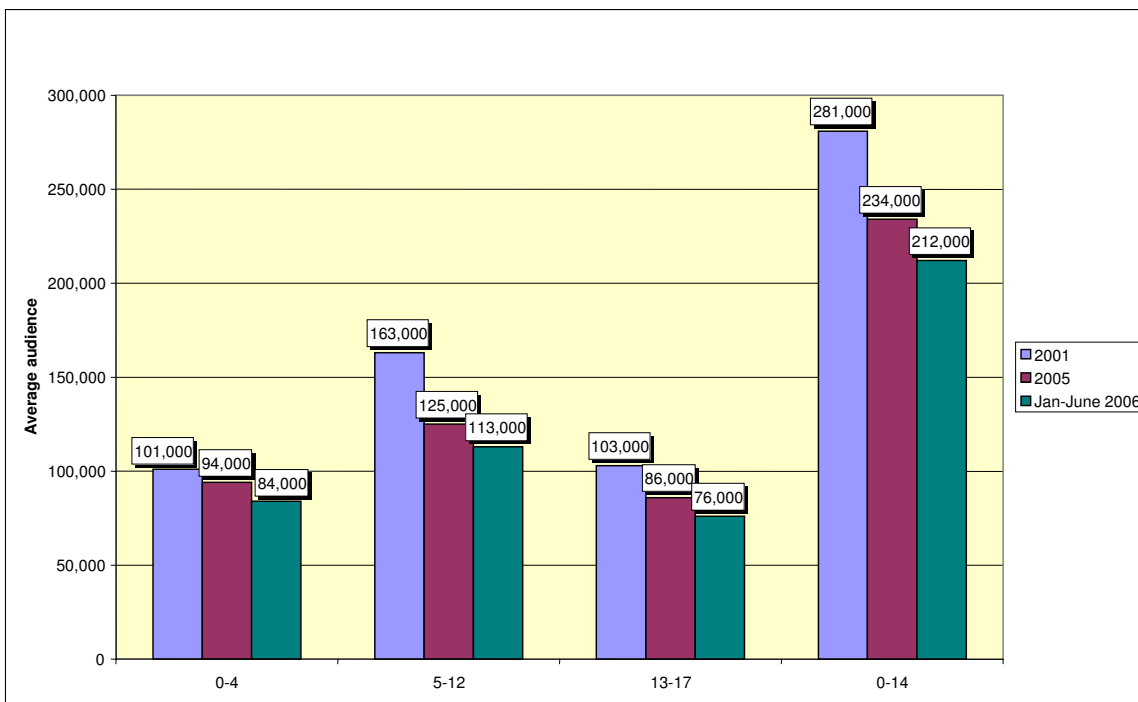


Figure 1.3: Commercial television viewing – average audience (Monday–Sunday) size by age group (0–4, 5–12, 13–17, 0–14 and all people), 2001, 2005 and January–June 2006

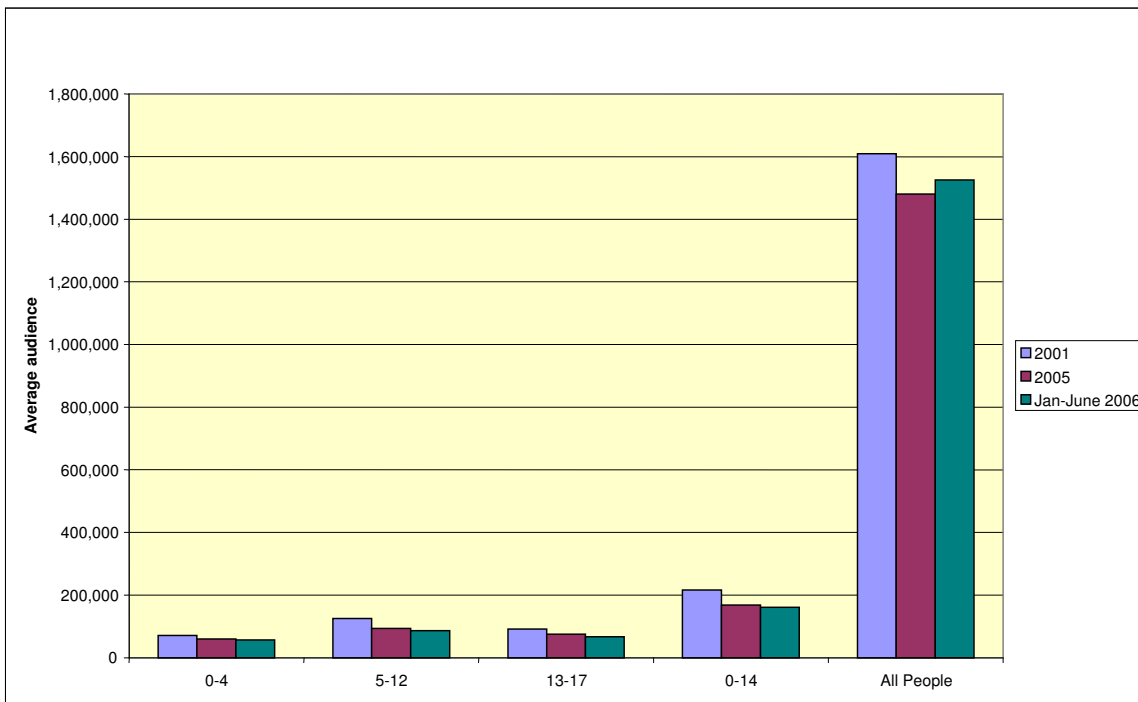
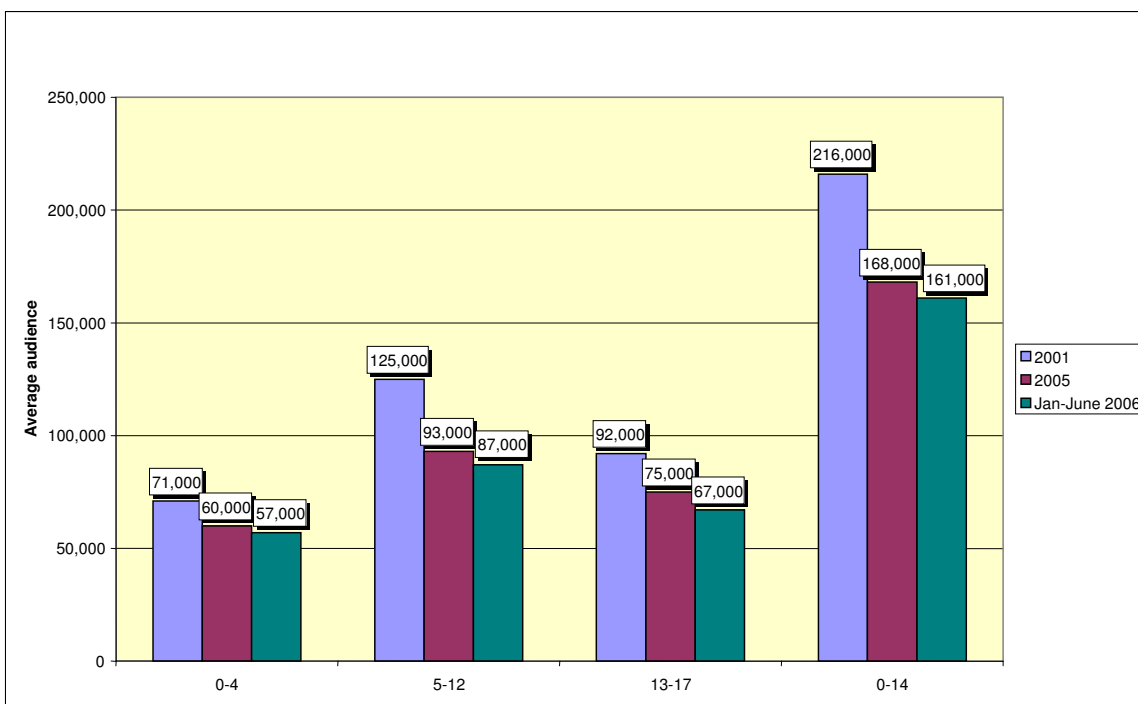


Figure 1.4: Commercial television viewing – average audience size by age group (0–4, 5–12, 13–17 and 0–14), 2001, 2005 and January–June 2006



AMOUNT OF TIME SPENT VIEWING TRENDS 2001 TO 2006

In order to estimate the average amount of time children spend viewing television in Australia, OzTAM data on ATS and ATV⁷ was analysed. The difference in the calculation of these two variables was described earlier.⁸

Figures 1.5 to 1.7 present the ATS viewing for different television platforms for each age group of interest over the period from 2001 to 2006.

Figures 1.8 to 1.10 present the ATV viewing for different television platforms for each age group of interest over the period from 2001 to 2006.

Average time spent (ATS)

Free-to-air television

- The ATS viewing data in Figure 1.5 suggests that, over the five-year period from 2001 to 2006, children decreased the amount of time they spent viewing free-to-air television. While children spend a significant amount of time viewing television, on average, they spend less time watching than adults.
- In 2001, children aged 0–14 spent an average of 170 minutes per day watching free to air television. Children aged 0–4 spent an average of 192 mins per day watching free-to-air television. Children aged 5–12 and 13–17 spent 151 and 164 minutes respectively. In comparison, the all people average was 208 mins.
- By 2006, the average time children spent viewing free-to-air television had decreased across all of the age groups of interest. In 2006, children aged 0–14 spent an average of 142 minutes watching free-to-air television, an average decrease of 28 minutes over the five years from 2001.
- Children aged 0–4 spent an average of 154 mins per day watching free to air television—an average decrease of 38 minutes over the five years from 2001. In 2006, Children aged 5–12 and 13–17 averaged 130 and 137 minutes of free-to-air television per day, respectively—an average decrease of 21 and 27 minutes since 2001.

Commercial television

- Commercial television networks account for the majority of television viewing on free-to-air television.
- Figure 1.6 shows the decrease in the average amount of time children spent viewing commercial television each day over 2001 to 2006.
- In 2006 (for the reader's convenience, 2001 figures will appear in brackets after the 2006 data), children aged 0–14 spent an average of 121 minutes watching commercial television (2001: 140 minutes)—an average decrease of 19 minutes.
- Children aged 0–4 spent an average of 127 minutes (2001: 150 mins) watching commercial television—an average decrease of 23 minutes. In 2006, the 5–12s averaged 112 minutes (2001: 124 mins) of commercial television—an average decrease of 12 minutes. The 13–17s averaged 128 mins (2001: 151 mins)—an average

⁷ The estimates of average time spent (ATS) and average time viewed (ATV) provided by OzTAM are calculated using a seven-day viewing week (Monday to Sunday) and includes television viewing within the 6.00 am to midnight timeslot.

⁸ Refer to the report section on *Estimation of average time spent viewing*.

decrease of 23 minutes.⁹ In comparison, the all people average was 171 minutes (2001: 177 mins)—an average decrease of six minutes.

Figure 1.5: Free-to-air television viewing – average time spent (ATS) viewing by age group (0–4, 5–12, 13–17 and 0–14), 2001, 2005 and 2006

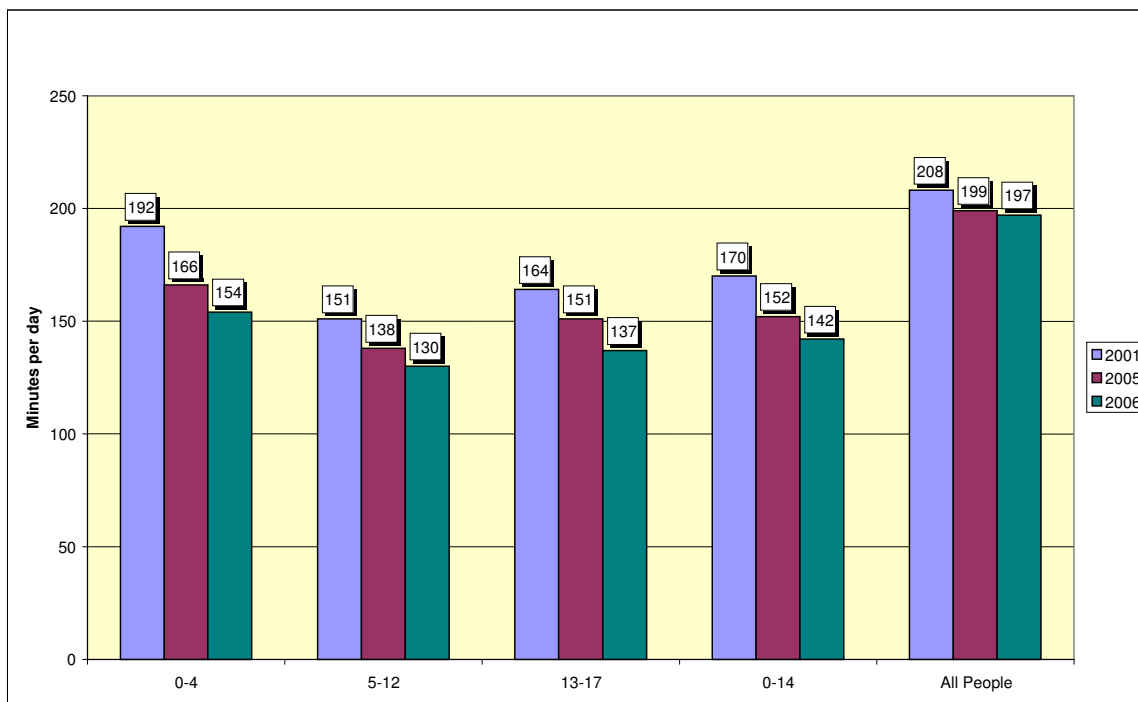
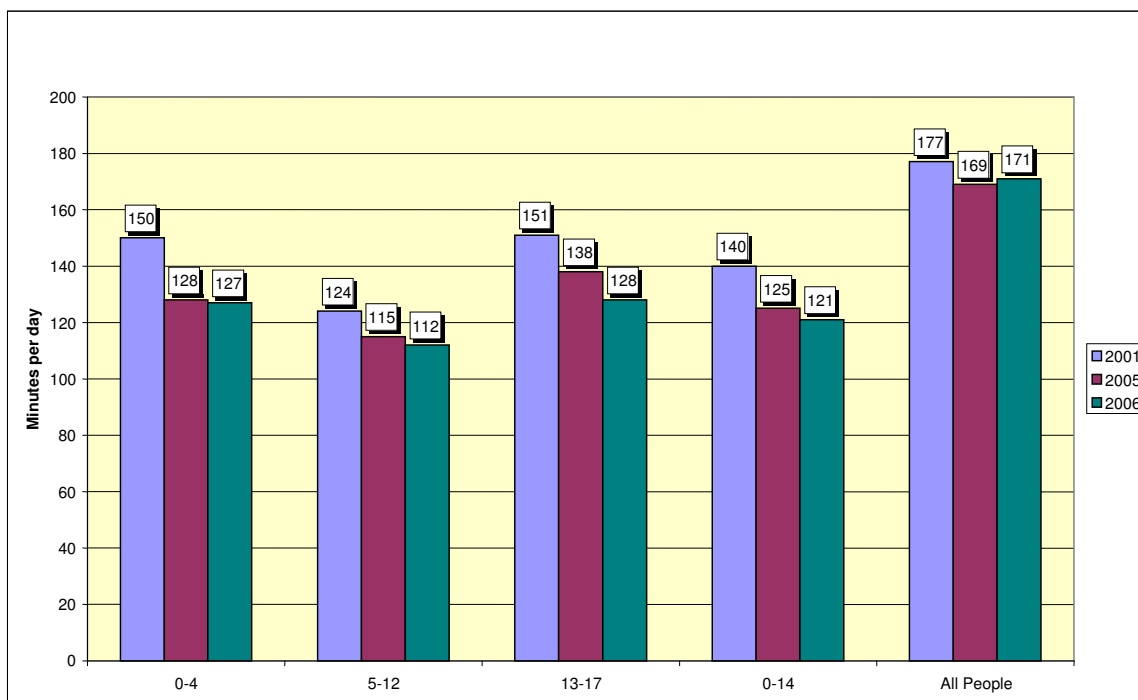


Figure 1.6: Commercial television viewing – average time spent (ATS) viewing by age group (0–4, 5–12, 13–17 and 0–14), 2001, 2005 and 2006

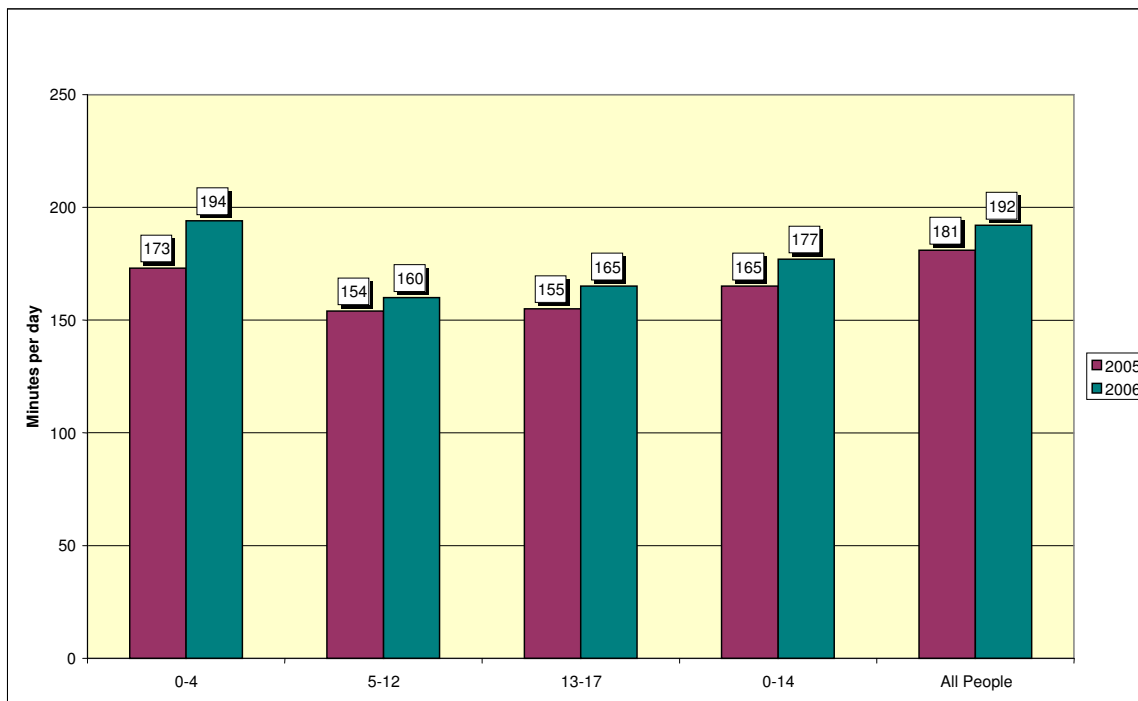


⁹ A breakdown of the average time spent viewing each network on Australian television (excluding subscription television) by age group is presented in the appendix.

Subscription television

- Based on the 2006 universe estimates reported by OzTAM, 24.9 per cent of Australian homes have access to subscription television.
- As Figure 1.7 shows, children aged 0–14 spent an average of 177 minutes a day watching subscription television in 2006. In contrast to trends for free-to-air and commercial television, this was an increase of 12 minutes per day from 2005.
- Children aged 0–4 spent an average of 194 minutes per day watching subscription television channels in 2006. The 5–12s and 13–17s averaged 160 and 165 minutes respectively.
- The 0–4 age group recorded the largest increase in time spent viewing subscription televisions from 2005 to 2006, with an increase of 21 minutes, with the 5–12s increasing average time spent viewing subscription television by 6 minutes and the 13–17s increasing average time spent viewing subscription television by 10 minutes.

Figure 1.7: Subscription television viewing – average time spent (ATS) viewing by age group (0–4, 5–12, 13–17 and 0–14), 2005 and 2006



Average time viewed (ATV)

As noted earlier, time spent viewing can also be measured by the ATV variable. This variable reports the average number of hours or minutes of the program or time band seen by all people in the target market in the estimated population, whether they have watched or not. As noted above, ATV values are lower than ATS values for the same program or time band.

