



Metropolitan TV Share of All Viewing - All Homes (D1)
5 City Share Report
Sun - Sat 18:00 - 23:59
(Total Individuals - including Guests)

| | ABC | Ch7 | Ch9 | Ch10 | SBS | Total FTA | Total Subscription |
|-------------------------------|-------|-------|-------|-------|------|-----------|--------------------|
| Survey 1 | 13.4% | 22.4% | 22.8% | 17.9% | 4.7% | 84.5% | 15.5% |
| Survey 2 | 13.8% | 22.6% | 22.3% | 18.0% | 4.3% | 84.1% | 15.9% |
| Survey 3 | 13.5% | 22.6% | 22.5% | 18.6% | 4.4% | 84.5% | 15.5% |
| Survey 4 | 14.7% | 22.2% | 22.8% | 16.9% | 4.8% | 84.1% | 15.9% |
| Survey 5 | 14.6% | 22.5% | 22.9% | 16.6% | 4.9% | 84.3% | 15.7% |
| Survey 6 | 14.3% | 24.8% | 21.5% | 16.7% | 5.2% | 85.1% | 14.9% |
| Survey 7 | 13.4% | 31.3% | 18.7% | 16.0% | 4.4% | 86.5% | 13.5% |
| Survey 8 | 15.4% | 24.5% | 21.9% | 16.6% | 4.4% | 85.2% | 14.8% |
| Survey 9 | 14.6% | 24.6% | 21.2% | 16.2% | 4.2% | 83.0% | 17.0% |
| Survey 10 Week 1 (02/11/2008) | 14.7% | 24.2% | 21.2% | 15.9% | 4.4% | 82.7% | 17.3% |
| Week 2 (09/11/2008) | 14.2% | 23.4% | 22.9% | 15.7% | 4.2% | 82.9% | 17.1% |
| Week 3 (16/11/2008) | 14.5% | 22.9% | 23.2% | 16.4% | 4.8% | 84.1% | 15.9% |
| Week 4 (23/11/2008) | | | | | | | |
| Survey 10 Progressive | 14.5% | 23.5% | 22.4% | 16.0% | 4.5% | 83.3% | 16.7% |
| Survey Year to Date | 14.2% | 24.2% | 21.9% | 17.0% | 4.6% | 84.5% | 15.5% |

NOTE: Prior to 01/06/2008 share for ABC is based on ABC1 only; from 01/06/2008 share for ABC is based on ABC1 and ABC2

Sydney TV Share of All Viewing - All Homes
Sun - Sat 18:00 - 23:59
(Total Individuals - including Guests)

| | ABC | ATN7 | TCN9 | TEN10 | SBS28 | Total FTA | Total Subscription |
|-------------------------------|-------|-------|-------|-------|-------|-----------|--------------------|
| Survey 1 | 13.3% | 21.6% | 22.3% | 16.1% | 5.1% | 82.1% | 17.9% |
| Survey 2 | 13.8% | 21.2% | 21.9% | 16.2% | 4.7% | 80.9% | 19.1% |
| Survey 3 | 13.4% | 21.8% | 22.3% | 16.7% | 4.6% | 81.8% | 18.2% |
| Survey 4 | 14.2% | 20.9% | 23.0% | 15.1% | 5.2% | 81.2% | 18.8% |
| Survey 5 | 14.6% | 20.6% | 22.9% | 15.1% | 5.2% | 81.6% | 18.4% |
| Survey 6 | 14.0% | 24.3% | 20.7% | 15.4% | 5.3% | 83.0% | 17.0% |
| Survey 7 | 13.6% | 31.4% | 17.4% | 14.7% | 4.8% | 85.0% | 15.0% |
| Survey 8 | 16.2% | 22.9% | 21.7% | 14.8% | 4.6% | 83.5% | 16.5% |
| Survey 9 | 14.6% | 22.7% | 21.0% | 14.9% | 4.4% | 80.3% | 19.7% |
| Survey 10 Week 1 (02/11/2008) | 14.6% | 23.0% | 20.2% | 14.8% | 4.6% | 80.1% | 19.9% |
| Week 2 (09/11/2008) | 14.4% | 22.2% | 21.5% | 14.7% | 4.3% | 80.0% | 20.0% |
| Week 3 (16/11/2008) | 14.6% | 20.8% | 23.3% | 14.9% | 4.3% | 80.5% | 19.5% |
| Week 4 (23/11/2008) | | | | | | | |
| Survey 10 Progressive | 14.5% | 22.0% | 21.7% | 14.8% | 4.4% | 80.2% | 19.8% |
| Survey Year to Date | 14.2% | 23.0% | 21.5% | 15.4% | 4.8% | 82.0% | 18.0% |

NOTE: Prior to 01/06/2008 share for ABC is based on ABC1 only; from 01/06/2008 share for ABC is based on ABC1 and ABC2

