



D1

**Consolidated Metropolitan Total TV Share of All Viewing
5 City Share Report - All Homes
Week 01 - Week 31 2010 (07/02/10 - 31/07/10) 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
Survey 1	11.8%	1.2%	0.4%	13.4%	21.0%	2.7%	23.7%	20.4%	2.7%	23.1%	15.2%	0.7%	16.0%	3.9%	0.3%	4.2%	83.0%	17.0%
Survey 2	11.4%	1.1%	0.4%	12.9%	21.6%	2.7%	24.3%	20.8%	2.8%	23.7%	14.9%	1.2%	16.1%	3.9%	0.3%	4.3%	83.7%	16.3%
Survey 3	11.4%	1.3%	0.3%	13.1%	20.3%	2.5%	22.8%	20.6%	2.7%	23.3%	17.8%	1.0%	18.8%	3.8%	0.4%	4.1%	84.7%	15.3%
Survey 4	11.7%	1.3%	0.4%	13.4%	19.9%	2.7%	22.6%	20.3%	2.8%	23.1%	17.8%	1.1%	18.9%	4.1%	0.3%	4.5%	85.0%	15.0%
Survey 5	12.8%	1.4%	0.4%	14.6%	19.2%	2.7%	21.9%	19.0%	2.8%	21.8%	18.1%	0.9%	19.0%	5.3%	0.5%	5.8%	85.8%	14.2%
Survey 6 Week 1 (11/07/10)	12.7%	1.4%	0.5%	14.6%	18.7%	2.8%	21.5%	17.7%	2.9%	20.6%	18.4%	1.3%	19.7%	5.0%	0.4%	5.4%	84.3%	15.7%
Week 2 (18/07/10)	11.3%	1.2%	0.5%	12.9%	18.2%	2.6%	20.8%	18.0%	3.2%	21.2%	21.3%	1.0%	22.3%	4.5%	0.4%	4.9%	85.1%	14.9%
Week 3 (25/07/10)	12.4%	1.4%	0.5%	14.3%	19.4%	3.1%	22.5%	18.3%	3.3%	21.5%	18.5%	1.1%	19.6%	3.9%	0.5%	4.4%	85.1%	14.9%
Week 4 (01/08/10)																		
Survey 6 Progressive	12.1%	1.3%	0.5%	13.9%	18.8%	2.8%	21.6%	18.0%	3.1%	21.1%	19.4%	1.1%	20.5%	4.5%	0.4%	4.9%	84.8%	15.2%
Survey 7																		
Survey 8																		
Survey 9																		
Survey 10																		
Survey Year to Date	11.9%	1.3%	0.4%	13.6%	20.1%	2.7%	22.8%	19.9%	2.8%	22.7%	17.2%	1.0%	18.2%	4.3%	0.4%	4.7%	84.5%	15.5%