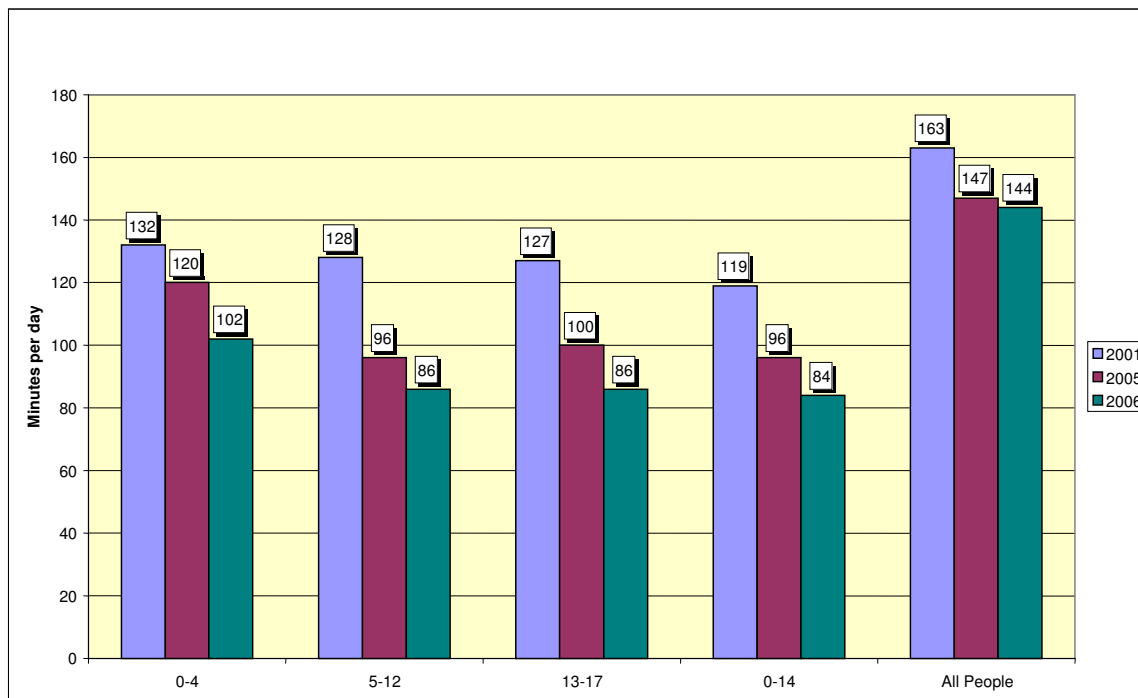
The Figures 1.8 to 1.10 present the ATV data for all the age groups of interest from 2001 to 2006. The ATV data in Figures 1.8 and 1.9 mirrors the audience trends noted previously using the ATS viewing data—that over the period from 2001 to 2006 children decreased the amount of time they spent viewing free-to-air and commercial television.

Free-to-air television

- Based on ATV data for 2006, children aged 0–14 spent an average of 84 minutes per day watching free-to-air television.

- Children aged 0–4 spent an average of 102 minutes per day watching free-to-air television. Children in the 5–12 and 13–17 age groups both spent on average 86 per day, watching free-to-air television.

Figure 1.8: Free-to-air television viewing – average time viewed (ATV) by age group (0–4, 5–12, 13–17 and 0–14), 2001, 2005 and 2006



Commercial television

- Based on the ATV data for 2006, children aged 0–14 spent an average of 64 minutes per day viewing commercial television (Figure 1.9).
- Children aged 0–4 spent an average of 70 minutes per day viewing commercial television. Among the 5–12s, the average time of viewing commercial television was 66 minutes, while for the 13–17s, the average was 75 minutes per day.

Subscription television

- ATV figures for viewing of subscription television are notably lower than ATS figures, reflecting the penetration of rate of subscription television. The calculation of the ATV for any program or time band on subscription television takes into account the target market in the estimated population of the program or time band in question, including those without subscription television.
- For 2006, ATV data (Figure 1.10) indicates that the average time spent viewing subscription television by the 0–14, 0–4, 5–12 and 13–17 age groups was around 30 minutes per day. The all people average was slightly higher at 35 minutes.
- Between 2005 and 2006 there was a small increase in average time spent viewing subscription television across all the age groups considered.

Figure 1.9: Commercial television viewing – average time viewed (ATV) by age group (0–4, 5–12, 13–17 and 0–14), 2001, 2005 and 2006

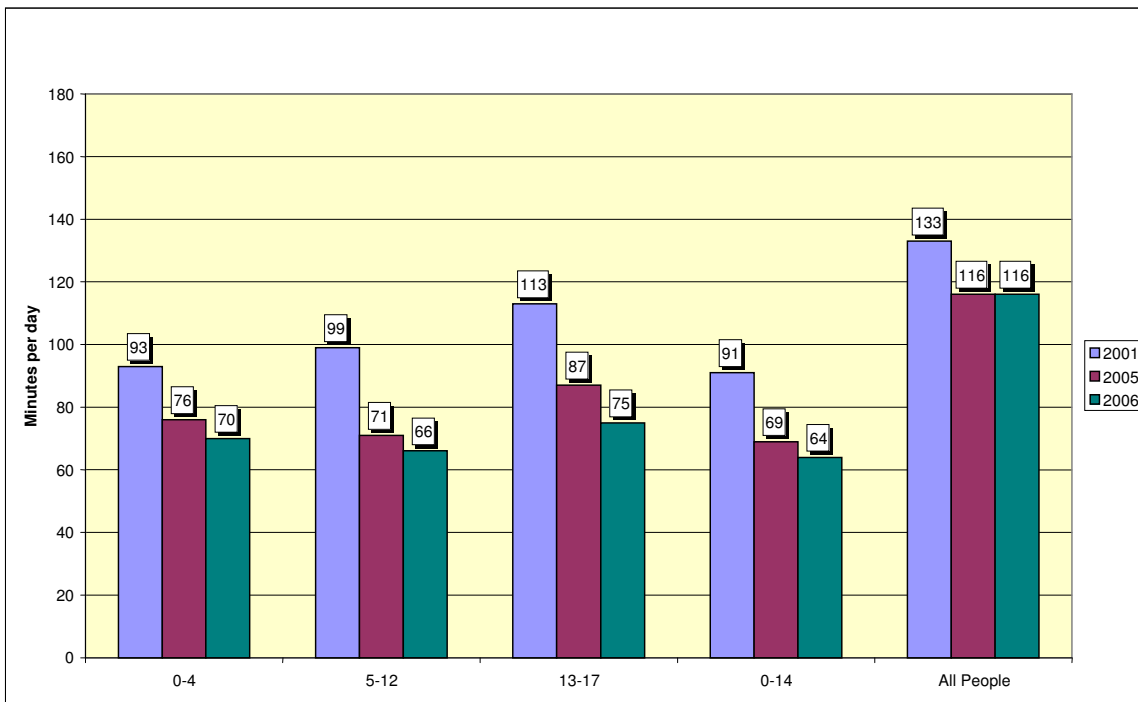
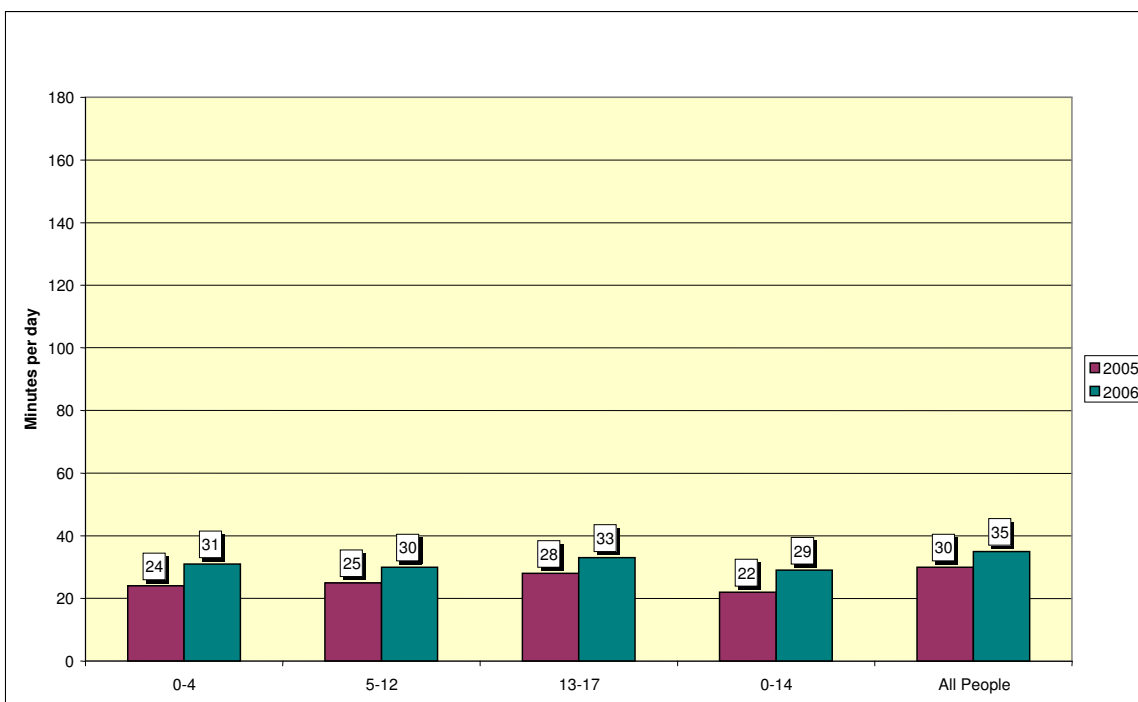


Figure 1.10: Subscription television viewing – average time viewed (ATV) by age group (0–4, 5–12, 13–17 and 0–14), 2005 and 2006



2. Day-part viewing

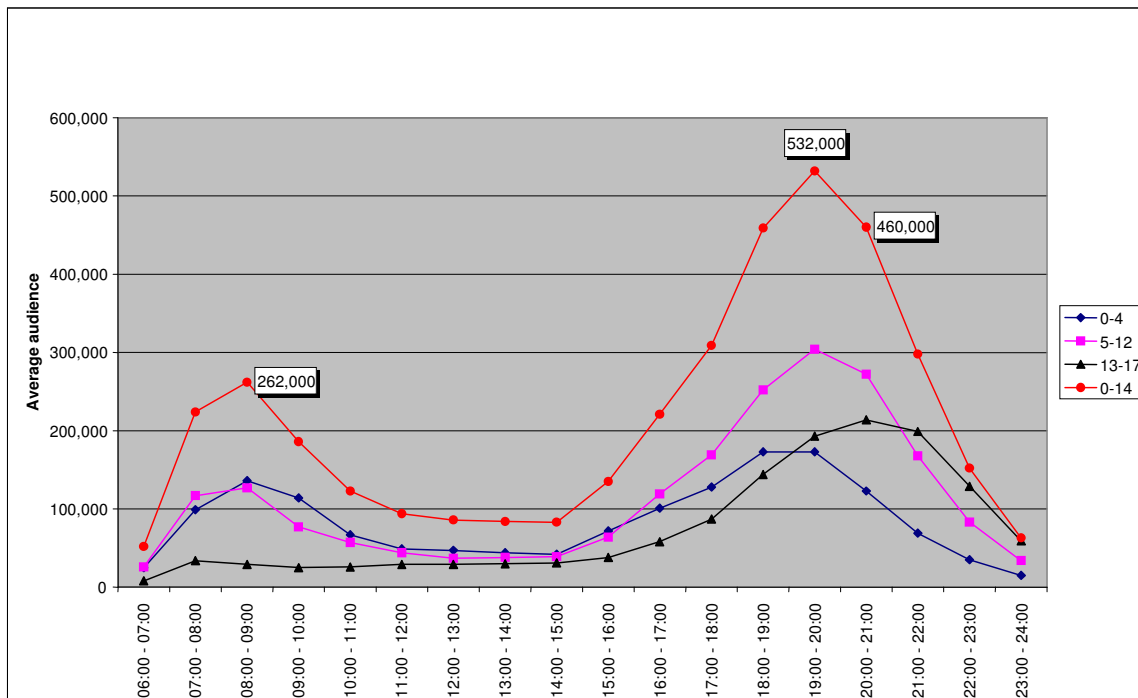
CHILD AUDIENCE PROFILES JANUARY–JUNE 2006¹⁰

Free-to-air television viewing

Monday to Sunday

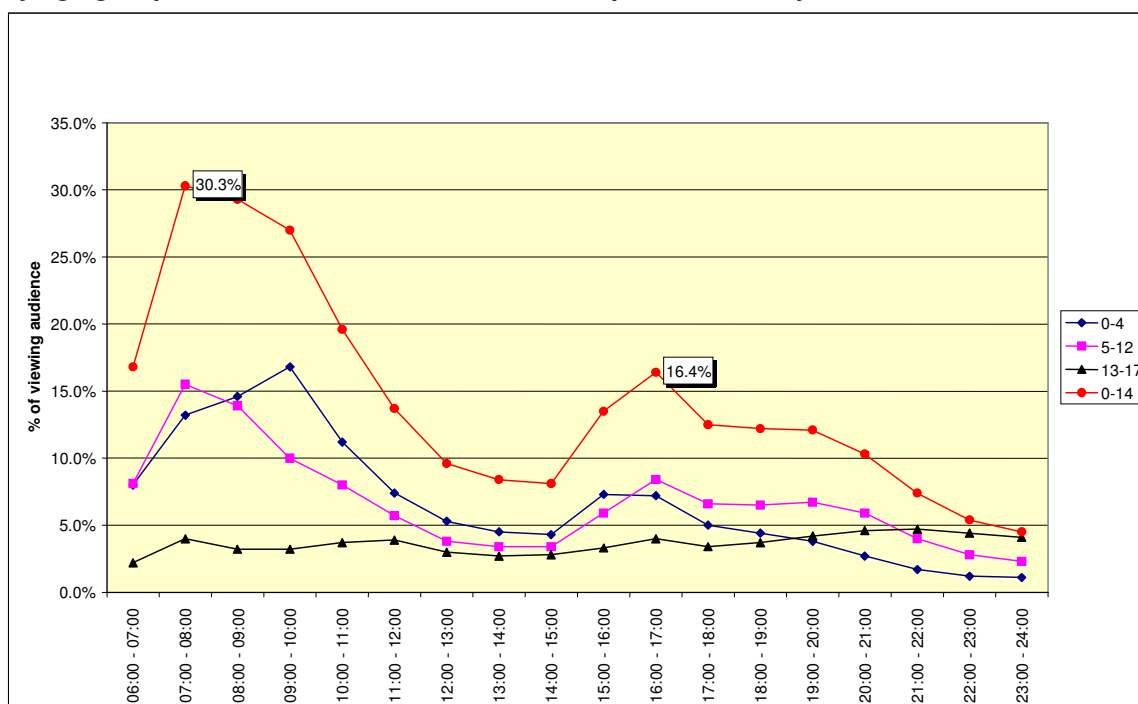
- The free-to-air television day-part viewing profile over a seven-day week (Figure 2.1) shows that the 0–14 audience for free-to-air television reaches a peak of 262,000 in the morning (8.00 to 9.00 am), falls away from 9.00 am to 4.00 pm and then peaks at 532,000 in the early evening (7.00 to 8.00 pm).
- Figure 2.2 shows that during these two timeslots, the 0–14s accounted for 30.3 and 16.4 per cent respectively of the free-to-air viewing audience.

Figure 2.1: Free-to-air television viewing – average audience (Monday–Sunday) size by hour (6.00 am to midnight) and age group (0–4, 5–12, 13–17 and 0–14), January–June 2006



¹⁰ This section presents data on viewing trends for four age groups: 0–14, 0–4, 5–12 and 13–17. The OzTAM data is based on the hourly viewing averages obtained in the five metropolitan markets from 6.00 am to midnight, Monday to Sunday.

Figure 2.2: Free-to-air television viewing – percentage of viewing audience (Monday–Sunday) by age group, 0–4, 5–12, 13–17 and 0–14 for the period, January–June 2006



Commercial television viewing

Monday to Sunday

- Figure 2.3 shows that the average 0–14 audience over a seven-day week reached a morning peak of 134,000 during the 8.00 to 9.00 am timeslot, falls away from 9.00 am to 5.00 pm, then increases significantly after 6.00 pm, reaching a peak of 480,000 in the 7.00 to 8.00 pm timeslot.
- Based on a seven-day week average (Figure 2.4), throughout most of the viewing day, the 0–14s constitute less than 20 per cent of the commercial television viewing audience.
- An exception to this trend is morning television. Figure 2.4 shows that children in the 0–14 age band comprise 22.5 per cent of the total viewing audience for commercial television from 7.00 to 8.00 am, followed by 20.4 per cent between 8.00 and 9.00 am.
- Children aged 0–14 account for proportionally less of the commercial television viewing audience from 9.00 am onwards and approximately 8.5 to nine per cent of the total commercial television viewing audience between 2.00 and 6.00 pm. In the 6.00 to 7.00 pm period, the 0–14 age groups began to account for more of the total viewing audience (12.7 per cent), with a peak of 14.6 per cent in the hour between 7.00 and 8.00 pm.

Figure 2.3: Commercial television viewing – average audience (Monday–Sunday) size by hour (6.00 am to midnight) and age group (0–4, 5–12, 13–17 and 0–14), January–June 2006

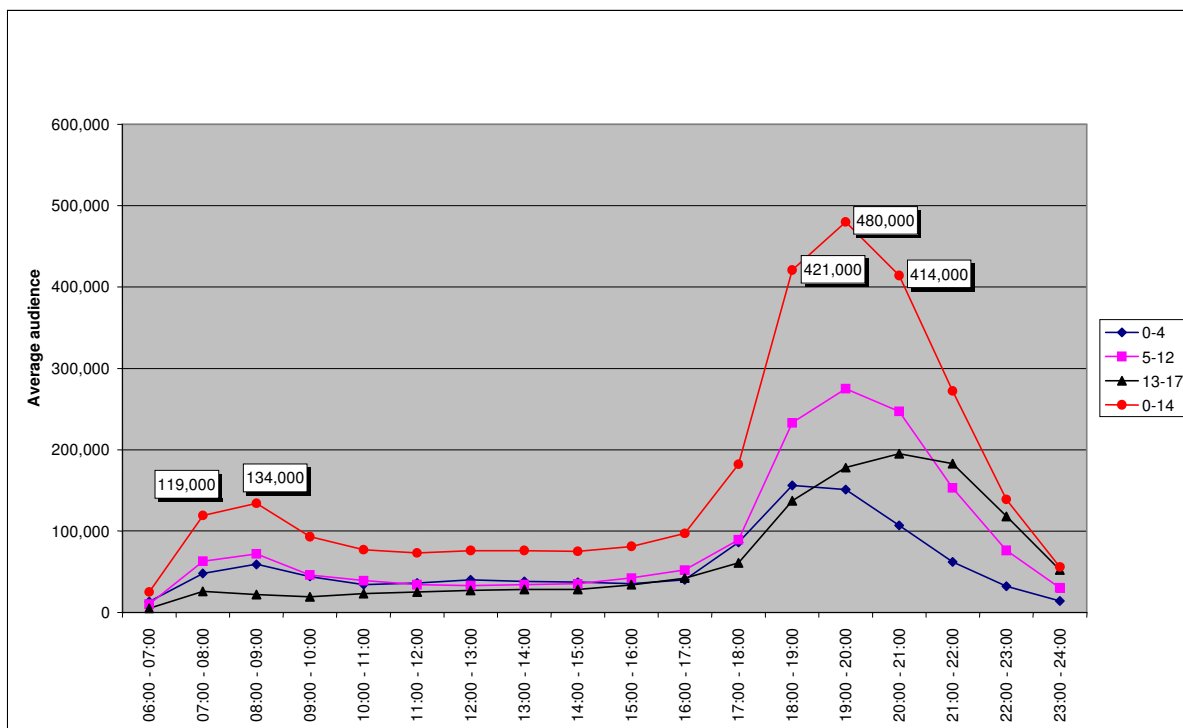
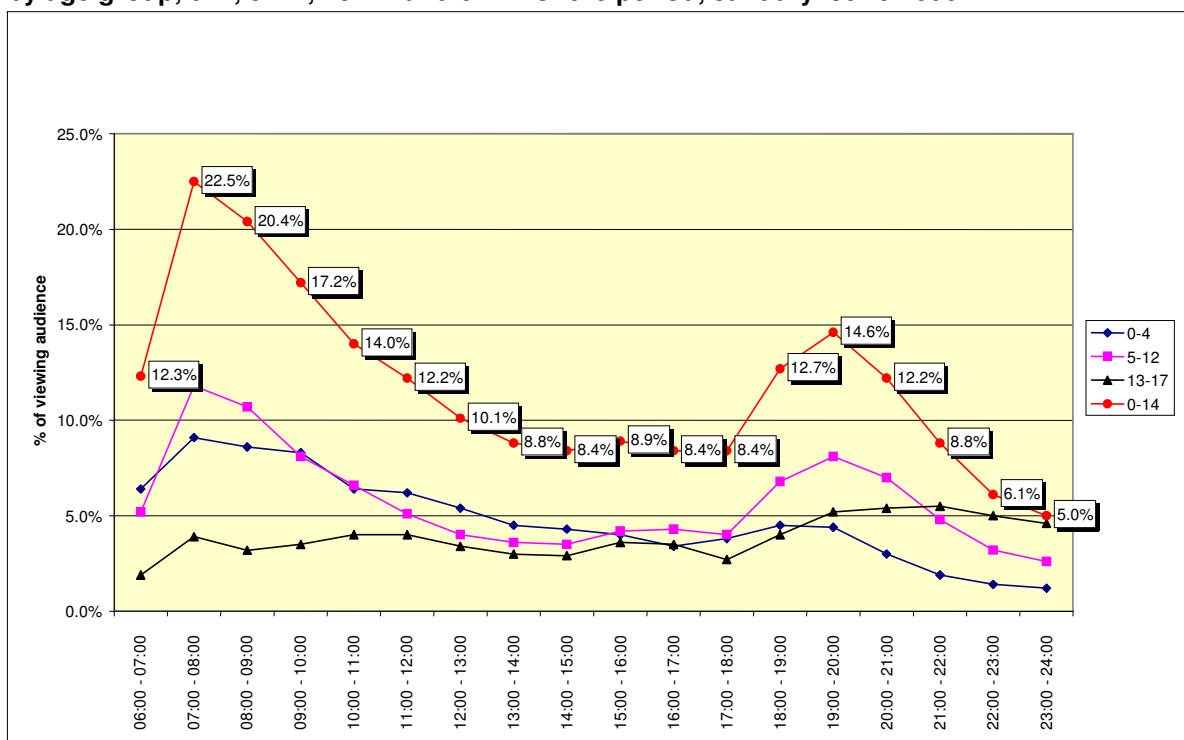