Melbourne TV Share of All Viewing - All Homes
Sun - Sat 18:00 - 23:59
(Total Individuals - including Guests)

| | ABC | HSV7 | GTV9 | ATV10 | SBS28 | Total FTA | Total Subscription |
|-------------------------------|-------|-------|-------|-------|-------|-----------|--------------------|
| Survey 1 | 13.6% | 22.0% | 24.2% | 19.4% | 4.8% | 85.3% | 14.7% |
| Survey 2 | 14.4% | 22.7% | 22.6% | 19.9% | 4.3% | 85.0% | 15.0% |
| Survey 3 | 14.0% | 22.6% | 22.9% | 20.6% | 4.5% | 85.7% | 14.3% |
| Survey 4 | 15.6% | 22.0% | 22.8% | 18.4% | 4.8% | 84.6% | 15.4% |
| Survey 5 | 14.9% | 23.3% | 23.4% | 17.9% | 4.9% | 85.0% | 15.0% |
| Survey 6 | 14.7% | 24.4% | 22.0% | 18.5% | 5.6% | 85.7% | 14.3% |
| Survey 7 | 13.0% | 31.8% | 19.3% | 17.8% | 4.5% | 86.9% | 13.1% |
| Survey 8 | 14.6% | 25.2% | 22.2% | 18.8% | 4.3% | 85.6% | 14.4% |
| Survey 9 | 14.8% | 25.2% | 21.2% | 16.9% | 4.3% | 82.9% | 17.1% |
| Survey 10 Week 1 (02/11/2008) | 14.7% | 24.0% | 21.4% | 16.4% | 4.5% | 81.5% | 18.5% |
| Week 2 (09/11/2008) | 13.6% | 23.6% | 23.7% | 16.9% | 4.6% | 82.9% | 17.1% |
| Week 3 (16/11/2008) | 14.2% | 23.6% | 23.9% | 17.6% | 5.3% | 85.1% | 14.9% |
| Week 4 (23/11/2008) | | | | | | | |
| Survey 10 Progressive | 14.2% | 23.7% | 23.0% | 17.0% | 4.8% | 83.2% | 16.8% |
| Survey Year to Date | 14.4% | 24.4% | 22.3% | 18.6% | 4.7% | 85.1% | 14.9% |

NOTE: Prior to 01/06/2008 share for ABC is based on ABC1 only; from 01/06/2008 share for ABC is based on ABC1 and ABC2

Brisbane TV Share of All Viewing - All Homes
Sun - Sat 18:00 - 23:59
(Total Individuals - including Guests)

| | ABC | BTQ7 | QTQ9 | TVQ10 | SBS28 | Total FTA | Total Subscription |
|-------------------------------|-------|-------|-------|-------|-------|-----------|--------------------|
| Survey 1 | 12.4% | 21.3% | 21.9% | 15.9% | 4.3% | 84.5% | 15.5% |
| Survey 2 | 12.6% | 21.4% | 22.0% | 16.0% | 4.3% | 84.2% | 15.8% |
| Survey 3 | 12.8% | 20.7% | 21.2% | 16.4% | 4.4% | 84.0% | 16.0% |
| Survey 4 | 13.7% | 20.8% | 22.9% | 14.6% | 4.4% | 84.2% | 15.8% |
| Survey 5 | 14.2% | 20.9% | 22.7% | 14.4% | 4.8% | 84.5% | 15.5% |
| Survey 6 | 13.6% | 23.8% | 21.9% | 14.5% | 4.5% | 85.2% | 14.8% |
| Survey 7 | 12.6% | 29.1% | 18.6% | 13.7% | 4.0% | 85.6% | 14.4% |
| Survey 8 | 13.9% | 22.8% | 22.7% | 14.2% | 4.1% | 84.7% | 15.3% |
| Survey 9 | 13.4% | 23.3% | 21.5% | 14.9% | 3.9% | 83.6% | 16.4% |
| Survey 10 Week 1 (02/11/2008) | 13.2% | 23.4% | 22.2% | 15.6% | 4.0% | 84.7% | 15.3% |
| Week 2 (09/11/2008) | 13.2% | 21.6% | 24.3% | 14.0% | 3.7% | 83.9% | 16.1% |
| Week 3 (16/11/2008) | 13.5% | 21.6% | 23.8% | 15.0% | 4.5% | 85.4% | 14.6% |
| Week 4 (23/11/2008) | | | | | | | |
| Survey 10 Progressive | 13.3% | 22.2% | 23.5% | 14.9% | 4.1% | 84.7% | 15.3% |
| Survey Year to Date | 13.2% | 22.7% | 21.8% | 14.9% | 4.3% | 84.5% | 15.5% |

NOTE: Prior to 01/06/2008 share for ABC is based on ABC1 only; from 01/06/2008 share for ABC is based on ABC1 and ABC2

