



D2

**Consolidated Metropolitan Total TV Share of All Viewing
5 City Share Report - All Homes
Week 01 - Week 29 2010 (07/02/10 - 17/07/10) 06:00 - 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	9.4%	2.2%	0.9%	12.6%	18.5%	2.3%	20.8%	20.3%	3.0%	23.3%	13.6%	0.8%	14.4%	2.8%	0.2%	3.0%	76.6%	23.4%
Survey 2	9.6%	2.4%	1.1%	13.1%	19.8%	2.3%	22.1%	18.0%	3.1%	21.1%	14.1%	1.2%	15.3%	2.9%	0.2%	3.1%	77.0%	23.0%
Survey 3	9.7%	2.4%	1.0%	13.2%	19.2%	2.3%	21.4%	18.1%	3.0%	21.1%	16.1%	1.1%	17.2%	2.7%	0.2%	3.0%	78.2%	21.8%
Survey 4	10.0%	2.4%	1.1%	13.5%	18.9%	2.4%	21.3%	17.9%	3.1%	21.0%	16.1%	1.1%	17.2%	3.0%	0.3%	3.3%	78.7%	21.3%
Survey 5	10.7%	2.5%	1.3%	14.5%	18.0%	2.4%	20.4%	16.9%	3.1%	20.0%	16.1%	1.0%	17.2%	4.0%	0.9%	4.9%	79.4%	20.6%
Survey 6 Week 1 (11/07/10)	10.7%	2.6%	1.5%	14.7%	17.7%	2.4%	20.1%	16.1%	3.2%	19.3%	16.5%	1.2%	17.7%	4.0%	0.3%	4.3%	78.6%	21.4%
Week 2 (18/07/10)																		
Week 3 (25/07/10)																		
Week 4 (01/08/10)																		
Survey 6 Progressive	10.7%	2.6%	1.5%	14.7%	17.7%	2.4%	20.1%	16.1%	3.2%	19.3%	16.5%	1.2%	17.7%	4.0%	0.3%	4.3%	78.6%	21.4%
Survey 7																		
Survey 8																		
Survey 9																		
Survey 10																		
Survey Year to Date	9.9%	2.4%	1.1%	13.5%	18.8%	2.3%	21.1%	18.1%	3.1%	21.2%	15.3%	1.1%	16.4%	3.2%	0.4%	3.5%	78.0%	22.0%

**Consolidated Metropolitan Total TV Share of All Viewing
Sydney Share Report - All Homes
Week 01 - Week 29 2010 (07/02/10 - 17/07/10) 06:00 - 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	9.5%	2.2%	1.0%	12.7%	16.3%	1.9%	18.2%	20.4%	2.4%	22.8%	12.4%	0.5%	12.9%	2.8%	0.2%	3.0%	73.5%	26.5%
Survey 2	9.4%	2.6%	1.0%	13.1%	17.4%	2.1%	19.5%	18.2%	2.7%	20.9%	12.4%	0.8%	13.2%	3.0%	0.2%	3.2%	73.6%	26.4%
Survey 3	10.1%	2.6%	1.2%	13.8%	16.6%	2.0%	18.6%	18.7%	2.7%	21.3%	14.1%	0.7%	14.8%	2.8%	0.2%	3.1%	75.4%	24.6%
Survey 4	10.2%	2.6%	1.2%	14.0%	17.0%	2.0%	19.0%	18.3%	2.7%	21.0%	13.7%	0.8%	14.4%	3.2%	0.3%	3.5%	75.9%	24.1%
Survey 5	10.5%	2.3%	1.2%	14.0%	16.1%	2.1%	18.1%	17.4%	2.7%	20.0%	14.1%	0.6%	14.7%	4.6%	1.0%	5.6%	76.5%	23.5%
Survey 6 Week 1 (11/07/10)	10.7%	2.4%	1.5%	14.5%	15.8%	2.3%	18.1%	15.8%	2.6%	18.4%	14.6%	0.8%	15.5%	4.1%	0.3%	4.4%	74.9%	25.1%
Week 2 (18/07/10)																		
Week 3 (25/07/10)																		
Week 4 (01/08/10)																		
Survey 6 Progressive	10.7%	2.4%	1.5%	14.5%	15.8%	2.3%	18.1%	15.8%	2.6%	18.4%	14.6%	0.8%	15.5%	4.1%	0.3%	4.4%	74.9%	25.1%
Survey 7																		
Survey 8																		
Survey 9																		
Survey 10																		
Survey Year to Date	10.0%	2.5%	1.1%	13.6%	16.6%	2.0%	18.7%	18.4%	2.6%	21.1%	13.4%	0.7%	14.1%	3.3%	0.4%	3.7%	75.0%	25.0%