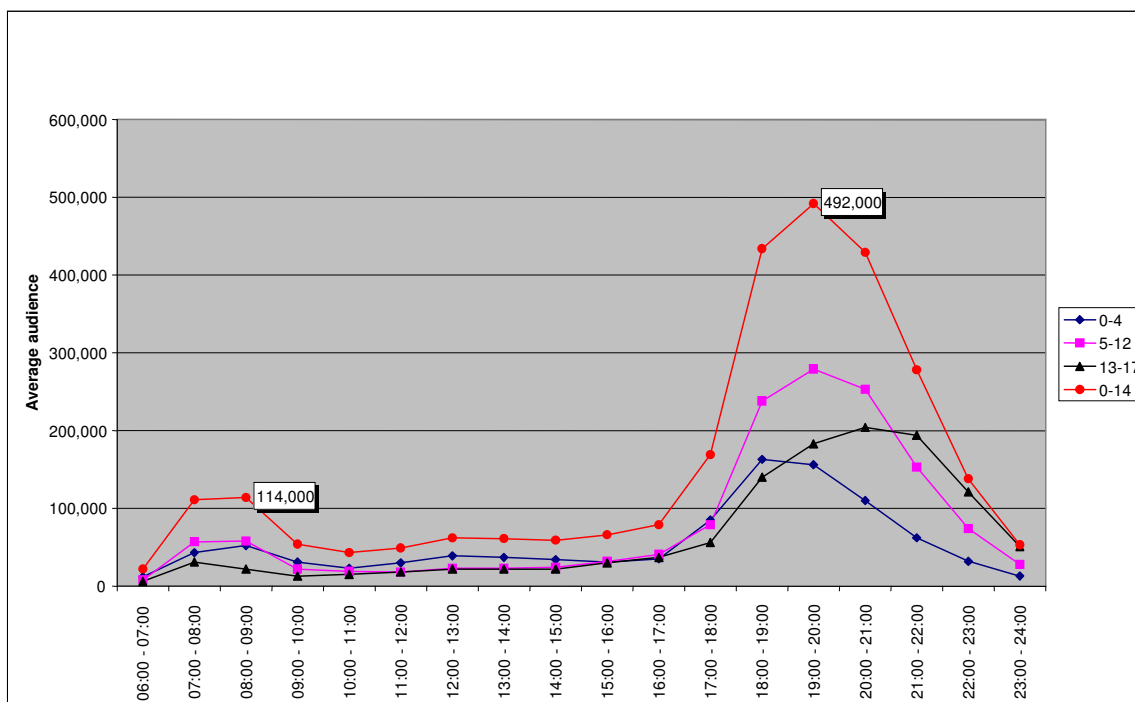
Figure 2.4: Commercial television viewing – percentage of viewing audience (Monday–Sunday) by age group, 0–4, 5–12, 13–17 and 0–14 for the period, January–June 2006



Monday to Friday

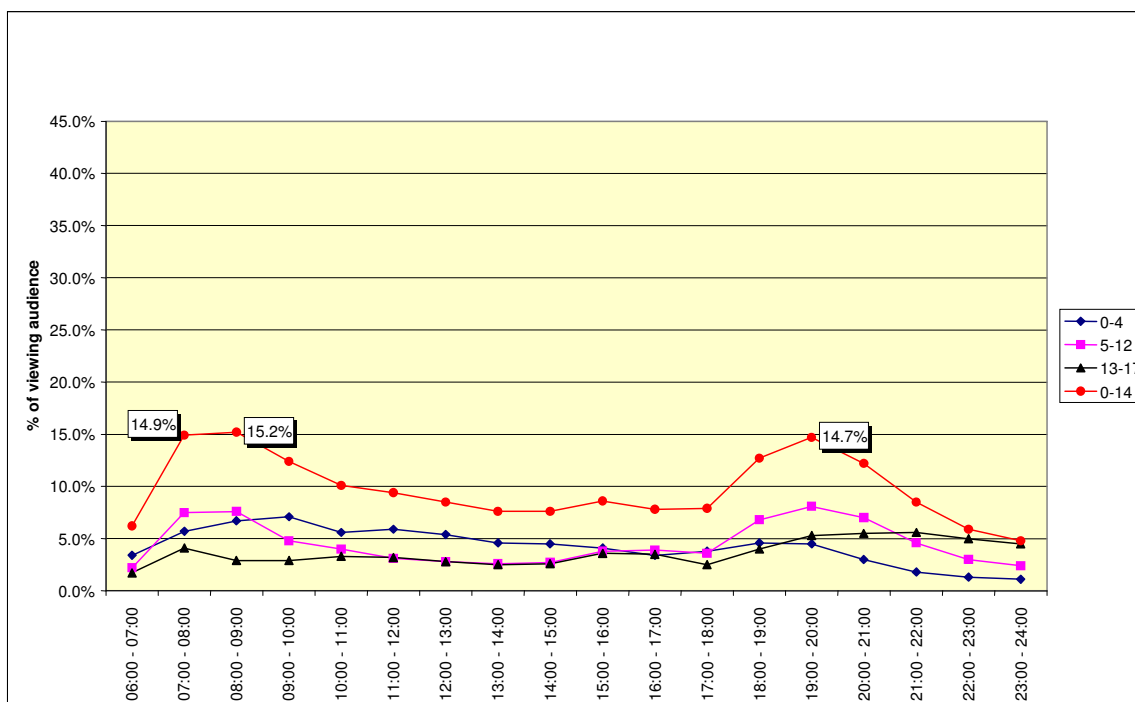
- Figure 2.5 shows that on weekdays, the 0–14 audience averaged just over 100,000 during the morning timeslots of 7.00 to 9.00 am, with a peak of 114,000 viewers during 8.00 to 9.00 am. The size of the 0–14 audience averaged more than 400,000 from 6.00 to 9.00 pm, reaching a peak of 492,000 during the period 7.00 to 8.00 pm.

Figure 2.5: Commercial television viewing – average audience (Monday–Friday) size by hour (6.00 am to midnight) and age group (0–4, 5–12, 13–17 and 0–14), January–June 2006



- Figure 2.6 presents the percentage of viewing audience data for weekdays, Monday to Friday. The child audience peaks at around 15 per cent during the morning timeslots of 7.00 to 9.00 am and at 7.00 to 8.00 pm during evening prime time.

Figure 2.6: Commercial television viewing – percentage of viewing audience (Monday–Friday) by age group, 0–4, 5–12, 13–17 and 0–14 for the period, January–June 2006



Saturday and Sunday

- Figure 2.7 shows that on average, the 0–14 audience for commercial television was generally higher on weekends. It reached a morning peak on Saturdays and Sundays around the 8.00 to 10.00 am timeslot, with average audience numbers of 186,000 to

192,000. The average 0–14 audience remained well over 100,000 from 11.00 am to 5.00 pm, after which it rose to a peak of 447,000 during the 7.00 to 8.00 pm timeslot.

- Figure 2.8 illustrates children aged 0–14 as a percentage of all people viewing audience for commercial television on Saturday and Sunday.

Figure 2.7: Commercial television viewing – average audience (Saturday–Sunday) size by hour (6.00 am to midnight) and age group (0–4, 5–12, 13–17 and 0–14), January–June 2006

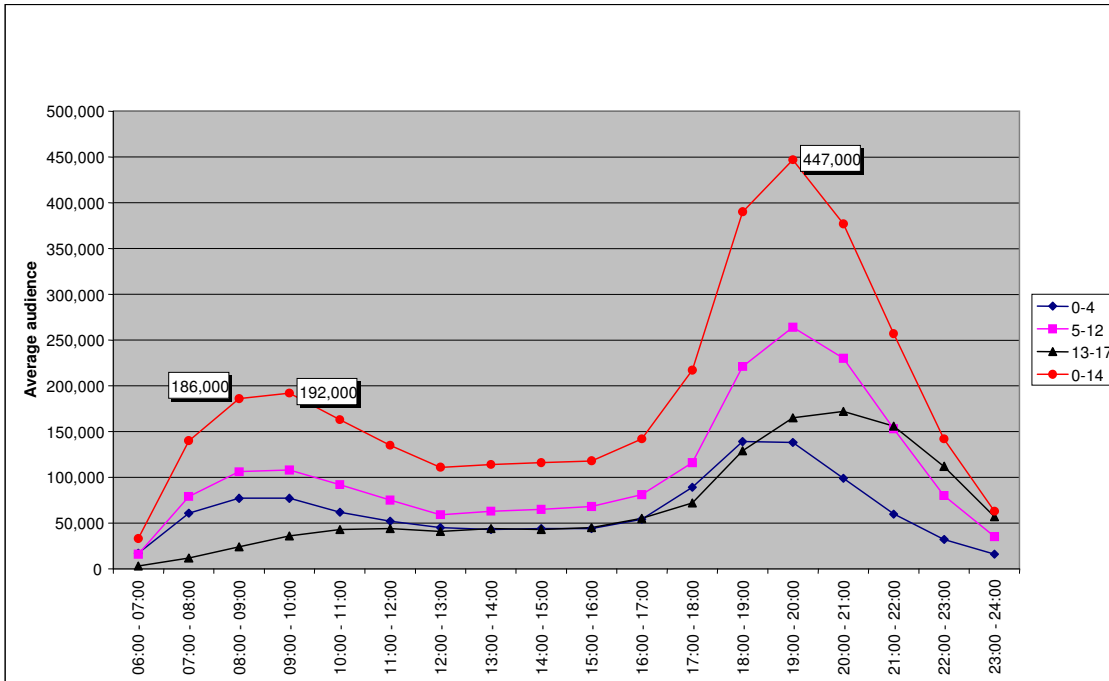
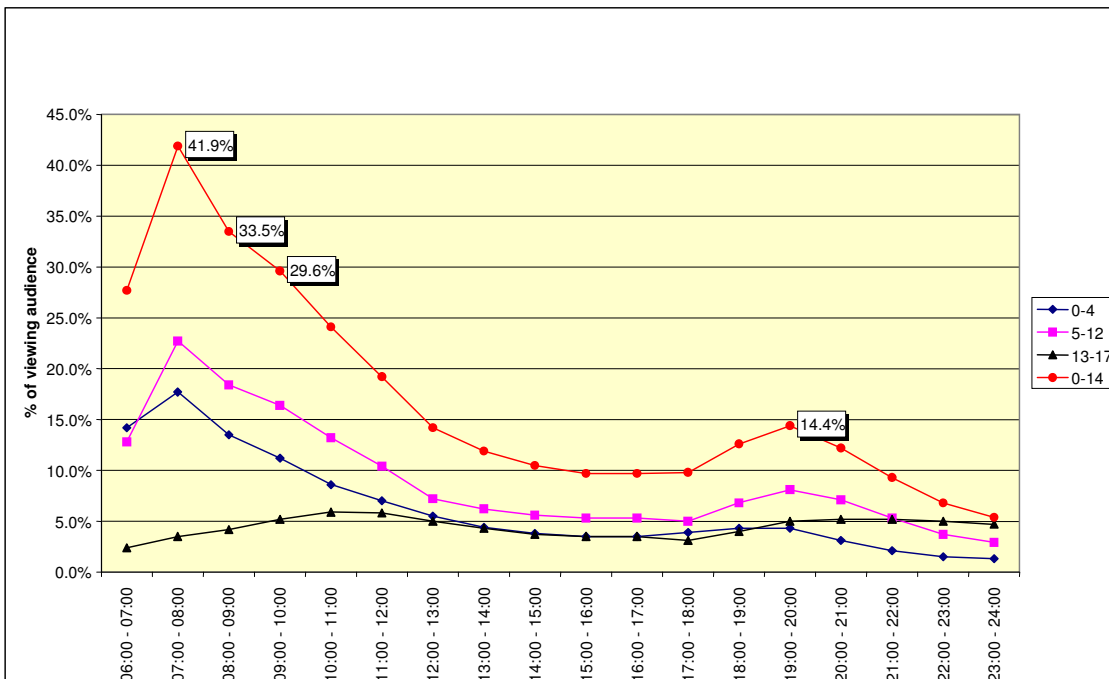


Figure 2.8: Commercial television viewing – percentage of viewing audience (Saturday–Sunday) by age group, 0–4, 5–12, 13–17 and 0–14, January–June 2006

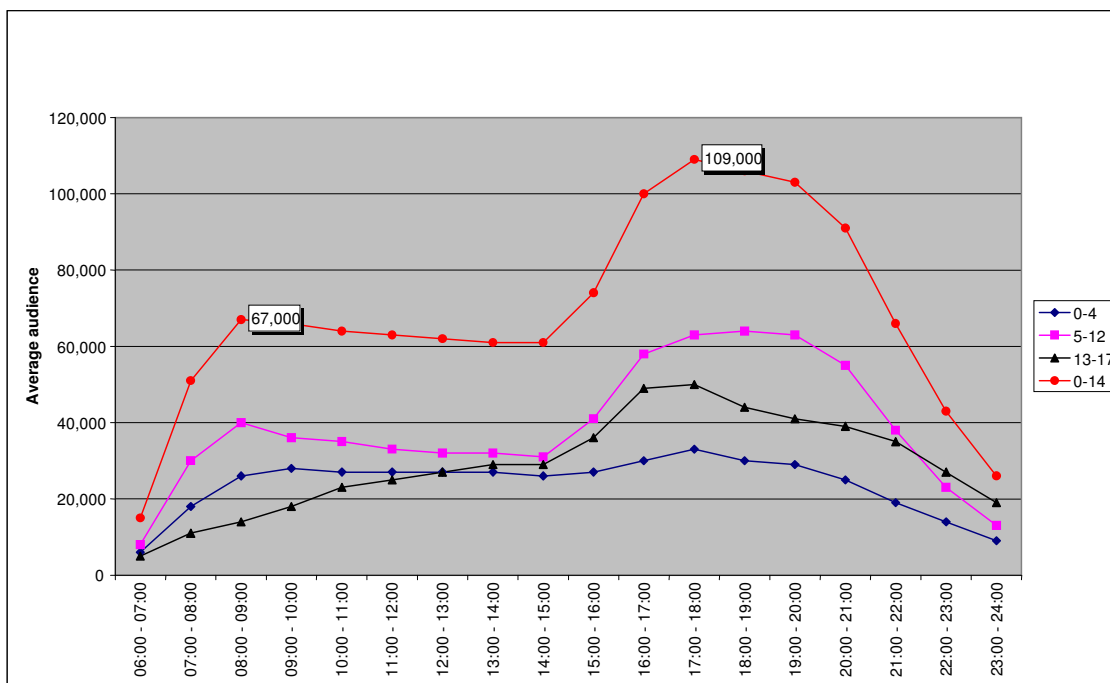


Subscription television viewing

Monday to Sunday

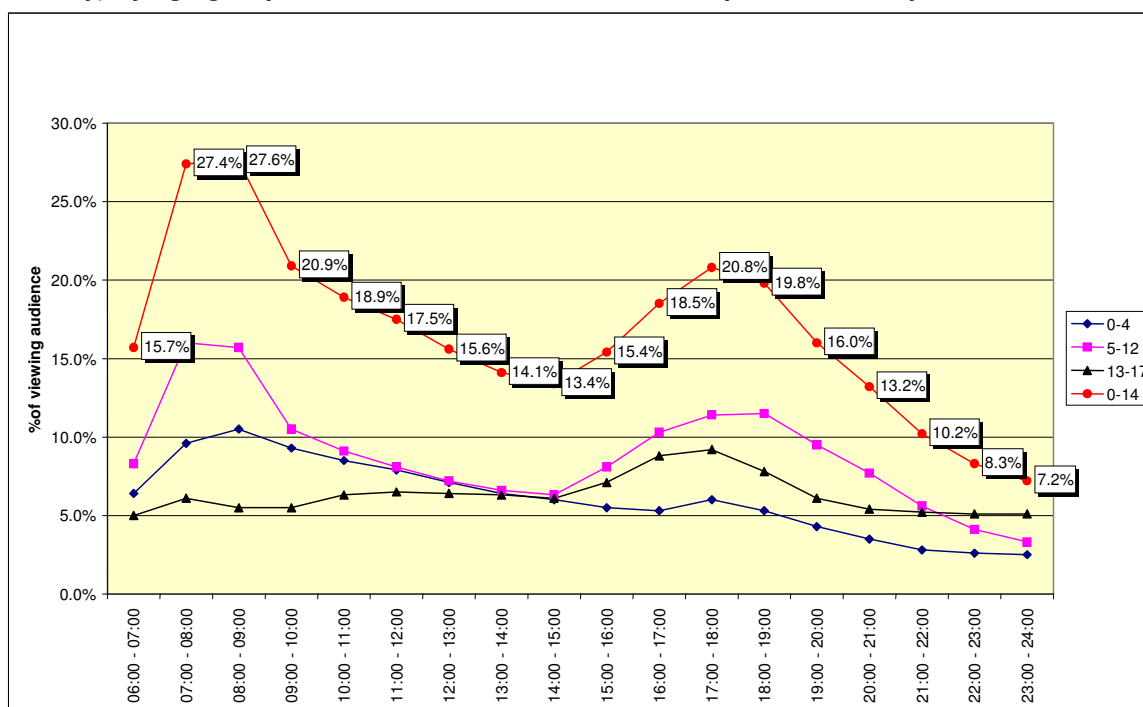
- Figure 2.9 profiles the average audience over a seven-day week for subscription television by age group from 6.00 am to midnight. It shows that in households with subscription television, the average audience among people aged 0–14 reaches a peak of 67,000 during the morning (8.00 to 9.00 am).
- Figure 2.9 also shows that the size of the average 0–14 subscription television audience remains at just over 60,000 for the rest of the viewing day until 3.00 pm, when it increases to 74,000. From 4.00 pm to 8.00 pm, the 0–14 subscription television audience totalled at least 100,000, with a peak of 109,000 in the 5.00 to 6.00 pm timeslot.
- It is worth noting that on average, for the 4.00 to 5.00 pm timeslot, the 0–14 subscription television audience (100,000) was slightly larger than its commercial television counterpart (97,000). However, over the 5.00 to 9.00 pm period, the average size of the 0–14 audience starts to diverge significantly, with commercial television attracting an average 0–14 audience that is four times the size of the subscription television 0–14 audience.
- The subscription television day-part viewing profile is similar to the commercial television profile presented earlier. Children in the 0–14 age group are a significant proportion of the viewing audience in the 7.00 to 9.00 am period. Figure 2.10 shows that people aged 0–14 account for over 27 per cent of the total subscription television viewing audience at this time.

Figure 2.9: Subscription television viewing – average audience (Monday–Sunday) size by hour (6.00 am to midnight) and age group (0–4, 5–12, 13–17 and 0–14), January–June 2006



- From 2.00 to 6.00 pm, the 0–14 audience group steadily increases as a proportion of the total subscription television viewing audience—from 13.4 per cent to 20.8 per cent in the 5.00 to 6.00 pm period. As a proportion of the total subscription television viewing audience, the 0–14s represent approximately 20 per cent of viewers during the 5.00 to 7.00 pm timeslot.

