



D1

**Consolidated Metropolitan Total TV Share of All Viewing  
5 City Share Report - All Homes  
Week 01 - Week 09 2010 (07/02/10 - 27/02/10) 18:00 - 23:59  
Total Individuals - including Guests**



Network	ABC1	ABC2	ABC3	ABC NET	Seven	7TWO	Seven NET	Nine	GO!	Nine NET	TEN	ONE	TEN NET	SBS ONE	SBS TWO	SBS NET	Total FTA	Total Subscription
<b>Survey 1 Week 1 (07/02/10)</b>	12.0%	1.2%	0.4%	13.6%	21.2%	2.7%	23.9%	19.1%	2.8%	21.9%	15.9%	0.7%	16.7%	3.8%	0.4%	4.2%	82.9%	17.1%
<b>Week 2 (14/02/10)</b>	11.6%	1.3%	0.4%	13.3%	21.0%	2.6%	23.7%	21.1%	2.6%	23.7%	15.1%	0.7%	15.8%	3.9%	0.3%	4.2%	83.3%	16.7%
<b>Week 3 (21/02/10)</b>	11.8%	1.2%	0.4%	13.4%	20.4%	2.7%	23.1%	21.1%	2.7%	23.8%	15.3%	0.7%	16.1%	3.9%	0.3%	4.2%	83.1%	16.9%
<b>Week 4 (28/02/10)</b>																		
<b>Survey 1 Progressive</b>	11.8%	1.2%	0.4%	13.4%	20.9%	2.7%	23.6%	20.4%	2.7%	23.1%	15.4%	0.7%	16.2%	3.9%	0.3%	4.2%	83.1%	16.9%
<b>Survey 2</b>																		
<b>Survey 3</b>																		
<b>Survey 4</b>																		
<b>Survey 5</b>																		
<b>Survey 6</b>																		
<b>Survey 7</b>																		
<b>Survey 8</b>																		
<b>Survey 9</b>																		
<b>Survey 10</b>																		
<b>Survey Year to Date</b>	11.8%	1.2%	0.4%	13.4%	20.9%	2.7%	23.6%	20.4%	2.7%	23.1%	15.4%	0.7%	16.2%	3.9%	0.3%	4.2%	83.1%	16.9%

**Consolidated Metropolitan Total TV Share of All Viewing  
Sydney Share Report - All Homes  
Week 01 - Week 09 2010 (07/02/10 - 27/02/10) 18:00 - 23:59  
Total Individuals - including Guests**

Network	ABC1	ABC2	ABC3	ABC NET	Seven	7TWO	Seven NET	Nine	GO!	Nine NET	TEN	ONE	TEN NET	SBS ONE	SBS TWO	SBS NET	Total FTA	Total Subscription
<b>Survey 1 Week 1 (07/02/10)</b>	11.8%	0.9%	0.4%	13.1%	18.6%	1.9%	20.5%	19.4%	2.2%	21.5%	14.9%	0.5%	15.4%	3.9%	0.4%	4.2%	79.5%	20.5%
<b>Week 2 (14/02/10)</b>	12.1%	1.1%	0.4%	13.6%	18.5%	2.2%	20.7%	20.7%	2.3%	23.0%	13.9%	0.5%	14.4%	4.1%	0.3%	4.4%	80.2%	19.8%
<b>Week 3 (21/02/10)</b>	12.2%	1.0%	0.4%	13.6%	18.3%	2.2%	20.6%	21.7%	1.9%	23.6%	14.1%	0.4%	14.5%	3.8%	0.3%	4.2%	80.3%	19.7%
<b>Week 4 (28/02/10)</b>																		
<b>Survey 1 Progressive</b>	12.0%	1.0%	0.4%	13.4%	18.5%	2.1%	20.6%	20.6%	2.1%	22.7%	14.3%	0.5%	14.8%	3.9%	0.3%	4.3%	80.0%	20.0%
<b>Survey 2</b>																		
<b>Survey 3</b>																		
<b>Survey 4</b>																		
<b>Survey 5</b>																		
<b>Survey 6</b>																		
<b>Survey 7</b>																		
<b>Survey 8</b>																		
<b>Survey 9</b>																		
<b>Survey 10</b>																		
<b>Survey Year to Date</b>	12.0%	1.0%	0.4%	13.4%	18.5%	2.1%	20.6%	20.6%	2.1%	22.7%	14.3%	0.5%	14.8%	3.9%	0.3%	4.3%	80.0%	20.0%