D2

**Consolidated Metropolitan Total TV Share of All Viewing
Melbourne Share Report - All Homes
Week 01 - Week 29 2010 (07/02/10 - 17/07/10) 06:00 - 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	9.7%	2.6%	0.9%	13.2%	18.7%	2.6%	21.2%	21.2%	3.4%	24.6%	14.0%	0.7%	14.8%	3.0%	0.2%	3.2%	77.7%	22.3%
Survey 2	10.0%	2.6%	0.9%	13.6%	20.1%	2.3%	22.4%	19.5%	3.2%	22.7%	15.4%	1.2%	16.6%	3.0%	0.2%	3.2%	79.2%	20.8%
Survey 3	10.0%	2.8%	0.8%	13.5%	19.8%	2.3%	22.1%	19.4%	3.1%	22.6%	17.3%	1.2%	18.4%	2.7%	0.2%	2.9%	80.2%	19.8%
Survey 4	10.0%	2.8%	0.9%	13.8%	19.3%	2.5%	21.8%	19.1%	3.3%	22.4%	17.8%	1.1%	19.0%	3.0%	0.3%	3.3%	80.9%	19.1%
Survey 5	11.1%	3.3%	1.3%	15.6%	18.0%	2.4%	20.4%	17.4%	3.3%	20.7%	18.1%	1.1%	19.2%	4.0%	1.0%	5.0%	81.6%	18.4%
Survey 6 Week 1 (11/07/10)	11.0%	3.3%	1.2%	15.4%	17.6%	2.4%	20.0%	17.5%	3.4%	20.9%	18.6%	1.3%	19.9%	4.3%	0.3%	4.5%	81.5%	18.5%
Week 2 (18/07/10)																		
Week 3 (25/07/10)																		
Week 4 (01/08/10)																		
Survey 6 Progressive	11.0%	3.3%	1.2%	15.4%	17.6%	2.4%	20.0%	17.5%	3.4%	20.9%	18.6%	1.3%	19.9%	4.3%	0.3%	4.5%	81.5%	18.5%
Survey 7																		
Survey 8																		
Survey 9																		
Survey 10																		
Survey Year to Date	10.2%	2.8%	1.0%	14.0%	19.1%	2.4%	21.5%	19.2%	3.3%	22.5%	16.7%	1.1%	17.8%	3.2%	0.4%	3.6%	80.1%	19.9%

**Consolidated Metropolitan Total TV Share of All Viewing
Brisbane Share Report - All Homes
Week 01 - Week 29 2010 (07/02/10 - 17/07/10) 06:00 - 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	8.1%	1.4%	0.8%	10.2%	19.3%	2.0%	21.2%	19.6%	2.7%	22.3%	13.2%	0.9%	14.1%	2.4%	0.2%	2.5%	76.0%	24.0%
Survey 2	8.5%	1.5%	1.0%	11.0%	20.0%	2.0%	22.0%	17.7%	2.8%	20.5%	13.4%	1.1%	14.5%	2.5%	0.2%	2.7%	75.8%	24.2%
Survey 3	8.6%	1.4%	1.0%	10.9%	19.0%	1.8%	20.8%	18.4%	2.7%	21.1%	14.5%	1.0%	15.6%	2.6%	0.2%	2.8%	76.7%	23.3%
Survey 4	9.0%	1.5%	1.0%	11.5%	18.9%	1.9%	20.8%	18.1%	2.7%	20.8%	14.3%	1.0%	15.3%	2.8%	0.2%	3.0%	76.7%	23.3%
Survey 5	9.8%	1.7%	1.2%	12.6%	18.2%	1.9%	20.0%	18.1%	2.7%	20.8%	13.8%	1.0%	14.8%	3.0%	0.7%	3.7%	77.1%	22.9%
Survey 6 Week 1 (11/07/10)	10.0%	1.7%	1.2%	13.0%	18.2%	2.0%	20.1%	16.8%	2.9%	19.7%	13.3%	1.2%	14.4%	3.6%	0.2%	3.8%	76.3%	23.7%
Week 2 (18/07/10)																		
Week 3 (25/07/10)																		
Week 4 (01/08/10)																		
Survey 6 Progressive	10.0%	1.7%	1.2%	13.0%	18.2%	2.0%	20.1%	16.8%	2.9%	19.7%	13.3%	1.2%	14.4%	3.6%	0.2%	3.8%	76.3%	23.7%
Survey 7																		
Survey 8																		
Survey 9																		
Survey 10																		
Survey Year to Date	8.8%	1.5%	1.0%	11.3%	19.0%	1.9%	20.9%	18.3%	2.7%	21.0%	13.8%	1.0%	14.8%	2.7%	0.3%	3.0%	76.5%	23.5%