Figure 2.10: Subscription television viewing – percentage of viewing audience (Monday–Sunday) by age group, 0–4, 5–12, 13–17 and 0–14 for the period, January–June 2006



CHILD AUDIENCE TRENDS: 2001, 2005 AND JANUARY–JUNE 2006

Free-to-air television

Monday to Sunday

- Table 2.1 presents the average audience size for people aged 0-14 audience who watched free-to-air television from 6am to midnight, Monday to Sunday. A review of the data from 2001 to June 2006 shows that there has been a decline in the average size of the 0-14 audience watching free-to-air television over this period.

Figure 2.1: Free-to-air television viewing – average audience (AUD) size for people aged 0–14 by hour (6.00 am to midnight, Monday–Sunday), 2001, 2005 and January–June 2006

Time band	06:00–07:00	07:00–08:00	08:00–09:00	09:00–10:00	10:00–11:00	11:00–12:00
2001	53,000	308,000	380,000	283,000	182,000	137,000
2005	64,000	263,000	309,000	216,000	144,000	106,000
2006	52,000	224,000	262,000	186,000	123,000	94,000
2001–05	11,000	-45,000	-71,000	-67,000	-38,000	-31,000
2001–06	-1,000	-84,000	-118,000	-97,000	-59,000	-43,000
% change 2001–05	21%	-15%	-19%	-24%	-21%	-23%
% change 2001–06	-2%	-27%	-31%	-34%	-32%	-31%
Time band	12:00–13:00	13:00–14:00	14:00–15:00	15:00–16:00	16:00–17:00	17:00–18:00
2001	127,000	123,000	123,000	205,000	337,000	434,000
2005	95,000	93,000	92,000	160,000	265,000	337,000
2006	86,000	84,000	83,000	135,000	221,000	309,000
2001–05	-32,000	-30,000	-31,000	-45,000	-72,000	-97,000
2001–06	-41,000	-39,000	-40,000	-70,000	-116,000	-125,000
% change 2001–05	-25%	-24%	-25%	-22%	-21%	-22%
% change 2001–06	-32%	-32%	-33%	-34%	-34%	-29%
Time band	18:00–19:00	19:00–20:00	20:00–21:00	21:00–22:00	22:00–23:00	23:00–24:00
2001	573,000	645,000	554,000	350,000	181,000	66,000
2005	480,000	552,000	480,000	312,000	169,000	68,000

2006	459,000	532,000	460,000	298,000	152,000	63,000
2001–05	-93,000	-93,000	-74,000	-38,000	-12,000	2,000
2001–06	-114,000	-113,000	-94,000	-52,000	-29,000	-3,000
<i>% change 2001–05</i>	-16%	-14%	-13%	-11%	-7%	3%
<i>% change 2001–06</i>	-20%	-18%	-17%	-15%	-16%	-5%

Commercial television

Monday to Sunday

- Table 2.2 presents the average audience size for people aged 0–14 who watched commercial television from 6.00 am to midnight, Monday to Sunday. Between 2001 to June 2006, there has been a decline in the average size of the 0–14 audience watching commercial television over virtually all viewing times.

Table 2.2: Commercial television viewing – average audience (AUD) size for people aged 0–14 by hour (6.00 am to midnight, Monday–Sunday), 2001, 2005 and January–June 2006

Time band	06:00–07:00	07:00–08:00	08:00–09:00	09:00–10:00	10:00–11:00	11:00–12:00
2001	45,000	207,000	223,000	181,000	126,000	111,000
2005	27,000	124,000	142,000	101,000	82,000	79,000
2006	25,000	119,000	134,000	93,000	77,000	73,000
AUD change 2001–05	-18,000	-83,000	-81,000	-80,000	-44,000	-32,000
AUD change 2001–06	-20,000	-88,000	-89,000	-88,000	-49,000	-38,000
<i>%Change 2001–05</i>	-40%	-40%	-36%	-44%	-35%	-29%
<i>%Change 2001–06</i>	-44%	-43%	-40%	-49%	-39%	-34%
Time band	12:00–13:00	13:00–14:00	14:00–15:00	15:00–16:00	16:00–17:00	17:00–18:00
2001	111,000	109,000	108,000	122,000	162,000	252,000
2005	84,000	83,000	82,000	98,000	106,000	179,000
2006	76,000	76,000	75,000	81,000	97,000	182,000
AUD change 2001–05	-27,000	-26,000	-26,000	-24,000	-56,000	-73,000
AUD change 2001–06	-35,000	-33,000	-33,000	-41,000	-65,000	-70,000
<i>% change 2001–05</i>	-24%	-24%	-24%	-20%	-35%	-29%
<i>% change 2001–06</i>	-32%	-30%	-31%	-34%	-40%	-28%
Time band	18:00–19:00	19:00–20:00	20:00–21:00	21:00–22:00	22:00–23:00	23:00–24:00
2001	514,000	579,000	497,000	316,000	166,000	60,000
2005	438,000	487,000	422,000	279,000	153,000	61,000
2006	421,000	480,000	414,000	272,000	139,000	56,000
AUD change 2001–05	-76,000	-92,000	-75,000	-37,000	-13,000	1,000
AUD change 2001–06	-93,000	-99,000	-83,000	-44,000	-27,000	-4,000
<i>% change 2001–05</i>	-15%	-16%	-15%	-12%	-8%	2%
<i>% change 2001–06</i>	-18%	-17%	-17%	-14%	-16%	-7%

- Table 2.2 shows that on average, the 8.00 to 9.00 am timeslot attracted the highest number of viewers in the 0–14 age group. In 2001, the 8.00 to 9.00 am timeslot attracted an average 0–14 audience of 223,000. By June 2006, the average audience for this timeslot had dropped to 134,000. This represents a loss of approximately 40 per cent of the 0–14 children’s audience over the period from 2001 to June 2006.
- In the 4.00 to 5.00 pm timeslot, commercial television has lost an average of 65,000 viewers in the 0–14 age group from 2001 to June 2006 (in the 5.00 to 6.00 pm slot, the average decline is 70,000). This represents an audience decline of 40 per cent over this period.

Subscription television

Monday to Sunday

Table 2.3: Subscription television viewing – average audience (AUD) size for people aged 0–14 by hour (6.00 am to midnight, Monday–Sunday), 2001, 2005 and January–June 2006

Time band	06:00–07:00	07:00–08:00	08:00–09:00	09:00–10:00	10:00–11:00	11:00–12:00
2005	12,000	44,000	57,000	54,000	53,000	50,000
2006	15,000	51,000	67,000	66,000	64,000	63,000
AUD change 2005–06	3,000	7,000	10,000	12,000	11,000	13,000
% change 2005–06	25%	16%	18%	22%	21%	26%
Time band	12:00–13:00	13:00–14:00	14:00–15:00	15:00–16:00	16:00–17:00	17:00–18:00
2005	49,000	48,000	46,000	55,000	77,000	84,000
2006	62,000	61,000	61,000	74,000	100,000	109,000
AUD change 2005–06	13,000	13,000	15,000	19,000	23,000	25,000
% change 2005–06	27%	27%	33%	35%	30%	30%
Time band	18:00–19:00	19:00–20:00	20:00–21:00	21:00–22:00	22:00–23:00	23:00–24:00
2005	81,000	81,000	71,000	52,000	34,000	20,000
2006	106,000	103,000	91,000	66,000	43,000	26,000
AUD change 2005–06	25,000	22,000	20,000	14,000	9,000	6,000
% change 2005–06	31%	27%	28%	27%	26%	30%

- Table 2.3 shows that there have been significant increases across all timeslots in the average size of the 0–14 audience over a seven-day week watching subscription television. Data note: The percentage increases shown in Table 2.3 are not equivalent in scale to the commercial television and free-to-air figures reported in Table 2.1 and 2.2. This is a function of the difference in baseline viewing audience for each platform. As Table 2.3 shows, the average viewing audience for subscription television in 2005 is much lower than the audience for commercial and free-to-air television.

Comparing weekday viewing across free-to-air, commercial and subscription television for 0–14s

Table 2.4 reports the average 0–14 audience on free-to-air, commercial and subscription television for the weekday afternoon 4.00 to 5.00 pm timeslot.

- Table 2.4 shows that there has been a 36 per cent decline in the 0–14 free-to-air audience (a 48 per cent decline for commercial television) over the 2001 to June 2006 period.
- While there appears to be an increase in the average number of 0–14s watching subscription television, this finding should be interpreted with caution as data is only available for the 2005 to June 2006 period. Nonetheless, the average size of the 4.00 to 5.00 pm 0–14 audience watching subscription television (102,000) is greater than the audience watching commercial television (79,000) at the same time.

Table 2.4: Children’s weekday viewing patterns for commercial, free-to-air and subscription television – average audience (AUD) size for people aged 0–14 by 4.00–5.00 pm timeslot (Monday–Friday), 2001, 2005 and January–June 2006

Time band	16:00–17:00		
Television platform	Commercial	Free-to-air	Subscription
2001	152,000	387,000	na
2005	87,000	305,000	79,000
2006	79,000	246,000	102,000
AUD change 2001–05	-65,000	-82,000	na

AUD change 2001–06	-73,000	-141,000	na
% change 2001–05	-43%	-21%	na
% change 2001–06	-48%	-36%	na
AUD change 2005–06	-8,000	-59,000	23,000
% change 2005–06	-9.20%	-19.34%	29.11%

na=data not available

Comparing weekend viewing across free-to-air, commercial and subscription television for 0–14s

Under the CTS, C programs are able to be broadcast between 7.00 am to 8.30 pm on weekends. Table 2.5 details the average size of the child audience aged 0–14¹¹ on different television platforms across the weekend timeslots from 6.00 to 11.00 am.

- Table 2.5 shows that free-to-air television (including commercial television) attracts a significant child audience to its weekend morning programming. In the six months to June 2006, the average 0–14 audience ranged in size from 286,000 (8.00 to 9.00 am) to 185,000 (10.00 to 11.00 am).
- A significant proportion of the weekend morning child audience are watching commercial television programming, with the average size of the 0–14 audience ranging from 140,000 (7.00 to 8.00 am) to 192,000 (9.00 to 10.00 am).
- As noted previously, there has been a decline in the average size of the 0–14 audience watching free-to-air (including commercial) television between 2001 and June 2006. Table 2.5 analyses this reduction for the weekend morning timeslots. Overall, the 0–14 audience for free-to-air and commercial television has decreased by approximately 30 per cent from 8.00 to 11.00 am. While the average size of the 0–14 audience fluctuated in the earlier timeslot of 6.00 to 7.00 am,¹² the overall audience trend was downward.
- Based on the available data—for the 2005 to June 2006 period—subscription television reported an increase in the size of their average 0–14 audience over all of the weekend timeslots under review (6.00 to 11.00 am). This increase was in the 15–20 per cent range and was equivalent to approximately 15,000 extra viewers during the 8.00 to 9.00 am timeslot.
- Although there is evidence of consistent growth in the 0–14 child audience for subscription television, their weekend morning audience remains smaller than the commercial television audience. To illustrate, the January to June 2006 data showed that subscription television attracted an average of 105,000 viewers aged 0–14 during the 9.00 to 10.00 am weekend timeslots, while commercial television drew 192,000 viewers.

Table 2.5: Children’s weekend viewing patterns for commercial, free-to-air and subscription television – average audience (AUD) size for people aged 0–14 by 6.00–11.00 am timeslot (Saturday–Sunday), 2001, 2005 and January–June 2006

Commercial television					
Time band	06:00–07:00	07:00–08:00	08:00–09:00	09:00–10:00	10:00–11:00
2001	35,000	178,000	264,000	263,000	233,000
2005	40,000	157,000	208,000	213,000	186,000
2006	33,000	140,000	186,000	192,000	163,000
AUD change 2001–05	5,000	-21,000	-56,000	-50,000	-47,000

¹¹ A breakdown of the average audience size for the 0–4 and 5–12 age bands appears in the appendix.

¹² In 2005, there was a small increase (of 5,000) in the average size of the 0–14 audience for commercial television during the early morning 6.00–7.00 am timeslot.

AUD change 2001–06	-2,000	-38,000	-78,000	-71,000	-70,000
% change 2001–05	14%	-12%	-21%	-19%	-20%
% change 2001–06	-6%	-21%	-30%	-27%	-30%
Free-to-air television					
Time band	06:00–07:00	07:00–08:00	08:00–09:00	09:00–10:00	10:00–11:00
2001	50,000	236,000	397,000	355,000	270,000
2005	55,000	230,000	337,000	268,000	214,000
2006	43,000	192,000	286,000	237,000	185,000
AUD change 2001–05	5,000	-6,000	-60,000	-87,000	-56,000
AUD Change 2001–06	-7,000	-44,000	-111,000	-118,000	-85,000
% change 2001–05	10%	-3%	-15%	-25%	-21%
% change 2001–06	-14%	-19%	-28%	-33%	-31%
Subscription television					
Time band	06:00–07:00	07:00–08:00	08:00–09:00	09:00–10:00	10:00–11:00
2001	na	na	na	na	na
2005	13,000	43,000	75,000	89,000	86,000
2006	15,000	50,000	90,000	105,000	102,000
AUD change 2001–05	2,000	7,000	15,000	16,000	16,000
% change 2005–06	15%	16%	20%	18%	19%

na=data not available

3. HIGHEST RATING PROGRAMS AMONG AUSTRALIAN CHILDREN

An analysis of the highest rating programs overall in the 0–14 age group over 2001, 2005 January–June 2006 was undertaken to identify trends in programming characteristics and audience levels. Further analysis of the most watched programs in 2005 was undertaken for the age bands of interest, 0–14, 0–4, 5–12 and 13–17.

- Table 3.1 shows that the main program genres watched by the 0–14 age group, based on an analysis of the top 50 rating programs from 2001 to June 2006, are reality television, movies and comedy programs. The reality television genre dominated the list of high rating programs for 0–14 year olds, accounting for the highest number of programs on the top 50 in 2001 and 2005 (and following comedy in the first six months of 2006). Movies were the second most watched genre in 2001 and 2005. Children’s programs¹³ form a relatively small percentage of the top 50 rating programs for each period.

Table 3.1: Free-to-air television viewing – breakdown of program genre for the Top 50 rating programs among people aged 0–14 in 2001, 2005 and January–June 2006

Program genre	2001	2005	June 2006
Children’s programs	6	9	3
Comedy	5	6	20
Drama	1	1	0
Infotainment	4	0	0
Light entertainment	0	1	4
Mini series	2	0	0
Movies: feature film	13	12	4
Reality television	17	16	15
Specials	0	1	1
Sports event	2	4	3
Total	50	50	50

- Table 3.2 shows that Network Ten dominated the list of top 50 programs for the 0–14 age group for 2001, 2005 and the first six months of 2006.

¹³ For the purposes of collecting ratings data, these are programs categorised by broadcasters as ‘children’s programs’. It is important to note that while this category would include C and P programs, it includes many other programs identified by broadcasters as children’s programs that are not C or P programs.

- Although Network Ten consistently provided a high proportion of the top rating programs for the 0–14 age group, an analysis of top 50 rating programs in the 0–4 age range (see Table 3.3) highlights the dominant role played by the ABC as a program provider for preschoolers.

Table 3.2: Free-to-air television viewing – broadcasters# of the top 50 rating programs among people aged 0–14, 2001, 2005 and January–June 2006

Broadcast network	2001	2005	June 2006
ABC	7	9	3
Nine	9	9	7
Seven	13	5	2
Ten	21	27	38
Total	50	50	50

Note: The SBS network does not appear in this table because it did not have a program in any of the age-based top 50 lists analysed for this project.

Table 3.3: Free-to-air television viewing – broadcasters# of the top 50 rating programs among people aged 0–4, 2001, 2005 and January–June 2006

Broadcast network	2001	2005	June 2006
ABC	34	47	45
Nine	6	2	1
Seven	3	0	1
Ten	7	1	3
Total	50	50	50

Note: The SBS network does not appear in this table because it did not have a program in any of the age-based top 50 lists analysed for this project.

Table 3.4: Free-to-air television viewing – program production: country of origin for the top 50 rating programs among people aged 0–14, 2001, 2005 and January–June 2006

Country of origin	2001	2005	June 2006
Australia	25	21	24
Canada	0	1	0
Europe	1	1	0
United Kingdom	2	7	3
USA	22	19	23
Other overseas	0	1	0
Total	50	50	50

- Table 3.4 demonstrates that over 2001, 2005 and the first half of 2006, Australia and the USA were the main source of top ratings watched on free-to-air television for the 0–14 age group.
- In contrast, over the same period, the United Kingdom is the main source of top rating programs watched by the 0–4 age group, followed by Australia (see Table 3.5).

Table 3.5: Free-to-air television viewing – program production: country of origin for the top 50 rating programs among people aged 0–4, 2001, 2005 and January–June 2006

Country of origin	2001	2005	June 2006
Australia	21	7	13
Canada	1	4	4
Europe	1	1	2
United Kingdom	20	32	22
USA	6	6	9
Other overseas	1	0	0
Total	50	50	50

Highest rating programs by age group

This section analyses the top 50 rating programs broadcast on free-to-air television for different age bands. OzTAM data for the 2005 calendar year was analysed as it represented

the latest 12-month timeframe for which television audience data would be available at the time the analysis was conducted.¹⁴ To facilitate presentation of the 2005 results, the top 50 data for the 2001 year and the first six months of 2006 appear in the appendix to this report.

0–14 age group

A complete listing of the 2005 top 50 rating programs for the 0–14 age group is shown in Table 3.6. The data shows:

- The size of the 0–14 audience for these programs ranged from 438,000 to 263,000.
- The list of highest rating programs for the 0–14s was topped by two feature films aimed at the child audience. *Willy Wonka & the Chocolate Factory* attracted an audience of 438,000, while *Stuart Little 2* drew 369,000. Both programs were broadcast by the Nine Network.
- The most watched program genres represented among the 0–14 age group's top 50 were reality television (representing 32 per cent) and feature films (24 per cent).
- A total of nine children's programs (18 per cent) made the top 50 list. Other genre categories included comedy (12 per cent) and sports events (four per cent).
- Network Ten programs accounted for more than half of the programs on the 0–14 top 50 list (54 per cent). The ABC and Nine Network were next with nine programs each, followed by the Seven Network with five.
- The majority of programs were sourced from three markets, Australia (21 programs); USA (19) and the United Kingdom (seven).
- The programs attracting the highest number of 0–14 year olds were scheduled during evening prime time, when children are viewing in large numbers (see day-part analysis in section 2).

0–4 age group¹⁵

- The size of the 0–4 audience for the top 50 programs in 2005 ranged from 157,000 to 115,000.
- The highest rating program in 2005 among the 0–4 age group was *Fireman Sam*, broadcast by the ABC.
- Programs specifically made for children dominated the viewing habits of the 0–4 age group. Forty-seven of the top 50 programs watched by the 0–4s in 2005 were categorised as children's programs. All of these programs were broadcast by the ABC. The remainder of the list consisted of a major sporting event (*The 2005 AFL Grand Final*) and two movies (*Willy Wonka & the Chocolate Factory* and *Stuart Little 2*). All three programs were broadcast on commercial television networks.
- Programs were sourced from five markets, Australia (seven programs); Canada (four); Europe (one); United Kingdom (32) and the USA (six). As these figures show, approximately 86 per cent of the programs being watched by the 0–4 age group were produced overseas. Australian-made programs account for the remaining 14 per cent of the programs listed in the 0–4 top 50 list.

¹⁴ OzTAM audience data at July 2006

¹⁵ A complete listing of the 2005 top 50 rating programs for the 0–4 age group appears in the appendix.