D1

**Consolidated Metropolitan Total TV Share of All Viewing  
Melbourne Share Report - All Homes  
Week 01 - Week 09 2010 (07/02/10 - 27/02/10) 18:00 - 23:59  
Total Individuals - including Guests**



Network	ABC1	ABC2	ABC3	ABC NET	Seven	7TWO	Seven NET	Nine	GO!	Nine NET	TEN	ONE	TEN NET	SBS ONE	SBS TWO	SBS NET	Total FTA	Total Subscription
<b>Survey 1 Week 1 (07/02/10)</b>	12.3%	1.3%	0.3%	13.9%	21.8%	2.9%	24.7%	19.8%	3.1%	22.9%	16.2%	0.7%	16.8%	3.9%	0.4%	4.3%	83.2%	16.8%
<b>Week 2 (14/02/10)</b>	11.5%	1.2%	0.3%	13.0%	22.0%	3.0%	25.0%	21.9%	2.8%	24.7%	15.1%	0.7%	15.7%	3.9%	0.3%	4.2%	83.3%	16.7%
<b>Week 3 (21/02/10)</b>	11.8%	1.1%	0.4%	13.2%	21.1%	3.1%	24.2%	21.9%	3.0%	24.9%	15.5%	0.7%	16.2%	4.1%	0.3%	4.4%	83.6%	16.4%
<b>Week 4 (28/02/10)</b>																		
<b>Survey 1 Progressive</b>	11.9%	1.2%	0.3%	13.4%	21.6%	3.0%	24.7%	21.2%	2.9%	24.1%	15.6%	0.7%	16.3%	4.0%	0.3%	4.3%	83.4%	16.6%
<b>Survey 2</b>																		
<b>Survey 3</b>																		
<b>Survey 4</b>																		
<b>Survey 5</b>																		
<b>Survey 6</b>																		
<b>Survey 7</b>																		
<b>Survey 8</b>																		
<b>Survey 9</b>																		
<b>Survey 10</b>																		
<b>Survey Year to Date</b>	11.9%	1.2%	0.3%	13.4%	21.6%	3.0%	24.7%	21.2%	2.9%	24.1%	15.6%	0.7%	16.3%	4.0%	0.3%	4.3%	83.4%	16.6%

**Consolidated Metropolitan Total TV Share of All Viewing  
Brisbane Share Report - All Homes  
Week 01 - Week 09 2010 (07/02/10 - 27/02/10) 18:00 - 23:59  
Total Individuals - including Guests**

Network	ABC1	ABC2	ABC3	ABC NET	Seven	7TWO	Seven NET	Nine	GO!	Nine NET	TEN	ONE	TEN NET	SBS ONE	SBS TWO	SBS NET	Total FTA	Total Subscription
<b>Survey 1 Week 1 (07/02/10)</b>	10.9%	1.1%	0.4%	12.3%	21.0%	2.6%	23.6%	18.8%	2.8%	21.6%	16.2%	0.9%	17.0%	3.5%	0.3%	3.8%	84.0%	16.0%
<b>Week 2 (14/02/10)</b>	10.1%	1.2%	0.4%	11.7%	20.6%	2.2%	22.8%	20.7%	2.3%	23.0%	15.7%	1.0%	16.7%	3.3%	0.3%	3.6%	84.0%	16.0%
<b>Week 3 (21/02/10)</b>	10.7%	1.0%	0.4%	12.0%	19.6%	2.3%	21.9%	20.2%	2.4%	22.6%	16.0%	1.0%	17.0%	3.3%	0.3%	3.6%	83.0%	17.0%
<b>Week 4 (28/02/10)</b>																		
<b>Survey 1 Progressive</b>	10.5%	1.1%	0.4%	12.0%	20.4%	2.4%	22.8%	19.9%	2.5%	22.4%	16.0%	0.9%	16.9%	3.4%	0.3%	3.7%	83.7%	16.3%
<b>Survey 2</b>																		
<b>Survey 3</b>																		
<b>Survey 4</b>																		
<b>Survey 5</b>																		
<b>Survey 6</b>																		
<b>Survey 7</b>																		
<b>Survey 8</b>																		
<b>Survey 9</b>																		
<b>Survey 10</b>																		
<b>Survey Year to Date</b>	10.5%	1.1%	0.4%	12.0%	20.4%	2.4%	22.8%	19.9%	2.5%	22.4%	16.0%	0.9%	16.9%	3.4%	0.3%	3.7%	83.7%	16.3%