**Consolidated Metropolitan Total TV Share of All Viewing
Sydney Share Report - All Homes
Week 01 - Week 31 2010 (07/02/10 - 31/07/10) 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
Survey 1	12.0%	1.0%	0.4%	13.4%	18.5%	2.2%	20.7%	20.2%	2.2%	22.3%	14.3%	0.5%	14.8%	3.9%	0.4%	4.3%	79.7%	20.3%
Survey 2	11.4%	1.2%	0.4%	12.9%	19.3%	2.3%	21.6%	20.9%	2.4%	23.3%	13.2%	0.8%	14.1%	4.1%	0.3%	4.4%	80.5%	19.5%
Survey 3	12.0%	1.5%	0.4%	13.9%	17.7%	2.2%	19.9%	21.1%	2.3%	23.4%	16.0%	0.6%	16.6%	3.8%	0.3%	4.2%	82.4%	17.6%
Survey 4	12.2%	1.3%	0.4%	13.9%	18.2%	2.2%	20.4%	20.6%	2.3%	22.9%	15.3%	0.7%	15.9%	4.4%	0.3%	4.7%	82.4%	17.6%
Survey 5	12.9%	1.4%	0.5%	14.8%	17.4%	2.2%	19.6%	19.4%	2.3%	21.7%	15.9%	0.5%	16.5%	5.9%	0.5%	6.4%	83.6%	16.4%
Survey 6 Week 1 (11/07/10)	13.3%	1.1%	0.5%	14.9%	17.2%	2.6%	19.7%	17.2%	2.3%	19.5%	16.6%	0.9%	17.6%	4.6%	0.5%	5.0%	81.3%	18.7%
Week 2 (18/07/10)	11.5%	1.1%	0.4%	13.0%	16.9%	2.3%	19.2%	17.5%	2.6%	20.1%	19.6%	0.6%	20.2%	4.3%	0.4%	4.7%	82.5%	17.5%
Week 3 (25/07/10)	12.6%	1.2%	0.4%	14.3%	18.3%	2.8%	21.1%	17.7%	2.7%	20.4%	15.8%	0.7%	16.5%	3.7%	0.4%	4.1%	81.5%	18.5%
Week 4 (01/08/10)																		
Survey 6 Progressive	12.5%	1.2%	0.5%	14.1%	17.5%	2.5%	20.0%	17.4%	2.6%	20.0%	17.4%	0.7%	18.1%	4.2%	0.4%	4.6%	81.7%	18.3%
Survey 7																		
Survey 8																		
Survey 9																		
Survey 10																		
Survey Year to Date	12.2%	1.3%	0.4%	13.9%	18.1%	2.3%	20.4%	20.0%	2.3%	22.3%	15.3%	0.6%	16.0%	4.4%	0.4%	4.8%	81.8%	18.2%



D1

**Consolidated Metropolitan Total TV Share of All Viewing
Melbourne Share Report - All Homes
Week 01 - Week 31 2010 (07/02/10 - 31/07/10) 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
Survey 1	11.9%	1.2%	0.3%	13.4%	21.8%	3.0%	24.9%	21.6%	2.9%	24.5%	15.3%	0.7%	15.9%	4.0%	0.3%	4.4%	83.7%	16.3%
Survey 2	11.4%	1.0%	0.3%	12.7%	22.3%	2.7%	24.9%	22.1%	2.8%	25.0%	16.1%	1.3%	17.4%	4.0%	0.3%	4.4%	85.0%	15.0%
Survey 3	11.2%	1.2%	0.3%	12.7%	21.1%	2.5%	23.6%	21.8%	2.7%	24.5%	19.1%	1.0%	20.2%	3.8%	0.4%	4.1%	85.8%	14.2%
Survey 4	11.4%	1.3%	0.3%	13.0%	20.5%	2.8%	23.3%	21.3%	3.0%	24.3%	19.8%	1.2%	20.9%	4.1%	0.4%	4.5%	86.6%	13.4%
Survey 5	12.6%	1.5%	0.3%	14.4%	19.8%	2.8%	22.6%	19.4%	2.7%	22.2%	20.4%	1.0%	21.4%	5.2%	0.6%	5.8%	87.1%	12.9%
Survey 6 Week 1 (11/07/10)	12.2%	1.5%	0.5%	14.3%	18.8%	2.8%	21.5%	19.1%	3.0%	22.1%	20.4%	1.3%	21.7%	5.4%	0.4%	5.8%	86.1%	13.9%
Week 2 (18/07/10)	10.8%	1.2%	0.4%	12.4%	18.2%	2.7%	20.9%	19.9%	3.2%	23.1%	23.9%	1.0%	25.0%	4.7%	0.4%	5.1%	87.4%	12.6%
Week 3 (25/07/10)	11.7%	1.5%	0.4%	13.6%	19.0%	3.3%	22.3%	19.8%	3.6%	23.4%	21.1%	1.4%	22.4%	4.1%	0.6%	4.8%	87.6%	12.4%
Week 4 (01/08/10)																		
Survey 6 Progressive	11.6%	1.4%	0.4%	13.4%	18.7%	2.9%	21.6%	19.6%	3.3%	22.9%	21.8%	1.2%	23.0%	4.7%	0.5%	5.2%	87.0%	13.0%
Survey 7																		
Survey 8																		
Survey 9																		
Survey 10																		
Survey Year to Date	11.7%	1.3%	0.3%	13.3%	20.7%	2.8%	23.5%	21.0%	2.9%	23.9%	18.7%	1.1%	19.8%	4.3%	0.4%	4.7%	85.9%	14.1%