Table 3.6: Free-to-air television viewing – top 50 rating programs for people aged 0–14 in 2005

2005 rank	Top 50 programs, 0–14 age group	Channel	Country	AUD
1	<i>Willy Wonka & The Chocolate Factory</i> – rpt	Nine	UK	438,000
2	<i>Stuart Little 2</i>	Nine	USA	369,000
3	<i>Ten's AFL Finals: 2005 Grand Final Sydney V West Coast</i>	Ten	Australia	358,000
4	<i>Australia's Brainiest Comedians</i>	Ten	Australia	345,000
5	<i>Big Brother – The Winner Announced</i>	Ten	Australia	343,000
6	<i>Big Brother – The Final Eviction</i>	Ten	Australia	340,000
7	<i>Mythbusters – Jaws Special</i>	Seven	Other OS	332,000
8	<i>The All New Simpsons</i>	Ten	USA	324,000
9	<i>Wallace And Gromit: A Grand Day Out</i> – pm	ABC	UK	324,000
10	<i>Australian Idol – Audition 1</i>	Ten	Australia	322,000
11	<i>M-Spy Kids 2: The Island Of Lost Dreams</i>	Seven	USA	321,000
12	<i>Big Brother – Live Surprise</i>	Ten	Australia	318,000
13	<i>Big Brother – Viewer's Verdict</i>	Ten	Australia	315,000
14	<i>Futurama</i>	Ten	USA	310,000
15	<i>Seven's Tennis: 2005 Aust Open Finals – Men's Final</i>	Seven	Australia	308,000
16	<i>The Simpsons Tues Ep 1</i>	Ten	USA	307,000
17	<i>Australian Idol – Audition 3</i>	Ten	Australia	306,000
18	<i>Big Brother – Lies Exposed</i>	Ten	Australia	306,000
19	<i>The 2005 Grand Final Wrap Up</i>	Ten	Australia	305,000
20	<i>Bring It On</i> – rpt	Nine	USA	301,000
21	<i>The Simpsons Tues Ep 2</i>	Ten	USA	299,000
22	<i>The All New Simpsons Mon</i>	Ten	USA	298,000
23	<i>Angelina Ballerina: The Show Must Go On</i> – am	ABC	UK	298,000
24	<i>Australian Idol Live From The Opera House</i>	Ten	Australia	296,000
25	<i>M-The Sword In The Stone</i>	Seven	USA	292,000
26	<i>The 2005 Grand Final Pre Match</i>	Ten	Australia	292,000
27	<i>Australian Idol – The Final Verdict</i>	Ten	Australia	290,000
28	<i>Australian Idol – Audition 2</i>	Ten	Australia	290,000
29	<i>Australian Idol – Top 150</i>	Ten	Australia	289,000
30	<i>The Simpsons Tues</i>	Ten	USA	289,000
31	<i>Harry Potter And The Chamber Of Secrets</i>	Nine	UK	289,000
32	<i>Australian Idol – Final 30</i>	Ten	Australia	287,000
33	<i>Wallace And Gromit: The Wrong Trousers</i> – pm	ABC	UK	285,000
34	<i>Big Fat Liar</i>	Ten	USA	280,000
35	<i>Horrible Histories</i> – pm	ABC	USA	280,000
36	<i>Harry Potter And The Philosopher's Stone</i> – rpt	Nine	USA	279,000
37	<i>Lost: The Finale</i>	Seven	USA	275,000
38	<i>Chicken Run</i> – rpt	Nine	USA	275,000
39	<i>Little Lulu</i> – pm	ABC	Canada	274,000
40	<i>The X Factor Audition 1</i>	Ten	Australia	273,000
41	<i>Mamemo</i> – pm	ABC	European	272,000
42	<i>Fairly Odd Parents</i> – pm	ABC	USA	270,000
43	<i>Big Brother – Opening Night</i>	Ten	Australia	268,000
44	<i>Cats & Dogs</i>	Nine	USA	267,000
45	<i>Bb3b</i> – pm	ABC	UK	266,000
46	<i>Shrek</i> – rpt	Nine	USA	265,000
47	<i>Bob The Builder Special: Bob's Big Plan</i> – am	ABC	UK	265,000
48	<i>Antz</i> – rpt	Nine	USA	264,000
49	<i>Australian Idol – Audition 4</i>	Ten	Australia	263,000
50	<i>Big Brother – Intruders</i>	Ten	Australia	263,000

5–12 age group¹⁶

- The size of the 5–12 audience for their top 50 rating programs in 2005 ranged from 281,000 to 168,000.

¹⁶ A complete listing of the 2005 top 50 rating programs for the 5–12 age group appears in the appendix.

- The highest rating program in the 5–12 age group was the movie, *Willy Wonka & the Chocolate Factory*.
- The most watched program genres among the 5–12s were movies and reality television. These genres accounted for 30 (60 per cent) of the top 50 rating programs in 2005.
- A total of eight children’s programs (16 per cent) made the top 50 list. Other genre categories included comedy (12 per cent), light entertainment (four per cent) and sports-related programming (six per cent).
- As for the 0–14 age group, Network Ten programs were a feature of the 5–12 top 50 list, with the network accounting for 26 of the top 50 programs. The Nine Network was next with 12 programs, followed by the ABC and the Seven Network with eight and four programs respectively.
- Programs made in the United States of America accounted for almost half (23 programs) of the 5–12 top 50 programs. Australian-made programs (20) made up 40 per cent of the list, with the United Kingdom (six) and ‘Other overseas’ (one) providing the remaining programs.

13-17 age group¹⁷

- The size of the 13–17 audience for these programs ranged from 230,000 to 122,000.
- The highest rating program among the 13–17s was the announcement of the winner of the 2005 series of *Big Brother*, broadcast by Network Ten.
- The most watched program genre among this age group was reality television. This genre accounted for 19 of the top 50 rating programs in 2005. The comedy genre also performed well, accounting for 11 of the top 50 spots.
- Network Ten dominated the 13–17 top 50 program list, accounting for 38 of the top-rating programs broadcast (76 per cent). The Seven Network was next with eight programs, followed by the Nine Network with four programs.
- No ABC programs made the top 50 program list for 13–17 year old viewers in 2005.
- Australia and the USA were the dominant source of programming content for the 13–17 top 50, with Australia providing just over half of the programs (26), followed closely by the USA (22).

4. AUDIENCES FOR CHILDREN’S PROGRAMS

Highest rating children’s programs in 2005

This section presents the OzTAM data on the average audience sizes for ‘children’s programs’ broadcast in 2005. The data refers to programs categorised as children’s programs by free-to-air broadcasters, including C and P programs. As in the previous section, the ratings data is based on the results for the 2005 calendar year as this was the latest 12-month period for which television ratings data was available at the time the analysis was conducted. Additional data on the highest rating children’s programs for each commercial television network is presented in the appendix.

Table 4.1 provides a complete listing of the 0–14 age group’s top 20 children’s programs broadcast on free-to-air television in 2005.

¹⁷ A complete listing of the 2005 top 50 rating programs for the 13–17 age group appears in the appendix.

Table 4.1: Free-to-air television viewing: Top 20 children’s programs in the 0–14 age group in 2005, ranked by size of average audience

2005 rank	Top 20 children’s programs, free-to-air television, 0–14 age group	Episode counter [5 city metro]	Channel	AUD
1	<i>Wallace And Gromit: A Grand Day Out</i> – pm	1	ABC	324,000
2	<i>Angelina Ballerina: The Show Must Go On</i> – am	1	ABC	298,000
3	<i>Wallace and Gromit: The Wrong Trousers</i> – pm	1	ABC	285,000
4	<i>Horrible Histories</i> – pm	26	ABC	280,000
5	<i>Little Lulu</i> – pm	28	ABC	274,000
6	<i>Mamemo</i> – pm	1	ABC	272,000
7	<i>Fairly Odd Parents</i> – pm	27	ABC	270,000
8	<i>Bb3b</i> – pm	13	ABC	266,000
9	<i>Bob the Builder Special</i> – am	1	ABC	265,000
10	<i>Chalk Zone</i> – pm	26	ABC	258,000
11	<i>Tutenstein</i> – pm	22	ABC	258,000
12	<i>Tupu</i> – pm	27	ABC	257,000
13	<i>Tracey McBean</i> – pm	52	ABC	255,000
14	<i>Blue Water High</i> – pm	26	ABC	254,000
15	<i>Being Ian</i> – pm	18	ABC	254,000
16	<i>Olliver’s Adventures</i> – pm	53	ABC	253,000
17	<i>Martin Morning</i> – pm	53	ABC	250,000
18	<i>Kenny the Shark</i> – pm	25	ABC	248,000
19	<i>Active Kidz</i> – pm	12	ABC	247,000
20	<i>Basil Brush</i> – pm	13	ABC	246,000

ABC’s role in broadcasting children’s programs

- The size of the 0–14 audience for these programs ranged from 324,000 to 246,000, with all of the top 20 rating children’s programs broadcast by the ABC Network. This table clearly demonstrates the significant role played by the ABC as a broadcaster of children’s programs.
- The top three rating programs were single one-off broadcasts (two episodes of the *Wallace and Gromit* series and a special episode of *Angelina Ballerina*).
- The ABC also attracted high average audiences (>270,000) for a number of their ongoing children’s series such as *Horrible Histories*, *Little Lulu*, and *Fairly Odd Parents*. Each of these series comprised at least 26 episodes, with some of the longer series, such as *Tracey McBean* (50+ episodes), attracting average audiences of more than 250,000 over the course of the series broadcast.
- Analysis of the Sydney market data showed that the ABC screened a total of 316 children’s programs in 2005. This was the highest number of children’s programs on free-to-air television. All three commercial networks screened more than 30 or more children’s programs, with Nine screening 52 programs, followed by the Seven (42) and Ten (30). SBS screened a total of four children’s programs.

Top 20 rating children’s programs on commercial television – 2005

- The size of the 0–14 audience for the children’s programs on commercial television ranged from 196,000 to 63,000.

- Compared with the earlier findings for the top 20 children’s programs broadcast on free-to-air (the ABC), the average ratings performance of the children’s programs broadcast on commercial television was significantly lower.
- The Seven Network dominated the 2005 top 20 children’s programs list, with 14 programs, followed by the Nine Network with four programs. Network Ten made the list with its two children’s morning programs, *Toasted TV* and *Cheez TV*.
- The highest ratings for children’s programs on commercial television were achieved for programs broadcast as part of a regular program block on Saturday morning. This is demonstrated in the Seven Network’s ratings for programs such as *Saturday Disney*, *Disney Adventures*, *Stanley* and *That’s So Raven*.
- Similarly, Network Ten’s regular weekday morning program for children, *Toasted TV*, was one of the best performing children’s programs in terms of attracting people aged 0–14 to the Network in 2005.

Table 4.2: Commercial television viewing: top 20 children’s programs in the 0–14 age group in 2005, ranked by size of average audience

2005 rank	Top 20 children’s programs, commercial television, 0–14 age group	Episode counter [5 city metro]	Channel	AUD
1	<i>Saturday Disney</i>	53	Seven	196,000
2	<i>Stanley</i>	52	Seven	196,000
3	<i>Blinky Bill’s White Christmas*</i>	1	Seven	185,000
4	<i>Disney Adventures</i>	146	Seven	154,000
5	<i>Hildegarde, A Duck Down Under*</i>	1	Nine	150,000
6	<i>Disney Adventures (R)</i>	11	Seven	132,000
7	<i>That’s So Raven</i>	31	Seven	109,000
8	<i>K-Zone TV</i>	8	Seven	88,000
9	<i>Flipper And Lopaka – The Search For Neptune’s Trident</i>	26	Seven	84,000
10	<i>Tribe: The New Tomorrow</i>	26	Seven	77,000
11	<i>Toasted TV</i>	449	Ten	77,000
12	<i>Jetix</i>	32	Seven	75,000
13	<i>The Book Of Pooh</i>	18	Seven	74,000
14	<i>Cheez TV</i>	164	Ten	70,000
15	<i>Fairy Tale Police</i>	10	Seven	68,000
16	<i>The Shapies – The Search For Rudolph – rpt</i>	1	Nine	68,000
17	<i>Tabaluga</i>	38	Seven	67,000
18	<i>The Fairies (R)</i>	4	Seven	67,000
19	<i>The Shapies – rpt</i>	18	Nine	63,000
20	<i>The Eggs – rpt</i>	9	Nine	63,000

*C drama telemovie

Highest rating children’s C & P programs in 2005

The highest rating children’s C & P programs in 2005 are presented in Table 4.3.¹⁸

- *Blinky Bill’s White Christmas* and *Hildegarde, A Duck Down Under* attracted the highest 0–14 audience for a C program. These telemovies attracted audiences of 185,000 and 150,000 respectively.

¹⁸ A complete listing of the 2005 top 20 children’s programs broadcast by each commercial network is presented in the appendix.

- The highest average 0–14s audience for an ongoing C series or P program was achieved by the live action C drama, *Flipper and Lopaka*, with an audience of 84,000.
- First release Australian C drama achieved slightly higher ratings than C non-drama programs.¹⁹ The top 10 C and P children’s program list included two P programs (*The Fairies* and *Hi-5*), but no C non-drama programs.²⁰

Table 4.3: Commercial television viewing: top 10 children’s C & P programs and series in the 0–14 age group in 2005, ranked by size of average audience

Top 10 children’s C & P programs and series, commercial television, 0–14 age group – 2005	Program C/P category	Channel	AUD
<i>Blinky Bill’s White Christmas*</i>	C drama	Seven	185,000
<i>Hildegarde, A Duck Down Under*</i>	C drama	Nine	150,000
<i>Flipper And Lopaka – The Search For Neptune’s Trident</i>	C drama	Seven	84,000
<i>Tribe: The New Tomorrow</i>	C drama	Seven	77,000
<i>Fairy Tale Police</i>	C drama	Seven	68,000
<i>Tabaluga</i>	C drama	Seven	67,000
<i>The Fairies (R)</i>	P	Seven	67,000
<i>The Shapies – rpt</i>	C drama	Nine	63,000
<i>The Eggs – rpt</i>	C drama	Nine	63,000
<i>Hi-5</i>	P	Nine	60,000

*C drama telemovie

- On weekdays, C programs broadcast within the 4.00 to 4.30 pm timeslot are predominantly C non-drama, which achieve very small audiences of around 30,000 (refer to Table 4.6). The Nine Network and Network Ten both premiered first release C drama on Friday afternoon at 4.00 pm. Table 4.5 shows that in 2005, these programs on average, attracted higher audiences than the C non-drama programs usually broadcast in these weekday timeslots.²¹
- Tables 4.4 to 4.6 report on the average audience size for children’s C and P programs achieved in 2005 for the various age groups. Overall, the average audiences achieved by these programs were significantly less than those achieved for the top 20 ‘children’s programs’ (specifically, those broadcast by the ABC, refer Table 4.1) and the highest rating programs for a specific age group, for example, the top 50 for 5–12s).

Table 4.4: Audience size (0–4 years) for children’s P programs broadcast in five metropolitan markets, 2005

Children’s P programs 2005	0–4 age group				
	Network	Broadcast day	Schedule	Episodes	AUD
<i>Hi-5</i>	Nine	Weekdays	3:30 pm	45	39,000
<i>Playhouse Disney</i>	Seven	Weekdays	9:00 am	111	33,000
<i>The Fairies</i>	Seven	Weekdays	9:00 am	4	29,000
<i>Here’s Humphrey</i>	Nine	Weekdays	9:00 am	7	26,000
<i>Bambaloo</i>	Seven	Weekdays	9:00 am	105	22,000
<i>New Macdonald’s Farm</i>	Nine	Weekdays	3:30 pm	45	21,000
<i>In The Box</i>	TEN	Weekdays	8:30 am	129	19,000
<i>The Book Place</i>	Seven	Weekdays	9:00 am	15	17,000

¹⁹ This finding is consistent with the analysis of the C audience presented in *20 Years of C: Children’s television programs and regulation: 1979–1999*, pp.37–44.

²⁰ A review of the OzTAM data indicates that the highest rating C Non-Drama program in 2005 was *Go Go Stop*, which attracted an average Seven network audience of 49,000 over 46 (repeat) episodes (see Tables A18 to A20 in the appendix to this report).

²¹ Table A21 in the appendix reports the latest audience results for first release Australian C drama broadcast in 2006.

Table 4.5: Audience size (5–12 years) for children’s first release Australian C drama programs broadcast in five metropolitan markets, 2005

Children’s C programs 2005 first release Australian C drama	5–12 age group				
	Network	Broadcast day	Schedule	Episodes	AUD
<i>Flipper And Lopaka – The Search For Neptune’s Trident</i>	Seven	Weekends	7:00 am	26	53,000
<i>Tribe: The New Tomorrow</i>	Seven	Weekends	11:00 am	26	52,000
<i>Faireez</i>	Ten	Weekday	7:00 am	1	42,000
<i>Faireez – Saturday</i>	Ten	Weekends	7:00 am	13	32,000
<i>Eggs</i>	Nine	Weekends	8:00 am	13	21,000
<i>Scooter: Secret Agent</i>	Ten	Weekends	8:00 am	26	18,000
<i>Faireez – Sunday</i>	Ten	Weekends	7:30 am	12	13,000
<i>Holly’s Heroes</i>	Nine	Weekday	4:00 pm	26	12,000
<i>Streetsmartz</i>	Nine	Weekday	4:00 pm	13	6,000

Table 4.6: Audience size for children’s first release Australian C non drama programs broadcast in five metropolitan markets, 2005

Children’s C programs 2005 first release Australian C non drama	5–12 age group				
	Network	Broadcast day	Schedule	Episodes	AUD
<i>Go Go Stop</i>	Seven	Weekends	9:00 am	100	33,000
<i>The Big Arvo</i>	Seven	Weekday	4:00 pm	65	12,000
<i>Download</i>	Nine	Weekends	9:30 am	5	12,000
<i>Scope</i>	Ten	Weekday	4:00 pm	13	11,000
<i>Totally Wild</i>	Ten	Weekday	4:00 pm	178	11,000
<i>[Hot] Source</i>	Nine	Weekday	4:00 pm	193	10,000

Appendixes

OzTAM common terms and definitions

Average time spent viewing by network – 2001 to June 2006

Children's weekend viewing patterns – 2001 to June 2006

Top 50 programs for children – 2001

Top 50 programs for children – 2005

Top 50 programs for children – January to June 2006

Top 20 children's programs by commercial network

First release Australian C drama – 2006

Appendix 1: OzTAM common terms and definitions



Australian Television Audience Measurement

TELEVISION AUDIENCE MEASUREMENT - COMMON TERMS & DEFINITIONS

AUDIENCE 000s (Audience or Projections)

The average number of people (or homes) in a target market, who were watching a specific event or time band per minute, expressed in absolute figures for that demographic.

TARP %

The average number of people (or homes) in a target market, who were watching a specific event or time band per minute, expressed as a percentage of the universe for that demographic.

= TARP 000s/Universe

SHARE %

The viewers of a particular event or time band per minute as a percentage of total TV viewing for the same time period.

= TARP 000s for an event/TARP 000s for Total TV viewing

CHANNEL SHARE %

The viewers of a particular event or time band per minute as a percentage of selected channels' TV viewing for the same time period.

= TARP 000s for an event/TARP 000s for selected channels

REACH

The sum of the number of unique viewers who have seen at least one minute of an event or time band across its total duration.

Reach can be expressed in absolute figures or as a percentage of the universe for the target demographic.

Software users may set up their own definition of reach based on a minimum of *absolute minutes* viewed (either consecutive or not, for minutes greater than 1) or *percentage* thresholds of a program or time band that must have been watched, for viewers to be included in the analysis.

OzTAM's standard adhoc reporting is based on a minimum of 1 minute viewing.

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Australian Television Audience Measurement

CUMULATIVE REACH (Coverage)

The total audience who viewed at least one minute of a channel across the period of analysis.

Cumulative reach can be expressed in absolute figures or as a percentage of the universe for the target demographic.

Software users may set up their own definition of cumulative reach based on a minimum of *absolute minutes* viewed (either consecutive or not, for minutes greater than 1) or *percentage* thresholds of a program or time band that must have been watched, for viewers to be included in the analysis.

OzTAM's standard adhoc reporting is based on a minimum of 1 minute viewing.

PROFILE % (Adhesion)

Shows the audience composition of an event or time band by calculating the proportion of the viewers in the target demographic to the number of viewers in the base demographic (usually Total People).

AVERAGE TIME SPENT (ATS or Viewing/Viewer)

The average number of hours/minutes, each individual has seen of the program or time band being analysed, out of the total number of people in the target. Each individual must have watched at least 1 minute.

$$= (\text{TARP}/\text{Reach}) \times \text{Event Duration}$$

This variable can also be expressed as a % of the duration of the time band being analysed.

$$= (\text{TARP}/\text{Reach})$$

AVERAGE TIME VIEWED (ATV or Viewing/Demo)

Of the total number of people in your target market, how many minutes has each individual seen of the event you are analysing.