D2

**Consolidated Metropolitan Total TV Share of All Viewing
Adelaide Share Report - All Homes
Week 01 - Week 29 2010 (07/02/10 - 17/07/10) 06:00 - 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	10.2%	2.8%	0.9%	13.8%	21.6%	3.4%	25.0%	20.4%	4.3%	24.8%	15.0%	1.1%	16.1%	2.9%	0.3%	3.1%	83.0%	17.0%
Survey 2	10.7%	2.9%	1.2%	14.8%	23.2%	3.1%	26.3%	16.7%	4.3%	21.0%	15.8%	1.7%	17.4%	2.8%	0.2%	3.1%	82.8%	17.2%
Survey 3	10.3%	3.2%	1.3%	14.8%	22.0%	3.1%	25.1%	15.9%	4.1%	20.0%	18.8%	1.8%	20.7%	2.8%	0.3%	3.1%	83.7%	16.3%
Survey 4	10.6%	2.8%	1.2%	14.5%	21.2%	3.4%	24.7%	16.4%	4.4%	20.8%	19.3%	1.9%	21.2%	3.0%	0.3%	3.3%	84.6%	15.4%
Survey 5	11.3%	2.8%	1.4%	15.5%	20.7%	3.7%	24.4%	16.1%	4.4%	20.5%	19.0%	1.5%	20.5%	3.4%	0.8%	4.2%	85.2%	14.8%
Survey 6 Week 1 (11/07/10)	11.0%	3.4%	1.9%	16.3%	20.6%	3.1%	23.8%	15.0%	4.8%	19.8%	19.6%	1.9%	21.5%	3.4%	0.4%	3.7%	85.3%	14.7%
Week 2 (18/07/10)																		
Week 3 (25/07/10)																		
Week 4 (01/08/10)																		
Survey 6 Progressive	11.0%	3.4%	1.9%	16.3%	20.6%	3.1%	23.8%	15.0%	4.8%	19.8%	19.6%	1.9%	21.5%	3.4%	0.4%	3.7%	85.3%	14.7%
Survey 7																		
Survey 8																		
Survey 9																		
Survey 10																		
Survey Year to Date	10.6%	2.9%	1.2%	14.8%	21.7%	3.3%	25.0%	16.9%	4.3%	21.3%	17.8%	1.6%	19.4%	3.0%	0.4%	3.4%	84.0%	16.0%

**Consolidated Metropolitan Total TV Share of All Viewing
Perth Share Report - All Homes
Week 01 - Week 29 2010 (07/02/10 - 17/07/10) 06:00 - 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	10.2%	2.3%	1.4%	13.9%	19.7%	2.7%	22.4%	18.5%	3.5%	21.9%	14.9%	1.1%	16.1%	2.9%	0.3%	3.1%	77.4%	22.6%
Survey 2	10.1%	2.4%	1.5%	14.0%	21.8%	2.6%	24.4%	15.3%	3.5%	18.9%	15.1%	1.4%	16.6%	2.7%	0.2%	2.9%	76.8%	23.2%
Survey 3	9.7%	2.2%	1.3%	13.1%	21.7%	2.6%	24.4%	14.9%	2.8%	17.7%	18.2%	1.5%	19.7%	2.7%	0.3%	3.0%	78.0%	22.0%
Survey 4	10.2%	2.0%	1.4%	13.6%	21.0%	2.7%	23.8%	15.0%	2.8%	17.8%	18.2%	1.5%	19.7%	3.0%	0.3%	3.3%	78.3%	21.7%
Survey 5	11.2%	2.5%	1.6%	15.2%	20.5%	2.8%	23.3%	13.6%	3.1%	16.7%	17.5%	1.5%	19.1%	4.8%	0.7%	5.5%	80.0%	20.0%
Survey 6 Week 1 (11/07/10)	10.5%	1.9%	2.1%	14.5%	19.2%	2.6%	21.9%	13.3%	3.4%	16.7%	18.1%	1.6%	19.7%	4.4%	0.3%	4.7%	77.9%	22.1%
Week 2 (18/07/10)																		
Week 3 (25/07/10)																		
Week 4 (01/08/10)																		
Survey 6 Progressive	10.5%	1.9%	2.1%	14.5%	19.2%	2.6%	21.9%	13.3%	3.4%	16.7%	18.1%	1.6%	19.7%	4.4%	0.3%	4.7%	77.9%	22.1%
Survey 7																		
Survey 8																		
Survey 9																		
Survey 10																		
Survey Year to Date	10.3%	2.3%	1.5%	14.0%	20.9%	2.7%	23.6%	15.3%	3.2%	18.4%	16.9%	1.4%	18.4%	3.3%	0.4%	3.7%	78.1%	21.9%