**Consolidated Metropolitan Total TV Share of All Viewing
Brisbane Share Report - All Homes
Week 01 - Week 31 2010 (07/02/10 - 31/07/10) 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
Survey 1	10.6%	1.1%	0.3%	11.9%	20.7%	2.4%	23.0%	19.7%	2.5%	22.2%	15.7%	0.9%	16.6%	3.4%	0.3%	3.6%	83.3%	16.7%
Survey 2	10.3%	0.9%	0.4%	11.5%	20.9%	2.5%	23.4%	20.4%	2.9%	23.3%	14.8%	1.2%	15.9%	3.6%	0.2%	3.8%	83.4%	16.6%
Survey 3	10.3%	0.9%	0.3%	11.5%	19.5%	2.1%	21.6%	20.8%	2.8%	23.6%	16.4%	0.9%	17.3%	3.6%	0.3%	3.9%	83.7%	16.3%
Survey 4	10.6%	1.0%	0.4%	12.0%	19.4%	2.3%	21.6%	20.3%	2.9%	23.2%	16.2%	1.1%	17.3%	3.8%	0.3%	4.1%	83.5%	16.5%
Survey 5	11.6%	1.1%	0.5%	13.2%	18.5%	2.2%	20.8%	20.6%	2.8%	23.4%	16.0%	0.9%	16.9%	3.9%	0.4%	4.3%	84.0%	16.0%
Survey 6 Week 1 (11/07/10)	12.4%	1.2%	0.5%	14.0%	18.2%	2.3%	20.5%	18.1%	2.9%	21.1%	15.5%	1.2%	16.7%	4.4%	0.3%	4.7%	82.3%	17.7%
Week 2 (18/07/10)	11.5%	1.0%	0.6%	13.0%	18.0%	2.3%	20.3%	17.8%	3.3%	21.1%	17.5%	0.9%	18.4%	3.8%	0.4%	4.2%	82.3%	17.7%
Week 3 (25/07/10)	11.8%	1.2%	0.4%	13.5%	18.4%	2.6%	21.0%	18.0%	2.9%	20.9%	17.0%	0.9%	17.9%	3.7%	0.5%	4.2%	82.6%	17.4%
Week 4 (01/08/10)																		
Survey 6 Progressive	11.9%	1.1%	0.5%	13.5%	18.2%	2.4%	20.6%	18.0%	3.0%	21.0%	16.7%	1.0%	17.7%	4.0%	0.4%	4.3%	82.4%	17.6%
Survey 7																		
Survey 8																		
Survey 9																		
Survey 10																		
Survey Year to Date	10.8%	1.0%	0.4%	12.3%	19.6%	2.3%	21.8%	20.1%	2.8%	22.9%	15.9%	1.0%	16.9%	3.7%	0.3%	4.0%	83.4%	16.6%