This variable considers the potential of the target, even if they haven't watched the event.

$$= (\text{TARP}/\text{Universe}) \times \text{Event Duration}$$

This variable can also be expressed as a % of the duration of the time band being analysed.

$$= (\text{TARP}/\text{Universe})$$

Appendix 2: Average time spent viewing by network, 2001–June 2006

Figure A1: Free-to-air television viewing – average time spent viewing by network for 0–4 age group, 2001, 2005 and 2006

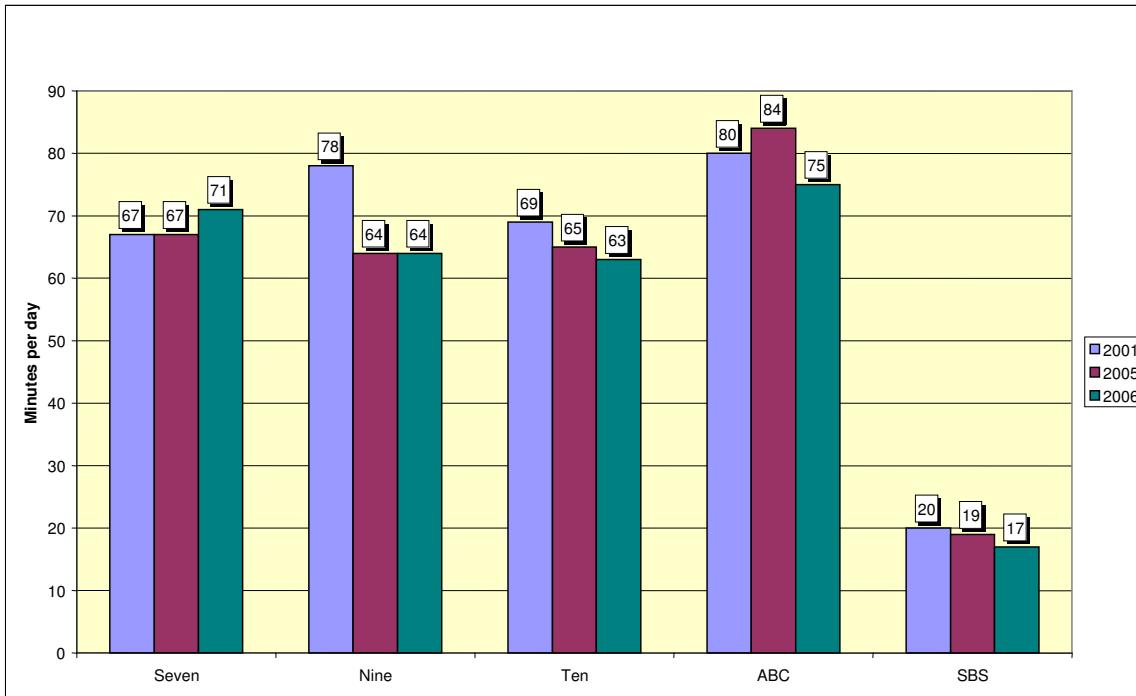
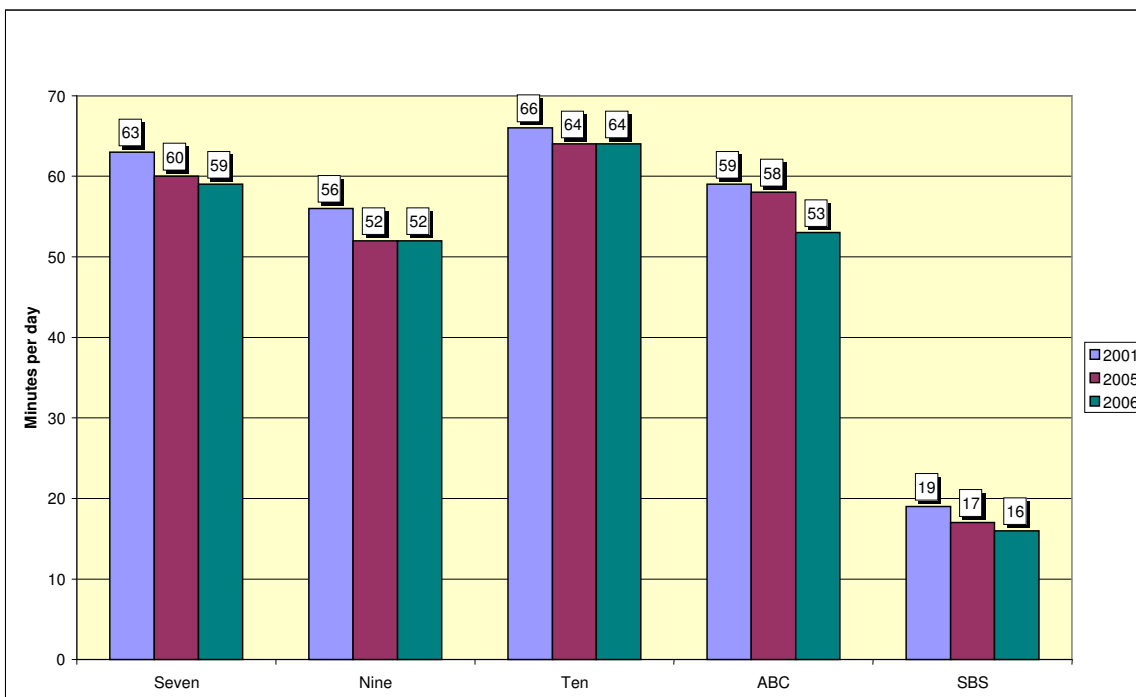


Figure A2: Free-to-air television viewing – average time spent viewing by network for 5–12 age group, 2001, 2005 and 2006



Appendix 3: Children's weekend viewing patterns, 2001–June 2006

0–4 AGE GROUP

Table A1: Children's weekend viewing patterns for commercial television – average audience (AUD) size for people aged 0–4 by 6.00 to 11.00 am timeslot (Saturday–Sunday), 2001, 2005 and January–June 2006

Time band	06:00–07:00	07:00–08:00	08:00–09:00	09:00–10:00	10:00–11:00
2001	13,000	58,000	89,000	90,000	78,000
2005	17,000	64,000	82,000	83,000	71,000
2006	17,000	61,000	77,000	77,000	62,000
AUD change 2001–05	4,000	6,000	-7,000	-7,000	-7,000
AUD change 2001–06	4,000	3,000	-12,000	-13,000	-16,000
% change 2001–05	31%	10%	-8%	-8%	-9%
% change 2001–06	31%	5%	-13%	-14%	-21%

Table A2: Children's weekend viewing patterns for free-to-air television – average audience (AUD) size for people aged 0–4 by 6.00 to 11.00 am timeslot (Saturday–Sunday), 2001, 2005 and January–June 2006

Time band	06:00–07:00	07:00–08:00	08:00–09:00	09:00–10:00	10:00–11:00
2001	21,000	87,000	145,000	125,000	94,000
2005	25,000	100,000	135,000	108,000	84,000
2006	22,000	88,000	118,000	97,000	72,000
AUD change 2001–05	4,000	13,000	-10,000	-17,000	-10,000
AUD change 2001–06	1,000	1,000	-27,000	-28,000	-22,000
% change 2001–05	19%	15%	-7%	-14%	-11%
% change 2001–06	5%	1%	-19%	-22%	-23%

Table A3: Children's weekend viewing patterns for subscription television – average audience (AUD) size for people aged 0–4 by 6.00 to 11.00 am timeslot (Saturday–Sunday), 2001, 2005 and January–June 2006

Time band	06:00–07:00	07:00–08:00	08:00–09:00	09:00–10:00	10:00–11:00
2001	na	na	na	na	na
2005	4,000	15,000	28,000	32,000	28,000
2006	6,000	19,000	30,000	34,000	31,000
AUD change 2001–05	2,000	4,000	2,000	2,000	3,000
% change 2005–06	50%	27%	7%	6%	11%

na=data not available

5-12 AGE GROUP

Table A4: Children's weekend viewing patterns for commercial television – average audience (AUD) size for people aged 5–12 by 6.00 to 11.00 am timeslot (Saturday–Sunday), 2001, 2005 and January–June 2006

Time band	06:00–07:00	07:00–08:00	08:00–09:00	09:00–10:00	10:00–11:00
2001	21,000	118,000	167,000	161,000	137,000
2005	23,000	93,000	124,000	124,000	104,000
2006	16,000	79,000	106,000	108,000	92,000
AUD change 2001–05	2,000	-25,000	-43,000	-37,000	-33,000
AUD change 2001–06	-5,000	-39,000	-61,000	-53,000	-45,000
% change 2001–05	10%	-21%	-26%	-23%	-24%
% change 2001–06	-24%	-33%	-37%	-33%	-33%

Table A5: Children's weekend viewing patterns for free-to-air television – average audience (AUD) size for people aged 5–12 by 6.00 to 11.00 am timeslot (Saturday–Sunday), 2001, 2005 and January–June 2006

Time band	06:00–07:00	07:00–08:00	08:00–09:00	09:00–10:00	10:00–11:00
2001	28,000	146,000	243,000	212,000	158,000
2005	30,000	131,000	198,000	151,000	117,000
2006	21,000	105,000	163,000	130,000	102,000
AUD change 2001–05	2,000	-15,000	-45,000	-61,000	-41,000
AUD change 2001–06	-7,000	-41,000	-80,000	-82,000	-56,000
% change 2001–05	7%	-10%	-19%	-29%	-26%
% change 2001–06	-25%	-28%	-33%	-39%	-35%

Table A6: Children's weekend viewing patterns for subscription television – average audience (AUD) size for people aged 5–12 by 6.00 to 11.00 am timeslot (Saturday–Sunday), 2001, 2005 and January–June 2006

Time band	06:00–07:00	07:00–08:00	08:00–09:00	09:00–10:00	10:00–11:00
2001	na	na	na	na	na
2005	8,000	28,000	48,000	56,000	53,000
2006	9,000	30,000	56,000	66,000	63,000
AUD change 2001–05	1,000	2,000	8,000	10,000	10,000
% change 2005–06	13%	7%	17%	18%	19%

na=data not available

Appendix 4: Top 50 programs for children, 2001

Table A7: Free-to-air television viewing – top 50 rating programs for people aged 0-14 in 2001

2001 rank	Top 50 programs, 0–14 age group	Channel	Country	AUD
1	<i>Big Brother Finale</i>	Ten	Australia	502,000
2	<i>Big Brother Sunday Final</i>	Ten	Australia	490,000
3	<i>The Rugrats Movie</i>	Ten	USA	487,000
4	<i>Willy Wonka & The Chocolate Factory – rpt</i>	Nine	UK	441,000
5	<i>Big Brother Eviction 8</i>	Ten	Australia	388,000
6	<i>Jack And The Beanstalk: The Real Story P1</i>	Nine	USA	377,000
7	<i>Jack And The Beanstalk: The Real Story P2</i>	Nine	USA	376,000
8	<i>Big Brother – Special Event</i>	Ten	European	375,000
9	<i>Popstars</i>	Seven	Australia	368,000
10	<i>Big Brother Eviction 10</i>	Ten	Australia	359,000
11	<i>M-The Parent Trap</i>	Seven	USA	353,000
12	<i>Survivor II: The Australian Outback The Final Vote</i>	Nine	USA	352,000
13	<i>Big Brother Eviction 5</i>	Ten	Australia	349,000
14	<i>M-Flubber</i>	Seven	USA	345,000
15	<i>Big Brother Eviction 7</i>	Ten	Australia	341,000
16	<i>The Simpsons Wed</i>	Ten	USA	331,000
17	<i>All Aussie Adventures</i>	Ten	Australia	323,000
18	<i>Ground Force – Battle of the Nations 2</i>	Seven	Australia	321,000
19	<i>Big Brother Launch</i>	Ten	Australia	312,000
20	<i>Our House Memories of Shirl</i>	Nine	Australia	311,000
21	<i>Big Brother Eviction 1</i>	Ten	Australia	311,000
22	<i>Space Jam</i>	Nine	USA	310,000
23	<i>Always Greener</i>	Seven	Australia	309,000
24	<i>Small Soldiers</i>	Ten	USA	308,000
25	<i>Big Brother Eviction 2</i>	Ten	Australia	308,000
26	<i>The Mole</i>	Seven	Australia	307,000
27	<i>Catdog – pm</i>	ABC	USA	303,000
28	<i>Big Brother Eviction 4</i>	Ten	Australia	301,000
29	<i>Big Brother Live</i>	Ten	Australia	301,000
30	<i>M-Mary Poppins</i>	Seven	USA	299,000
31	<i>Ground Force – Battle of the Nations</i>	Seven	Australia	298,000
32	<i>Napoleon</i>	Ten	Australia	297,000
33	<i>Matilda</i>	Ten	USA	296,000
34	<i>Seven's AFL: 2001 Grand Final</i>	Seven	Australia	296,000
35	<i>M-George of the Jungle</i>	Seven	USA	296,000
36	<i>The All New Simpsons</i>	Ten	USA	293,000
37	<i>Wild Thornberrys – pm</i>	ABC	USA	291,000
38	<i>Little Lulu – pm</i>	ABC	USA	290,000
39	<i>Antz</i>	Nine	USA	290,000
40	<i>Big Brother</i>	Ten	Australia	289,000
41	<i>M-Return Of Jafar</i>	Seven	USA	288,000
42	<i>Saddleclub – pm</i>	ABC	Australia	288,000
43	<i>Rugrats – pm</i>	ABC	USA	288,000
44	<i>Daria – pm</i>	ABC	USA	284,000
45	<i>FINA World Swimming Championships D8</i>	Nine	Australia	284,000
46	<i>Malcolm in the Middle</i>	Nine	USA	282,000
47	<i>Madeline – pm</i>	ABC	UK	281,000
48	<i>Room for Improvement</i>	Seven	Australia	281,000
49	<i>M-101 Dalmatians</i>	Seven	USA	279,000
50	<i>Big Brother Eviction 3</i>	Ten	Australia	279,000

Table A8: Free-to-air television viewing – top 50 rating programs for people aged 0–4 in 2001

2001 rank	Top 50 programs, 0–4 age group	Channel	Country	AUD
1	<i>Bill And Ben The Flo</i> – am	ABC	UK	150,000
2	<i>Preston Pig</i> – am	ABC	Australia	146,000
3	<i>Cubeez</i> – am	ABC	USA	144,000
4	<i>Fireman Sam</i> – am	ABC	Australia	141,000
5	<i>Bob The Builder</i> – am	ABC	UK	140,000
6	<i>Titch</i> – am	ABC	UK	136,000
7	<i>Big Brother Finale</i>	Ten	Australia	130,000
8	<i>Our House Memories Of Shirl</i>	Nine	Australia	128,000
9	<i>The Rugrats Movie</i>	Ten	USA	123,000
10	<i>Johnson And Friends</i> – am	ABC	Australia	119,000
11	<i>Sheeep</i> – pm	ABC	UK	119,000
12	<i>Madeline</i> – pm	ABC	UK	118,000
13	<i>Preston Pig</i> – pm	ABC	Australia	116,000
14	<i>Bear In The Big Blue</i> – am	ABC	USA	115,000
15	<i>Sheeep</i> – am	ABC	UK	115,000
16	<i>Tales Of The Little</i> – am	ABC	Australia	114,000
17	<i>Little Lulu</i> – pm	ABC	USA	114,000
18	<i>Bananas In Pyjamas</i> – pm	ABC	Australia	113,000
19	<i>Backyard Blitz</i> – rpt	Nine	Australia	112,000
20	<i>Magic Mountain</i> – am	ABC	Other OS	112,000
21	<i>Titch</i> – pm	ABC	UK	109,000
22	<i>Wombles</i> – pm	ABC	UK	109,000
23	<i>Stickin Around</i>	ABC	Canada	106,000
24	<i>George And Martha</i> – pm	ABC	UK	106,000
25	<i>Big Brother Sunday Final</i>	Ten	Australia	105,000
26	<i>Animal Shelf</i> – am	ABC	UK	105,000
27	<i>Ground Force – Battle of the Nations 2</i>	Seven	Australia	105,000
28	<i>Noddy</i> – am	ABC	UK	105,000
29	<i>Catdog</i> – pm	ABC	USA	102,000
30	<i>Big Brother – Special Event</i>	Ten	European	101,000
31	<i>Albie</i> – pm	ABC	Australia	100,000
32	<i>Oakie Doke</i> – am	ABC	UK	100,000
33	<i>Sitting Ducks</i> – pm	ABC	UK	99,000
34	<i>Backyard Blitz</i>	Nine	Australia	98,000
35	<i>Kipper</i> – pm	ABC	UK	98,000
36	<i>Big Brother Eviction 5</i>	TEN	Australia	97,000
37	<i>Bob the Builder</i> – pm	ABC	UK	96,000
38	<i>Hi-5</i>	Nine	Australia	96,000
39	<i>Arthur-Pm</i>	ABC	UK	95,000
40	<i>Lil Elvis Jones &</i> – pm	ABC	Australia	94,000
41	<i>Margaret Mahy Stories</i> – am	ABC	Australia	93,000
42	<i>Willy Wonka & The Chocolate Factory</i> – rpt	Nine	UK	93,000
43	<i>Big Brother</i>	Ten	Australia	93,000
44	<i>Hi-5</i> – rpt	Nine	Australia	93,000
45	<i>Seven's AFL: 2001 Grand Final</i>	Seven	Australia	93,000
46	<i>Kipper</i> – am	ABC	UK	92,000
47	<i>M-Beauty and the Beast – The Enchanted Christmas</i>	Seven	USA	89,000
48	<i>Thomas the Tank Engine</i> – pm	ABC	UK	88,000
49	<i>Big Brother Eviction 8</i>	Ten	Australia	88,000
50	<i>Where's Wally?</i> – pm	ABC	UK	88,000

Table A9: Free-to-air television viewing –top 50 rating programs for people aged 5–12 in 2001

2001 rank	Top 50 programs, 5–12 age group	Channel	Country	AUD
1	<i>The Rugrats Movie</i>	Ten	USA	354,000
2	<i>Willy Wonka & the Chocolate Factory – rpt</i>	Nine	UK	339,000
3	<i>Big Brother Sunday Final</i>	Ten	Australia	299,000
4	<i>Big Brother Finale</i>	Ten	Australia	295,000
5	<i>Jack and the Beanstalk: The Real Story P1</i>	Nine	USA	287,000
6	<i>Jack and the Beanstalk: The Real Story P2</i>	Nine	USA	280,000
7	<i>M-Flubber</i>	Seven	USA	275,000
8	<i>M-The Parent Trap</i>	Seven	USA	264,000
9	<i>M-Mary Poppins</i>	Seven	USA	251,000
10	<i>Big Brother Eviction 10</i>	Ten	Australia	238,000
11	<i>Survivor II: The Australian Outback the Final Vote</i>	Nine	USA	235,000
12	<i>Popstars</i>	Seven	Australia	234,000
13	<i>Napoleon</i>	Ten	Australia	228,000
14	<i>M-Return of Jafar</i>	Seven	USA	226,000
15	<i>Small Soldiers</i>	Ten	USA	226,000
16	<i>Matilda</i>	Ten	USA	222,000
17	<i>Space Jam</i>	Nine	USA	220,000
18	<i>Big Brother Eviction 8</i>	Ten	Australia	220,000
19	<i>M-Home Alone 3</i>	Seven	USA	218,000
20	<i>All Aussie Adventures</i>	Ten	Australia	217,000
21	<i>The Simpsons Wed</i>	Ten	USA	216,000
22	<i>Seven's AFL: 2001 Grand Final</i>	Seven	Australia	214,000
23	<i>Harriet The Spy</i>	Ten	USA	209,000
24	<i>Kindergarten Cop</i>	Ten	USA	208,000
25	<i>Catdog – pm</i>	ABC	USA	205,000
26	<i>Wild Thornberrys – pm</i>	ABC	USA	204,000
27	<i>Saddleclub-Pm</i>	ABC	Australia	204,000
28	<i>Big Brother – Special Event</i>	Ten	European	203,000
29	<i>Rugrats – pm</i>	ABC	USA	201,000
30	<i>M-Mrs. Doubtfire</i>	Seven	USA	200,000
31	<i>The Mole</i>	Seven	Australia	199,000
32	<i>Lil Elvis Jones & – pm</i>	ABC	Australia	198,000
33	<i>Always Greener</i>	Seven	Australia	198,000
34	<i>M-George of the Jungle</i>	Seven	USA	198,000
35	<i>Leave It to Beaver</i>	Ten	USA	196,000
36	<i>Little Lulu – pm</i>	ABC	USA	194,000
37	<i>Where's Wally? – pm</i>	ABC	UK	194,000
38	<i>ET – The Extraterrestrial</i>	Ten	USA	194,000
39	<i>Big Brother Eviction 5</i>	Ten	Australia	193,000
40	<i>World's Greatest Commercials</i>	Seven	USA	192,000
41	<i>Big Brother Eviction 7</i>	Ten	Australia	192,000
42	<i>M-101 Dalmatians</i>	Seven	USA	191,000
43	<i>Room for Improvement</i>	Seven	Australia	191,000
44	<i>Ground Force-- Battle of the Nations</i>	Seven	Australia	189,000
45	<i>Hey Arnold – pm</i>	ABC	UK	188,000
46	<i>Daria – pm</i>	ABC	USA	188,000
47	<i>Big Brother Launch</i>	Ten	Australia	187,000
48	<i>Great Spring Ideas</i>	Seven	Australia	187,000
49	<i>Big Brother Eviction 4</i>	Ten	Australia	186,000
50	<i>The All New Simpsons</i>	Ten	USA	185,000