D1

**Consolidated Metropolitan Total TV Share of All Viewing  
Adelaide Share Report - All Homes  
Week 01 - Week 09 2010 (07/02/10 - 27/02/10) 18:00 - 23:59  
Total Individuals - including Guests**



Network	ABC1	ABC2	ABC3	ABC NET	Seven	7TWO	Seven NET	Nine	GO!	Nine NET	TEN	ONE	TEN NET	SBS ONE	SBS TWO	SBS NET	Total FTA	Total Subscription
<b>Survey 1 Week 1 (07/02/10)</b>	12.0%	1.9%	0.4%	14.3%	25.5%	3.3%	28.8%	18.8%	3.9%	22.7%	15.8%	1.2%	16.9%	3.8%	0.4%	4.2%	87.0%	13.0%
<b>Week 2 (14/02/10)</b>	11.6%	1.8%	0.4%	13.8%	24.0%	3.3%	27.3%	22.4%	3.8%	26.1%	15.3%	1.0%	16.3%	3.7%	0.3%	4.0%	87.7%	12.3%
<b>Week 3 (21/02/10)</b>	12.1%	1.7%	0.4%	14.1%	23.8%	3.7%	27.5%	21.5%	4.3%	25.9%	16.0%	0.9%	16.9%	3.9%	0.4%	4.2%	88.8%	11.2%
<b>Week 4 (28/02/10)</b>																		
<b>Survey 1 Progressive</b>	11.9%	1.8%	0.4%	14.1%	24.4%	3.4%	27.9%	20.9%	4.0%	24.9%	15.7%	1.0%	16.7%	3.8%	0.4%	4.1%	87.8%	12.2%
<b>Survey 2</b>																		
<b>Survey 3</b>																		
<b>Survey 4</b>																		
<b>Survey 5</b>																		
<b>Survey 6</b>																		
<b>Survey 7</b>																		
<b>Survey 8</b>																		
<b>Survey 9</b>																		
<b>Survey 10</b>																		
<b>Survey Year to Date</b>	11.9%	1.8%	0.4%	14.1%	24.4%	3.4%	27.9%	20.9%	4.0%	24.9%	15.7%	1.0%	16.7%	3.8%	0.4%	4.1%	87.8%	12.2%

**Consolidated Metropolitan Total TV Share of All Viewing  
Perth Share Report - All Homes  
Week 01 - Week 09 2010 (07/02/10 - 27/02/10) 18:00 - 23:59  
Total Individuals - including Guests**

Network	ABC1	ABC2	ABC3	ABC NET	Seven	7TWO	Seven NET	Nine	GO!	Nine NET	TEN	ONE	TEN NET	SBS ONE	SBS TWO	SBS NET	Total FTA	Total Subscription
<b>Survey 1 Week 1 (07/02/10)</b>	13.3%	1.7%	0.5%	15.5%	23.2%	3.7%	26.8%	17.6%	2.9%	20.5%	17.7%	0.9%	18.6%	3.9%	0.4%	4.4%	85.9%	14.1%
<b>Week 2 (14/02/10)</b>	13.1%	1.9%	0.6%	15.6%	23.0%	2.8%	25.8%	19.4%	2.9%	22.3%	16.6%	1.0%	17.6%	4.2%	0.3%	4.6%	85.9%	14.1%
<b>Week 3 (21/02/10)</b>	12.7%	1.7%	0.6%	15.0%	21.8%	3.0%	24.7%	19.0%	2.8%	21.9%	16.0%	1.2%	17.2%	4.4%	0.4%	4.8%	83.6%	16.4%
<b>Week 4 (28/02/10)</b>																		
<b>Survey 1 Progressive</b>	13.0%	1.8%	0.6%	15.4%	22.7%	3.2%	25.8%	18.7%	2.9%	21.6%	16.8%	1.0%	17.8%	4.2%	0.4%	4.6%	85.1%	14.9%
<b>Survey 2</b>																		
<b>Survey 3</b>																		
<b>Survey 4</b>																		
<b>Survey 5</b>																		
<b>Survey 6</b>																		
<b>Survey 7</b>																		
<b>Survey 8</b>																		
<b>Survey 9</b>																		
<b>Survey 10</b>																		
<b>Survey Year to Date</b>	13.0%	1.8%	0.6%	15.4%	22.7%	3.2%	25.8%	18.7%	2.9%	21.6%	16.8%	1.0%	17.8%	4.2%	0.4%	4.6%	85.1%	14.9%