D1

**Consolidated Metropolitan Total TV Share of All Viewing
Adelaide Share Report - All Homes
Week 01 - Week 31 2010 (07/02/10 - 31/07/10) 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
Survey 1	12.1%	1.8%	0.4%	14.3%	24.5%	3.6%	28.1%	20.6%	3.9%	24.5%	15.7%	1.0%	16.7%	3.9%	0.4%	4.2%	87.9%	12.1%
Survey 2	12.8%	1.6%	0.4%	14.8%	24.6%	3.5%	28.1%	19.7%	3.9%	23.6%	15.9%	1.6%	17.5%	3.8%	0.4%	4.2%	88.4%	11.6%
Survey 3	11.8%	1.9%	0.4%	14.1%	23.2%	3.6%	26.8%	18.1%	4.0%	22.2%	20.4%	1.6%	21.9%	3.8%	0.4%	4.2%	89.3%	10.7%
Survey 4	12.6%	1.5%	0.5%	14.5%	21.7%	3.9%	25.6%	18.6%	4.1%	22.7%	20.8%	1.9%	22.7%	4.0%	0.4%	4.4%	90.0%	10.0%
Survey 5	13.8%	1.9%	0.4%	16.1%	21.1%	4.1%	25.1%	17.9%	3.8%	21.7%	20.8%	1.4%	22.2%	4.7%	0.6%	5.3%	90.5%	9.5%
Survey 6 Week 1 (11/07/10)	13.1%	2.1%	0.7%	15.9%	22.1%	3.6%	25.7%	16.7%	3.9%	20.6%	21.1%	1.8%	22.9%	4.4%	0.5%	4.9%	90.2%	9.8%
Week 2 (18/07/10)	12.0%	1.8%	0.5%	14.4%	20.1%	4.0%	24.1%	17.3%	4.3%	21.6%	24.4%	1.5%	25.9%	4.1%	0.4%	4.5%	90.6%	9.4%
Week 3 (25/07/10)	13.9%	1.8%	0.6%	16.3%	22.4%	4.6%	27.0%	17.8%	4.1%	21.9%	20.1%	1.4%	21.5%	3.4%	0.5%	3.9%	91.0%	9.0%
Week 4 (01/08/10)																		
Survey 6 Progressive	13.0%	1.9%	0.6%	15.5%	21.6%	4.1%	25.6%	17.3%	4.1%	21.3%	21.8%	1.6%	23.4%	4.0%	0.5%	4.4%	90.6%	9.4%
Survey 7																		
Survey 8																		
Survey 9																		
Survey 10																		
Survey Year to Date	12.7%	1.7%	0.5%	14.9%	22.7%	3.8%	26.5%	18.7%	4.0%	22.7%	19.3%	1.5%	20.8%	4.0%	0.5%	4.5%	89.5%	10.5%

**Consolidated Metropolitan Total TV Share of All Viewing
Perth Share Report - All Homes
Week 01 - Week 31 2010 (07/02/10 - 31/07/10) 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
Survey 1	13.0%	1.8%	0.6%	15.3%	22.5%	3.2%	25.7%	18.7%	2.9%	21.6%	16.4%	1.0%	17.4%	4.3%	0.4%	4.7%	84.7%	15.3%
Survey 2	12.2%	1.4%	0.5%	14.1%	24.3%	3.1%	27.4%	18.8%	2.9%	21.8%	15.7%	1.5%	17.2%	4.0%	0.4%	4.4%	84.8%	15.2%
Survey 3	12.0%	1.4%	0.4%	13.8%	23.0%	3.1%	26.1%	17.7%	2.7%	20.4%	18.8%	1.3%	20.1%	4.0%	0.4%	4.4%	84.9%	15.1%
Survey 4	12.8%	1.3%	0.5%	14.6%	21.8%	3.2%	25.0%	17.9%	2.8%	20.6%	19.2%	1.4%	20.5%	4.2%	0.4%	4.6%	85.5%	14.5%
Survey 5	13.6%	1.6%	0.6%	15.7%	21.5%	3.2%	24.8%	15.7%	3.1%	18.8%	18.7%	1.4%	20.1%	6.9%	0.5%	7.4%	87.0%	13.0%
Survey 6 Week 1 (11/07/10)	12.6%	1.1%	0.7%	14.4%	20.0%	3.1%	23.2%	15.3%	3.3%	18.6%	19.3%	1.8%	21.1%	6.5%	0.4%	6.9%	84.6%	15.4%
Week 2 (18/07/10)	11.0%	1.0%	0.7%	12.7%	19.9%	2.5%	22.4%	15.6%	3.6%	19.2%	22.2%	1.6%	23.8%	6.2%	0.4%	6.6%	85.4%	14.6%
Week 3 (25/07/10)	13.4%	1.4%	0.7%	15.5%	21.7%	3.3%	25.1%	16.7%	3.4%	20.1%	19.1%	1.5%	20.6%	4.3%	0.5%	4.8%	86.7%	13.3%
Week 4 (01/08/10)																		
Survey 6 Progressive	12.3%	1.2%	0.7%	14.2%	20.6%	3.0%	23.5%	15.9%	3.4%	19.3%	20.2%	1.6%	21.8%	5.6%	0.4%	6.1%	85.6%	14.4%
Survey 7																		
Survey 8																		
Survey 9																		
Survey 10																		
Survey Year to Date	12.7%	1.4%	0.5%	14.6%	22.3%	3.1%	25.5%	17.5%	3.0%	20.4%	18.2%	1.3%	19.5%	4.8%	0.4%	5.2%	85.4%	14.6%