Table A10: Free-to-air television viewing – top 50 rating programs for people aged 13–17 in 2001

2001 Rank	Top 50 Programs, 13-17 age group	Channel	Country	AUD
1	BIG BROTHER SUNDAY FINAL	TEN	Australia	287,000
2	BIG BROTHER FINALE	TEN	Australia	268,000
3	BIG BROTHER EVICTION 8	TEN	Australia	228,000
4	BIG BROTHER - SPECIAL EVENT	TEN	European	217,000
5	BIG BROTHER EVICTION 5	TEN	Australia	207,000
6	BIG BROTHER EVICTION 10	TEN	Australia	204,000
7	BIG BROTHER EVICTION 7	TEN	Australia	184,000
8	BIG BROTHER EVICTION 2	TEN	Australia	176,000
9	CAN'T HARDLY WAIT	TEN	USA	173,000
10	SURVIVOR II: THE AUSTRALIAN OUTBACK THE FINAL VOTE	NINE	USA	168,000
11	BIG BROTHER EVICTION 1	TEN	Australia	167,000
12	BIG BROTHER LIVE	TEN	Australia	165,000
13	BIG BROTHER EVICTION 4	TEN	Australia	164,000
14	BIG BROTHER EVICTION 9	TEN	Australia	162,000
15	BIG BROTHER'S BEAUTIES & THE BEAST	TEN	Australia	160,000
16	POPSTARS	SEVEN	Australia	160,000
17	THE SIMPSONS WED	TEN	USA	158,000
18	BIG BROTHER EVICTION 6	TEN	Australia	156,000
19	ROVE LIVE 2 HOUR SPECIAL	TEN	Australia	155,000
20	M-THE PARENT TRAP	SEVEN	USA	155,000
21	ALWAYS GREENER	SEVEN	Australia	150,000
22	MICHAEL JACKSON: 30TH ANNIVERSARY CELEBRATION	SEVEN	USA	149,000
23	MALCOLM IN THE MIDDLE	NINE	USA	148,000
24	M-DR. DOLITTLE	SEVEN	USA	147,000
25	BIG BROTHER LAUNCH	TEN	Australia	147,000
26	BIG BROTHER EVICTION 3	TEN	Australia	147,000
27	M-NOTTING HILL	SEVEN	UK	147,000
28	THE MOLE	SEVEN	Australia	145,000
29	CHARMED	TEN	USA	144,000
30	SAVING PRIVATE RYAN	TEN	USA	143,000
31	FOR RICHER OR POORER	TEN	USA	143,000
32	HOME AND AWAY	SEVEN	Australia	142,000
33	THE ALL NEW SIMPSONS	TEN	USA	142,000
34	SEVEN'S AFL: 2001 GRAND FINAL	SEVEN	Australia	142,000
35	SEARCH FOR A SUPERMODEL	TEN	Australia	141,000
36	CRUEL INTENTIONS	TEN	USA	141,000
37	BIG BROTHER PANTOMIME	TEN	Australia	140,000
38	I STILL KNOW WHAT YOU DID LAST SUMMER	TEN	USA	140,000
39	GROSSE POINTE	TEN	USA	140,000
40	43RD ANNUAL TV WEEK LOGIE AWARDS	NINE	Australia	139,000
41	BILLY MADISON	TEN	USA	139,000
42	WIMBLEDON D14	NINE	Australia	139,000
43	RUSH HOUR	NINE	USA	139,000
44	WILLY WONKA & THE CHOCOLATE FACTORY -RPT	NINE	UK	139,000
45	FRIENDS	NINE	USA	138,000
46	BIG BROTHER EVICTED	TEN	Australia	138,000
47	M-TITANIC	SEVEN	USA	135,000
48	PLEASANTVILLE	NINE	USA	135,000
49	M-SIX DAYS SEVEN NIGHTS	SEVEN	USA	133,000
50	JACK AND THE BEANSTALK: THE REAL STORY P2	NINE	USA	133,000

Appendix 5: Top 50 programs for children, 2005

Table A11: Free-to-air television viewing – top 50 rating programs for people aged 0–4 in 2005

2005 rank	Top 50 programs, 0–4 age group	Channel	Country	AUD
1	<i>Fireman Sam</i> – am	ABC	UK	157,000
2	<i>Angelina Ballerina: The Show Must Go On</i> – am	ABC	UK	152,000
3	<i>Play School Concert (2004)</i> – am	ABC	Australia	150,000
4	<i>Jasper the Penguin</i> – am	ABC	UK	147,000
5	<i>Bob the Builder Special: Bob's Big Plan</i> – am	ABC	UK	147,000
6	<i>Postman Pat</i> – am	ABC	UK	145,000
7	<i>Brum</i> – am	ABC	UK	145,000
8	<i>Gordon the Garden Gnome</i> – am	ABC	UK	142,000
9	<i>Bill and Ben the Flowerpot Men</i> – am	ABC	UK	140,000
10	<i>Binka The Cat</i> – am	ABC	UK	140,000
11	<i>Miffy and Friends</i> – am	ABC	UK	137,000
12	<i>Pablo the Little Red Fox</i> – am	ABC	UK	136,000
13	<i>Adventures of Bottle Top Bill and His Best Friend</i> – am	ABC	Australia	135,000
14	<i>Yoko! Jakamoko! Toto!</i> – am	ABC	UK	134,000
15	<i>Toddworld</i> – am	ABC	USA	133,000
16	<i>Wallace and Gromit: A Grand Day Out</i> – pm	ABC	UK	133,000
17	<i>Willy Wonka & the Chocolate Factory</i> – rpt	Nine	UK	133,000
18	<i>The Save-Ums</i> – am	ABC	Canada	131,000
19	<i>Play With Me Sesame</i> – am	ABC	USA	129,000
20	<i>Peppa Pig</i> – am	ABC	UK	128,000
21	<i>Sali Mali</i> – am	ABC	UK	128,000
22	<i>Franny's Feet</i> – am	ABC	Canada	127,000
23	<i>Eddy and the Bear</i> – am	ABC	UK	127,000
24	<i>Connie the Cow</i> – am	ABC	UK	125,000
25	<i>Bear in the Big Blue House</i> – am	ABC	USA	125,000
26	<i>Sesame Street</i> – am	ABC	USA	125,000
27	<i>Wiggle Bay</i> – am	ABC	Australia	124,000
28	<i>The Koala Brothers</i> – am	ABC	UK	123,000
29	<i>Funky Valley</i> – am	ABC	UK	122,000
30	<i>Ten's AFL Finals: 2005 Grand Final Sydney V West Coast</i>	Ten	Australia	122,000
31	<i>The Wiggles Show</i> – am	ABC	Australia	121,000
32	<i>The Fimbles</i> – am	ABC	UK	121,000
33	<i>Dragon</i> – am	ABC	Canada	119,000
34	<i>Stuart Little 2</i>	Nine	USA	119,000
35	<i>Play School</i> – am	ABC	Australia	119,000
36	<i>Boo!</i> – am	ABC	UK	119,000
37	<i>The Koala Brothers Outback Christmas</i> – am	ABC	UK	118,000
38	<i>Andy Pandy</i> – am	ABC	UK	118,000
39	<i>El Nombre</i> – am	ABC	UK	118,000
40	<i>Fifi and the Flowertots</i> – am	ABC	UK	118,000
41	<i>Elmo's World</i> – am	ABC	USA	118,000
42	<i>Postman Pat</i> – pm	ABC	UK	117,000
43	<i>Thomas and Friends</i> – am	ABC	UK	116,000
44	<i>Peppa Pig</i> – pm	ABC	UK	116,000
45	<i>Bob the Builder</i> – am	ABC	UK	116,000
46	<i>Pingu</i> – am	ABC	European	116,000
47	<i>Bananas In Pyjamas</i> – am	ABC	Australia	115,000
48	<i>Arthur</i> – am	ABC	Canada	115,000
49	<i>The Hydronauts</i> – am	ABC	UK	115,000
50	<i>Sheep</i> – pm	ABC	UK	115,000

Table A12: Free-to-air television viewing – top 50 rating programs for people aged 5–12 in 2005

2005 Rank	Top 50 programs, 5–12 age group	Channel	Country	AUD
1	<i>Willy Wonka & the Chocolate Factory</i> – rpt	Nine	UK	281,000
2	<i>Ten's AFL Finals: 2005 Grand Final Sydney V West Coast</i>	Ten	Australia	248,000
3	<i>M-Spy Kids 2: The Island of Lost Dreams</i>	Seven	USA	242,000
4	<i>Stuart Little 2</i>	Nine	USA	241,000
5	<i>The 2005 Grand Final Wrap Up</i>	Ten	Australia	223,000
6	<i>The All New Simpsons</i>	Ten	USA	211,000
7	<i>Futurama</i>	Ten	USA	210,000
8	<i>Big Brother – The Winner Announced</i>	Ten	Australia	210,000
9	<i>Australia's Brainiest Comedians</i>	Ten	Australia	209,000
10	<i>M-The Sword in the Stone</i>	Seven	USA	205,000
11	<i>Big Brother – The Final Eviction</i>	Ten	Australia	202,000
12	<i>Mythbusters – Jaws Special</i>	Seven	Other OS	202,000
13	<i>Big Brother – Live Surprise</i>	TEN	Australia	201,000
14	<i>Wallace and Gromit: A Grand Day Out</i> – pm	ABC	UK	201,000
15	<i>Australian Idol – Audition 3</i>	Ten	Australia	198,000
16	<i>The All New Simpsons Mon</i>	Ten	USA	196,000
17	<i>Cats & Dogs</i>	Nine	USA	195,000
18	<i>The Simpsons Tues Ep 1</i>	Ten	USA	194,000
19	<i>The 2005 Grand Final Pre Match</i>	Ten	Australia	193,000
20	<i>Australian Idol – Audition 1</i>	Ten	Australia	192,000
21	<i>Australian Idol – Final 30</i>	Ten	Australia	192,000
22	<i>The Simpsons Tues</i>	Ten	USA	191,000
23	<i>Harry Potter And The Philosopher's Stone</i> – rpt	Nine	USA	191,000
24	<i>The Simpsons Tues Ep 2</i>	Ten	USA	190,000
25	<i>Australian Idol – The Final Verdict</i>	Ten	Australia	190,000
26	<i>Wallace and Gromit: The Wrong Trousers</i> – pm	ABC	UK	190,000
27	<i>Australian Idol Live from the Opera House</i>	Ten	Australia	190,000
28	<i>Big Fat Liar</i>	Ten	USA	188,000
29	<i>Jack and the Beanstalk: The Real Story</i> – rpt	Nine	USA	185,000
30	<i>Big Fat Liar</i> – rpt	Ten	USA	183,000
31	<i>Big Brother – Intruders</i>	Ten	Australia	181,000
32	<i>Antz</i> – rpt	Nine	USA	180,000
33	<i>Chicken Run</i> – rpt	Nine	USA	179,000
34	<i>Big Brother – Viewer's Verdict</i>	Ten	Australia	178,000
35	<i>Wallace and Gromit: A Close Shave</i> – pm	ABC	UK	178,000
36	<i>Australian Idol – Audition 2</i>	Ten	Australia	177,000
37	<i>Harry Potter and the Chamber of Secrets</i>	Nine	UK	177,000
38	<i>Shrek</i> – rpt	Nine	USA	176,000
39	<i>Bb3b</i> – pm	ABC	UK	175,000
40	<i>Fairly Odd Parents</i> – pm	ABC	USA	175,000
41	<i>Big Brother – Lies Exposed</i>	Ten	Australia	174,000
42	<i>Australian Idol – Top 150</i>	Ten	Australia	173,000
43	<i>Bring It On</i> – rpt	Nine	USA	172,000
44	<i>Horrible Histories</i> – pm	ABC	USA	172,000
45	<i>Blue Water High</i> – pm	ABC	Australia	171,000
46	<i>Kenny the Shark</i> – pm	ABC	USA	170,000
47	<i>Richie Rich</i> – rpt	Nine	USA	170,000
48	<i>Australia's Guinness World Records</i>	Seven	Australia	169,000
49	<i>Australian Idol – Audition 4</i>	Ten	Australia	169,000
50	<i>Prince Charming</i> – rpt t	Nine	USA	168,000

Table A13: Free-to-air television viewing – top 50 rating programs for people aged 13–17 in 2005

2005 rank	Top 50 programs, 13–17 age group	Channel	Country	AUD
1	<i>Big Brother – The Winner Announced</i>	Ten	Australia	230,000
2	<i>Lost: The Finale</i>	Seven	USA	224,000
3	<i>Desperate Housewives Finale</i>	Seven	USA	188,000
4	<i>Australian Idol – Audition 1</i>	Ten	Australia	185,000
5	<i>Seven's Tennis: 2005 Aust Open Finals – Day 14</i>	Seven	Australia	185,000
6	<i>Everybody Loves Raymond – The Finale</i>	Ten	USA	182,000
7	<i>Big Brother – Lies Exposed</i>	Ten	Australia	181,000
8	<i>The All New Simpsons Mon</i>	Ten	USA	179,000
9	<i>Lost</i>	Seven	USA	177,000
10	<i>Australian Idol – Audition 2</i>	Ten	Australia	175,000
11	<i>The O.C.</i>	Ten	USA	172,000
12	<i>The Adults Only Simpsons</i>	Ten	USA	172,000
13	<i>Australian Idol – Audition 3</i>	Ten	Australia	171,000
14	<i>Desperate Housewives</i>	Seven	USA	170,000
15	<i>Ten's AFL Finals: 2005 Grand Final Sydney V West Coast</i>	Ten	Australia	168,000
16	<i>Big Brother – Housemates Incoming!</i>	Ten	Australia	166,000
17	<i>Desperate Housewives: Sorting Out the Dirty Laundry</i>	Seven	USA	165,000
18	<i>Big Brother – Viewer's Verdict</i>	Ten	Australia	164,000
19	<i>Big Brother – The Final Eviction</i>	Ten	Australia	164,000
20	<i>The All New Simpsons</i>	Ten	USA	163,000
21	<i>Australian Idol – Audition 4</i>	Ten	Australia	159,000
22	<i>Australia's Brainiest Comedians</i>	Ten	Australia	158,000
23	<i>Big Brother – Intruders</i>	Ten	Australia	157,000
24	<i>The X Factor Audition 1</i>	Ten	Australia	156,000
25	<i>Mythbusters – Jaws Special</i>	Seven	Other OS	155,000
26	<i>Big Brother – Live Surprise</i>	Ten	Australia	154,000
27	<i>The Simpsons Tues Ep 2</i>	Ten	USA	154,000
28	<i>The Simpsons Tues Ep 1</i>	Ten	USA	151,000
29	<i>Big Brother – Opening Night</i>	Ten	Australia	151,000
30	<i>The Simpsons Tues</i>	Ten	USA	151,000
31	<i>The 2005 Grand Final Wrap Up</i>	Ten	Australia	149,000
32	<i>Bring It On – rpt</i>	Nine	USA	148,000
33	<i>Big Brother – The Final Countdown</i>	Ten	Australia	146,000
34	<i>Futurama</i>	Ten	USA	144,000
35	<i>Australian Idol – Top 150</i>	Ten	Australia	142,000
36	<i>Lost: The Journey</i>	Seven	USA	140,000
37	<i>Brainiac</i>	Ten	UK	139,000
38	<i>The 2005 Grand Final Pre Match</i>	Ten	Australia	139,000
39	<i>Rugby League Grand Final</i>	Nine	Australia	139,000
40	<i>Australian Idol – Semi Final 1</i>	Ten	Australia	136,000
41	<i>Little Nicky</i>	Nine	USA	136,000
42	<i>MTV Video Music Awards 2005</i>	Ten	USA	133,000
43	<i>Australian Idol – Final 30</i>	Ten	Australia	133,000
44	<i>Australian Idol – The Final Verdict</i>	Ten	Australia	132,000
45	<i>The Nanny Reunion: A Nosh to Remember</i>	Ten	USA	131,000
46	<i>Star Wars: Episode II – Attack of the Clones</i>	Ten	USA	130,000
47	<i>Big Brother – Surprise Twin Eviction</i>	Ten	Australia	127,000
48	<i>House Wed</i>	Ten	USA	125,000
49	<i>Welcome To The O.C. – A Day in the Life</i>	Ten	USA	124,000
50	<i>State Of Origin Rugby League Qld V NSW 3rd</i>	Nine	Australia	122,000

Appendix 6: Top 50 programs for children, January–June 2006

Table A14: Free-to-air television viewing – top 50 rating programs for people aged 0–14, January–June 2006

2006 rank	Top 50 programs, 0–14 age group	Channel	Country	AUD
1	<i>The Biggest Loser – Finale</i>	Ten	Australia	363,000
2	<i>Melb 2006 Cmnwealth Games – Opening Ceremony</i>	Nine	Australia	349,000
3	<i>Futurama Mon Ep 1</i>	Ten	USA	329,000
4	<i>Big Brother Launch</i>	Ten	Australia	316,000
5	<i>The Biggest Loser (Aus) – Elimination Fri</i>	Ten	Australia	313,000
6	<i>Futurama Wed</i>	Ten	USA	306,000
7	<i>The All New Simpsons</i>	Ten	USA	303,000
8	<i>The Biggest Loser – The Biggest Surprise</i>	Ten	Australia	297,000
9	<i>Thank God You're Here</i>	Ten	Australia	286,000
10	<i>Big Brother – Intruders Go In</i>	Ten	Australia	277,000
11	<i>The Simpsons Wed Ep 1</i>	Ten	USA	273,000
12	<i>Jumanji – rpt</i>	Ten	USA	271,000
13	<i>Thank God For The Simpsons</i>	Ten	USA	269,000
14	<i>The Wedge</i>	Ten	Australia	266,000
15	<i>Futurama Tues</i>	Ten	USA	265,000
16	<i>The Simpsons Wed Ep 2</i>	Ten	USA	262,000
17	<i>The Simpsons Tues</i>	Ten	USA	260,000
18	<i>M-Ice Age</i>	Seven	USA	260,000
19	<i>Friday Night Games</i>	Ten	Australia	259,000
20	<i>Futurama Mon</i>	Ten	USA	258,000
21	<i>The Biggest Loser (Aus) – Elimination</i>	Ten	Australia	258,000
22	<i>Big Brother – Friday Night Live</i>	Ten	Australia	257,000
23	<i>The Simpsons Mon</i>	Ten	USA	255,000
24	<i>Big Brother – Intruders Incoming</i>	Ten	Australia	254,000
25	<i>Wallace And Gromit: The Wrong Trousers – pm</i>	ABC	UK	251,000
26	<i>The Biggest Loser (Aus)</i>	Ten	Australia	247,000
27	<i>Bob The Builder Special: Bob Snowed Under – pm</i>	ABC	UK	247,000
28	<i>Melb 2006 Cmnwealth Games – Closing Ceremony</i>	Nine	Australia	246,000
29	<i>Big Brother – Truth & Lies</i>	Ten	Australia	246,000
30	<i>The Simpsons Wed</i>	Ten	USA	241,000
31	<i>Futurama</i>	Ten	USA	240,000
32	<i>TV Week Logie Awards Arrivals</i>	Nine	Australia	239,000
33	<i>Big Brother – Surprise Eviction</i>	Ten	Australia	236,000
34	<i>Melb 2006 Cmnwealth Games – Opening Ceremony</i>	Nine	Australia	235,000
35	<i>The Simpsons Tues Ep 2</i>	Ten	USA	235,000
36	<i>Cats & Dogs – rpt</i>	Nine	USA	234,000
37	<i>Futurama Mon Ep 2</i>	Ten	USA	233,000
38	<i>The Simpsons Tues Ep 1</i>	Ten	USA	232,000
39	<i>The Simpsons</i>	Ten	USA	232,000
40	<i>Wallace and Gromit: A Close Shave – pm</i>	ABC	UK	231,000
41	<i>Everybody Hates Chris</i>	Ten	USA	230,000
42	<i>Big Brother</i>	Ten	Australia	227,000
43	<i>My Name is Earl</i>	Seven	USA	222,000
44	<i>Big Brother Live Eviction</i>	Ten	Australia	219,000
45	<i>The Biggest Loser (Aus) – Launch</i>	Ten	Australia	218,000
46	<i>Australia's Funniest Home Video Show</i>	Nine	Australia	218,000
47	<i>Scooby-Doo</i>	Nine	USA	217,000
48	<i>Australia's Brainiest Housemate</i>	Ten	Australia	215,000
49	<i>Big Brother Sun</i>	Ten	Australia	215,000
50	<i>Futurama Sun</i>	Ten	USA	214,000