Adelaide TV Share of All Viewing - All Homes
Sun - Sat 18:00 - 23:59
(Total Individuals - including Guests)

| | ABC | SAS7 | NWS9 | ADS10 | SBS28 | Total FTA | Total Subscription |
|-------------------------------|-------|-------|-------|-------|-------|-----------|--------------------|
| Survey 1 | 14.1% | 23.4% | 24.7% | 21.0% | 4.7% | 88.5% | 11.5% |
| Survey 2 | 14.4% | 25.1% | 24.0% | 20.5% | 4.2% | 88.9% | 11.1% |
| Survey 3 | 13.4% | 24.7% | 24.6% | 21.6% | 4.2% | 89.1% | 10.9% |
| Survey 4 | 14.7% | 24.9% | 24.8% | 19.2% | 4.9% | 89.0% | 11.0% |
| Survey 5 | 14.7% | 24.3% | 23.9% | 20.3% | 5.1% | 88.6% | 11.4% |
| Survey 6 | 14.9% | 25.8% | 23.1% | 19.1% | 5.6% | 88.9% | 11.1% |
| Survey 7 | 14.8% | 31.5% | 21.2% | 17.1% | 4.7% | 89.7% | 10.3% |
| Survey 8 | 15.7% | 25.5% | 22.6% | 19.0% | 4.5% | 87.6% | 12.4% |
| Survey 9 | 15.3% | 26.3% | 22.1% | 17.7% | 4.3% | 86.0% | 14.0% |
| Survey 10 Week 1 (02/11/2008) | 15.8% | 25.5% | 22.1% | 17.9% | 4.4% | 85.9% | 14.1% |
| Week 2 (09/11/2008) | 14.7% | 25.5% | 24.1% | 18.2% | 4.4% | 87.3% | 12.7% |
| Week 3 (16/11/2008) | 15.1% | 25.1% | 22.7% | 18.0% | 5.8% | 87.1% | 12.9% |
| Week 4 (23/11/2008) | | | | | | | |
| Survey 10 Progressive | 15.2% | 25.4% | 23.0% | 18.0% | 4.9% | 86.8% | 13.2% |
| Survey Year to Date | 14.7% | 25.7% | 23.4% | 19.4% | 4.7% | 88.4% | 11.6% |

NOTE: Prior to 01/06/2008 share for ABC is based on ABC1 only; from 01/06/2008 share for ABC is based on ABC1 and ABC2

Perth TV Share of All Viewing - All Homes
Sun - Sat 18:00 - 23:59
(Total Individuals - including Guests)

| | ABC | TVW7 | STW9 | NEW10 | SBS28 | Total FTA | Total Subscription |
|-------------------------------|-------|-------|-------|-------|-------|-----------|--------------------|
| Survey 1 | 13.7% | 26.8% | 20.7% | 19.1% | 3.8% | 85.0% | 15.0% |
| Survey 2 | 14.1% | 26.2% | 21.9% | 19.2% | 3.8% | 85.7% | 14.3% |
| Survey 3 | 13.6% | 26.1% | 22.2% | 19.3% | 3.5% | 85.5% | 14.5% |
| Survey 4 | 15.2% | 26.0% | 20.9% | 19.1% | 4.1% | 85.9% | 14.1% |
| Survey 5 | 14.7% | 26.4% | 21.4% | 17.8% | 4.5% | 85.2% | 14.8% |
| Survey 6 | 14.7% | 28.3% | 20.0% | 17.5% | 5.2% | 86.1% | 13.9% |
| Survey 7 | 14.4% | 33.2% | 18.6% | 17.7% | 4.0% | 88.1% | 11.9% |
| Survey 8 | 17.4% | 28.7% | 19.4% | 17.3% | 4.2% | 87.2% | 12.8% |
| Survey 9 | 15.7% | 28.3% | 20.2% | 18.3% | 3.7% | 86.7% | 13.3% |
| Survey 10 Week 1 (02/11/2008) | 16.9% | 28.2% | 20.5% | 16.2% | 4.2% | 86.1% | 13.9% |
| Week 2 (09/11/2008) | 16.7% | 27.2% | 21.2% | 16.0% | 4.0% | 85.4% | 14.6% |
| Week 3 (16/11/2008) | 15.9% | 26.7% | 20.4% | 18.1% | 4.4% | 85.9% | 14.1% |
| Week 4 (23/11/2008) | | | | | | | |
| Survey 10 Progressive | 16.5% | 27.4% | 20.7% | 16.8% | 4.2% | 85.8% | 14.2% |
| Survey Year to Date | 14.9% | 27.7% | 20.6% | 18.2% | 4.1% | 86.1% | 13.9% |

NOTE: Prior to 01/06/2008 share for ABC is based on ABC1 only; from 01/06/2008 share for ABC is based on ABC1 and ABC2