Table A15: Free-to-air television viewing – top 50 rating programs for people aged 0–4, January–June 2006

2006 rank	Top 50 Programs, 0-4 age group	Channel	Country	AUD
1	<i>Bob the Builder Special: Bob Snowed Under</i> – pm	ABC	UK	120,000
2	<i>M-Ice Age</i>	Seven	USA	106,000
3	<i>Thomas and Friends</i> – am	ABC	UK	105,000
4	<i>Rubbadubbers</i> – am	ABC	UK	104,000
5	<i>The Biggest Loser (Aus) – Elimination Fri</i>	Ten	Australia	100,000
6	<i>The Biggest Loser – The Biggest Surprise</i>	Ten	Australia	98,000
7	<i>Soupe Opera</i> – am	ABC	European	98,000
8	<i>Eddy and the Bear</i> – am	ABC	UK	98,000
9	<i>Adventures of Bottle Top Bill and his Best Friend</i> – am	ABC	Australia	98,000
10	<i>I Spy</i> – am	ABC	USA	97,000
11	<i>El Nombre</i> – am	ABC	UK	97,000
12	<i>Bob the Builder: Project Build It</i> – am	ABC	UK	96,000
13	<i>Peppa Pig</i> – am	ABC	UK	95,000
14	<i>Bob the Builder Special: When Bob Became a Builder</i>	ABC	UK	94,000
15	<i>Angelina Ballerina</i> – pm	ABC	UK	93,000
16	<i>Postman Pat</i> – am	ABC	UK	93,000
17	<i>Little Wolf's Book of Badness</i> – pm	ABC	UK	93,000
18	<i>Play School</i> – am	ABC	Australia	93,000
19	<i>Maisy</i> – am	ABC	UK	93,000
20	<i>Active Kidz Clips</i> – pm	ABC	Australia	93,000
21	<i>Pinky Dinky Doo</i> – am	ABC	USA	93,000
22	<i>The Save-Ums</i> – am	ABC	Canada	92,000
23	<i>Gerald McBoing Boing</i> – pm	ABC	Canada	91,000
24	<i>Jane and the Dragon</i> – pm	ABC	Canada	91,000
25	<i>Franny's Feet</i> – am	ABC	Canada	91,000
26	<i>Bambaloo</i> – am	ABC	Australia	90,000
27	<i>Lazy Lucy</i> – am	ABC	UK	90,000
28	<i>Pocoyo</i> – am	ABC	UK	90,000
29	<i>Madeline</i> – pm	ABC	USA	90,000
30	<i>Elmo's World</i> – am	ABC	USA	90,000
31	<i>Pop Pups</i> – am	ABC	Australia	89,000
32	<i>The Wild Thornberrys</i> – pm	ABC	USA	89,000
33	<i>Play School Concert (2004)</i> – am	ABC	Australia	89,000
34	<i>Adventures of Bottle Top Bill and His Best Friend</i> – pm	ABC	Australia	88,000
35	<i>Pablo the Little Red Fox</i> – pm	ABC	UK	88,000
36	<i>Lights, Camera, Action, Wiggles!</i> – am	ABC	Australia	88,000
37	<i>Ebb and Flo</i> – am	ABC	UK	88,000
38	<i>The Gnoufs</i> – pm	ABC	UK	87,000
39	<i>Wallace and Gromit: The Wrong Trousers</i> – pm	ABC	UK	87,000
40	<i>Lazy Lucy</i> – pm	ABC	UK	87,000
41	<i>Trotro</i> – am	ABC	European	87,000
42	<i>Play With Me Sesame</i> – am	ABC	USA	87,000
43	<i>Bananas in Pyjamas</i> – am	ABC	Australia	86,000
44	<i>Sesame Street</i> – am	ABC	USA	86,000
45	<i>Toddworld</i> – am	ABC	USA	85,000
46	<i>Charlie and Lola</i> – am	ABC	UK	85,000
47	<i>Roobarb and Custard Too</i> – pm	ABC	UK	85,000
48	<i>Australia's Funniest Home Video Show</i>	Nine	Australia	85,000
49	<i>Postman Pat</i> – pm	ABC	UK	85,000
50	<i>The Biggest Loser – Finale</i>	Ten	Australia	85,000

Table A16: Free-to-air television viewing – top 50 rating programs for people aged 5–12, January–June 2006

2006 Rank	Top 50 Programs, 5-12 age group	Channel	Country	AUD
1	<i>Melb 2006 Cmnwealth Games – Opening Ceremony</i>	Nine	Australia	245,000
2	<i>The Biggest Loser – Finale</i>	Ten	Australia	241,000
3	<i>Futurama Mon Ep 1</i>	Ten	USA	212,000
4	<i>Big Brother Launch</i>	Ten	Australia	212,000
5	<i>Futurama Wed</i>	Ten	USA	207,000
6	<i>Jumanji – rpt</i>	Ten	USA	202,000
7	<i>The All New Simpsons</i>	Ten	USA	188,000
8	<i>Friday Night Games</i>	Ten	Australia	187,000
9	<i>The Biggest Loser (Aus) – Elimination Fri</i>	Ten	Australia	186,000
10	<i>The Biggest Loser – The Biggest Surprise</i>	Ten	Australia	172,000
11	<i>Big Brother – Friday Night Live</i>	Ten	Australia	171,000
12	<i>The Simpsons Tues</i>	Ten	USA	171,000
13	<i>Thank God You're Here</i>	Ten	Australia	167,000
14	<i>Futurama Tues</i>	Ten	USA	166,000
15	<i>The Simpsons Wed Ep 2</i>	Ten	USA	166,000
16	<i>The Simpsons Wed Ep 1</i>	Ten	USA	165,000
17	<i>Scooby-Doo</i>	Nine	USA	164,000
18	<i>Big Brother – Intruders Incoming</i>	Ten	Australia	163,000
19	<i>Big Brother – Truth & Lies</i>	Ten	Australia	163,000
20	<i>Futurama</i>	Ten	USA	161,000
21	<i>The Simpsons Wed</i>	Ten	USA	157,000
22	<i>The Wedge</i>	Ten	Australia	156,000
23	<i>Thank God for the Simpsons</i>	Ten	USA	155,000
24	<i>Australia's Brainiest Footballer</i>	Ten	Australia	155,000
25	<i>Cats & Dogs – rpt</i>	Nine	USA	153,000
26	<i>Futurama Mon</i>	Ten	USA	152,000
27	<i>Melb 2006 Cmnwealth Games – Closing Ceremony</i>	Nine	Australia	151,000
28	<i>The Simpsons Mon</i>	Ten	USA	151,000
29	<i>Australia's Brainiest Housemate</i>	Ten	Australia	148,000
30	<i>M-Ice Age</i>	Seven	USA	147,000
31	<i>Big Brother – Surprise Eviction</i>	Ten	Australia	147,000
32	<i>Everybody Hates Chris</i>	Ten	USA	144,000
33	<i>Melb 2006 Cmnwealth Games – Opening Ceremony</i>	Nine	Australia	144,000
34	<i>Big Brother – Intruders Go In</i>	Ten	Australia	143,000
35	<i>The Simpsons</i>	Ten	USA	143,000
36	<i>Futurama Mon Ep 2</i>	Ten	USA	143,000
37	<i>The Master of Disguise</i>	Nine	USA	142,000
38	<i>The Biggest Loser (Aus) – Elimination</i>	Ten	Australia	141,000
39	<i>The Simpsons Tues Ep 1</i>	Ten	USA	140,000
40	<i>Alice in Wonderland –Rpt</i>	Nine	USA	140,000
41	<i>The Biggest Loser (Aus)</i>	Ten	Australia	140,000
42	<i>The Simpsons Tues Ep 2</i>	Ten	USA	140,000
43	<i>The All New Simpsons Thurs</i>	Ten	USA	138,000
44	<i>Wallace and Gromit: The Wrong Trousers – pm</i>	ABC	UK	138,000
45	<i>Futurama Fri</i>	Ten	USA	135,000
46	<i>Fairly Odd Parents – pm</i>	ABC	USA	135,000
47	<i>Wallace and Gromit: A Close Shave – pm</i>	ABC	UK	134,000
48	<i>Smallville</i>	Ten	USA	133,000
49	<i>Angela Anaconda – pm</i>	ABC	Canada	133,000
50	<i>Futurama Sun</i>	Ten	USA	132,000

Table A17: Free-to-air television viewing – top 50 rating programs for people aged 13–17, January–June 2006

2006 rank	Top 50 programs, 13–17 age group	Channel	Country	AUD
1	<i>Big Brother Launch</i>	Ten	Australia	178,000
2	<i>Thank God for the Simpsons</i>	Ten	USA	169,000
3	<i>Thank God You're Here</i>	Ten	Australia	159,000
4	<i>The O.C. – rpt</i>	Ten	USA	159,000
5	<i>Futurama Mon Ep 1</i>	Ten	USA	154,000
6	<i>Melb 2006 Cmnwealth Games – Opening Ceremony</i>	Nine	Australia	151,000
7	<i>The Wedge</i>	Ten	Australia	150,000
8	<i>The O.C.</i>	Ten	USA	149,000
9	<i>My Name is Earl</i>	Seven	USA	147,000
10	<i>Lost</i>	Seven	USA	141,000
11	<i>Big Brother – Intruders Go In</i>	Ten	Australia	138,000
12	<i>The All New Simpsons</i>	Ten	USA	138,000
13	<i>The Biggest Loser – Finale</i>	Ten	Australia	137,000
14	<i>Big Brother – Surprise Eviction</i>	Ten	Australia	135,000
15	<i>Futurama Tues</i>	Ten	USA	133,000
16	<i>The Biggest Loser – The Biggest Surprise</i>	Ten	Australia	133,000
17	<i>Futurama Wed</i>	Ten	USA	132,000
18	<i>Futurama Mon</i>	Ten	USA	127,000
19	<i>The Simpsons Tues Ep 2</i>	Ten	USA	127,000
20	<i>Desperate Housewives</i>	Seven	USA	125,000
21	<i>Futurama Mon Ep 2</i>	Ten	USA	122,000
22	<i>Australia's Brainiest TV Star</i>	Ten	Australia	122,000
23	<i>Melb International Comedy Festival Gala 2006</i>	Ten	Australia	121,000
24	<i>Family Guy – Early</i>	Seven	USA	118,000
25	<i>The Simpsons Tues Ep 1</i>	Ten	USA	118,000
26	<i>The Simpsons Wed Ep 2</i>	Ten	USA	117,000
27	<i>House</i>	Ten	USA	117,000
28	<i>How I Met Your Mother</i>	Seven	USA	116,000
29	<i>Futurama</i>	Ten	USA	115,000
30	<i>Lost: Revelation</i>	Seven	USA	114,000
31	<i>Prison Break</i>	Seven	USA	114,000
32	<i>The Simpsons Wed Ep 1</i>	Ten	USA	114,000
33	<i>The Simpsons Tues</i>	Ten	USA	113,000
34	<i>Big Brother Live Eviction</i>	Ten	Australia	113,000
35	<i>State Of Origin 1 Rugby League NSW V Qld</i>	Nine	Australia	113,000
36	<i>Big Brother Double Live Eviction</i>	Ten	Australia	112,000
37	<i>Big Brother – Intruders Incoming</i>	Ten	Australia	111,000
38	<i>Everybody Hates Chris</i>	Ten	USA	111,000
39	<i>Big Brother – Housemates on Trial</i>	Ten	Australia	111,000
40	<i>Australia's Brainiest Housemate</i>	Ten	Australia	110,000
41	<i>Everybody Hates Chris Mon</i>	Ten	USA	109,000
42	<i>Big Brother Live Nomination</i>	Ten	Australia	109,000
43	<i>Futurama Mon Ep 3</i>	Ten	USA	107,000
44	<i>Futurama Fri</i>	Ten	USA	107,000
45	<i>Australia's Brainiest Footballer</i>	Ten	Australia	105,000
46	<i>Big Brother – Truth & Lies</i>	Ten	Australia	105,000
47	<i>The Simpsons Mon</i>	Ten	USA	104,000
48	<i>Melb 2006 Cmnwealth Games – Closing Ceremony</i>	Nine	Australia	104,000
49	<i>Australian Open 2006 Men's Final – Match</i>	Seven	Australia	104,000
50	<i>TV Week Logie Awards Arrivals</i>	Nine	Australia	104,000

Appendix 7: Top 20 children's programs by commercial network

Table A18: Commercial television viewing – Seven Network: Top 20 children's programs in the 0–14 age group in 2005, by size of average audience

2005 rank	Top 20 children's programs, 0–14 age group	Program C/P category	Episode counter [5 city metro]	AUD	Ave. daily rch (1 min)
1	<i>Saturday Disney</i>	na	53	196,000	486,000
2	<i>Stanley</i>	na	52	196,000	279,000
3	<i>Disney Adventures</i>	na	146	154,000	218,000
4	<i>Disney Adventures (R)</i>	na	11	132,000	187,000
5	<i>That's So Raven</i>	na	31	109,000	166,000
6	<i>K-Zone TV</i>	na	8	88,000	196,000
7	<i>Flipper And Lopaka – The Search for Neptune's Trident</i>	C drama	26	84,000	132,000
8	<i>Tribe: The New Tomorrow</i>	C drama	26	77,000	128,000
9	<i>Jetix</i>	na	32	75,000	120,000
10	<i>The Book of Pooh</i>	na	18	74,000	134,000
11	<i>Fairy Tale Police</i>	C drama	10	68,000	117,000
12	<i>Tabaluga</i>	C drama	38	67,000	111,000
13	<i>The Fairies (R)</i>	P	4	67,000	106,000
14	<i>Blinky Bill's Around the World Adventures</i>	C drama	4	60,000	109,000
15	<i>Seaside Hotel</i>	C drama	13	57,000	92,000
16	<i>Go Go Stop (R)</i>	C non drama	46	49,000	87,000
17	<i>Go Go Stop</i>	C non drama	100	47,000	86,000
18	<i>Duel Masters</i>	na	10	47,000	93,000
19	<i>Short Cuts</i>	C drama	15	45,000	83,000
20	<i>The Fairies</i>	P	26	43,000	72,000

Source: OzTAM Pty Ltd Ratings; ACMA Report: *Compliance with Australian Content Standard & Children's Television Standards – 1 January–31 December 2005*; na=data not applicable

Of the top 20 children's programs in the 0–14 age group, broadcast by the Seven Network in 2005:

- seven were C drama programs;
- two were C non drama programs;
- two were P programs (the first release and repeat series of *The Fairies*); and
- nine were neither C nor P programs.

Table A19: Commercial television viewing – Nine Network: top 20 children’s programs in the 0–14 age group in 2005, by size of average audience

2005 rank	Top 20 children's programs, 0–14 age group	Program C/P category	Episode counter [5 city metro]	AUD	Ave. daily rch (1 min)
1	<i>The Shapiers – The Search For Rudolph</i> – rpt	C drama	1	68,000	115,000
2	<i>The Shapiers</i> – rpt	C drama	18	63,000	127,000
3	<i>The Eggs</i> – rpt	C drama	9	63,000	134,000
4	<i>Hi-5</i>	P	45	60,000	107,000
5	<i>Cushion Kids</i> – rpt	C drama	112	59,000	118,000
6	<i>Snobs</i> – rpt	C drama	22	54,000	121,000
7	<i>Hi-5</i> – rpt	P	75	54,000	99,000
8	<i>Kangaroo Creek Gang</i> – rpt	C drama	13	51,000	105,000
9	<i>The Eggs</i>	C drama	13	49,000	99,000
10	<i>What's New Scooby-Doo?</i> – rpt	na	7	45,000	103,000
11	<i>Don't Blame Me</i> – rpt	C drama	21	45,000	91,000
12	<i>New Macdonald's Farm</i> – rpt	P	45	44,000	84,000
13	<i>Escape Of The Artful Dodger</i> – rpt	C drama	13	42,000	103,000
14	<i>Barney & Friends</i> – rpt	na	24	42,000	84,000
15	<i>Silent Night</i>	na	1	42,000	141,000
16	<i>Barney</i> – rpt	na	22	39,000	85,000
17	<i>Here's Humphrey</i>	P	7	39,000	82,000
18	<i>New Macdonald's Farm</i>	P	45	32,000	63,000
19	<i>Pig's Breakfast</i> – rpt	C drama	2	31,000	85,000
20	<i>Y?</i> – rpt	C non drama	68	31,000	82,000

Source: OzTAM Pty Ltd Ratings; ACMA Report: *Compliance with Australian Content Standard & Children's Television Standards – 1 January–31 December 2005*; na=data not applicable

Of the Top 20 children’s programs in the 0–14 age group, broadcast by the Nine Network in 2005:

- 10 were C drama programs;
- one was a C non drama program;
- five were P programs; and
- four were neither C nor P programs.

Table A20: Commercial television viewing – Ten Network: top 20 children’s programs in the 0–14 age group in 2005, ranked by size of average audience

2005 rank	Top 20 children's programs, 0–14 age group	Program C/P category	Episode counter [5 city metro]	AUD	Ave. daily rch (1 min)
1	<i>Toasted TV</i>	na	449	77,000	147,000
2	<i>Cheez TV</i>	na	164	70,000	208,000
3	<i>Faireez</i>	C drama	1	53,000	112,000
4	<i>Faireez Sat</i>	C drama	13	49,000	95,000
5	<i>Pirate Islands – rpt</i>	C drama	26	41,000	92,000
6	<i>In The Box</i>	P	129	40,000	82,000
7	<i>In The Box – rpt</i>	P	131	38,000	74,000
8	<i>Ocean Star – rpt</i>	C drama	13	38,000	81,000
9	<i>Yakkity Yak – rpt</i>	C drama	16	36,000	81,000
10	<i>Toasted TV Sat</i>	na	134	35,000	69,000
11	<i>Scooter: Secret Agent – rpt</i>	C drama	11	34,000	79,000
12	<i>Totally Wild Sat</i>	C non drama	5	31,000	74,000
13	<i>Totally Australia</i>	C non drama	1	31,000	108,000
14	<i>Scooter: Secret Agent</i>	C drama	26	29,000	62,000
15	<i>Totally Wild Sat – rpt</i>	C non drama	10	29,000	64,000
16	<i>Totally Wild –pm rpt</i>	C non drama	3	27,000	66,000
17	<i>The Big Cheez</i>	na	34	26,000	113,000
18	<i>Totally Wild Weekend – rpt</i>	C non drama	1	25,000	77,000
19	<i>Scope</i>	C non drama	13	25,000	54,000
20	<i>Faireez Sun</i>	C drama	12	24,000	57,000

Source: OzTAM Pty Ltd Ratings; ACMA Report: *Compliance with Australian Content Standard & Children's Television Standards – 1 January–31 December 2005*; na=data not applicable

Of the Top 20 children’s programs in the 0-14 age group, broadcast by the Ten Network in 2005:

- eight were C drama programs;
- six were C non drama programs;
- two were P programs (the first release and repeat series of *In The Box*); and
- four were neither C nor P programs.

Appendix 8: First release Australian C drama, 2006

Table A21: Average 0–14 audience for first release Australian C drama – all networks, 2006

Program name	Channel	Episode counter [5 city metro]	0–14 AUD
<i>The Eggs</i>	Nine	3	61,000
<i>Wicked Science</i>	Ten	10	27,000
<i>Streetsmartz</i>	Nine	26	25,000
<i>Maddigan's Quest</i>	Nine	13	24,000
<i>Seaside Hotel</i>	Seven	21	59,000
<i>Mortified</i>	Nine	16	24,000
<i>H2o – Just Add Water</i>	Ten	26	29,000
<i>Deadly</i>	Nine	10	53,000
<i>Erky Perky</i>	Seven	13	30,000
<i>Dive Olly Dive</i>	Seven	11	43,000
<i>Staines Down Drains</i>	Seven	15	69,000
<i>I Got A Rocket</i>	Ten	11	18,000
<i>M-Street Football</i>	Seven	1	89,000