



D2

**Consolidated Metropolitan Total TV Share of All Viewing  
5 City Share Report - All Homes  
Week 01 - Week 33 2010 (07/02/10 - 14/08/10) 06:00 - 23:59  
Total Individuals - including Guests**



Network	ABC1	ABC2	ABC3	ABC News 24	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%	0.0%	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%	0.0%	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%	0.0%	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%	0.0%	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%	0.0%	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	10.2%	2.6%	1.3%	0.2%	14.2%	18.2%	2.5%	20.8%	16.6%	3.4%	20.0%	16.5%	1.1%	17.7%	3.2%	0.3%	3.5%	78.8%	21.2%
Survey 7 Week 1 (08/08/10)	10.4%	2.8%	1.3%	0.8%	15.2%	19.0%	2.9%	21.9%	16.8%	3.9%	20.7%	14.2%	1.0%	15.2%	2.7%	0.4%	3.1%	78.3%	21.7%
Week 2 (15/08/10)																			
Week 3 (22/08/10)																			
Week 4 (29/08/10)																			
Survey 7 Progressive	10.4%	2.8%	1.3%	0.8%	15.2%	19.0%	2.9%	21.9%	16.8%	3.9%	20.7%	14.2%	1.0%	15.2%	2.7%	0.4%	3.1%	78.3%	21.7%
Survey 8																			
Survey 9																			
Survey 10																			
Survey Year to Date	10.0%	2.4%	1.1%	0.1%	13.6%	18.8%	2.4%	21.2%	17.9%	3.1%	21.0%	15.4%	1.1%	16.5%	3.1%	0.4%	3.5%	78.2%	21.8%

**Consolidated Metropolitan Total TV Share of All Viewing  
Sydney Share Report - All Homes  
Week 01 - Week 33 2010 (07/02/10 - 14/08/10) 06:00 - 23:59  
Total Individuals - including Guests**

Network	ABC1	ABC2	ABC3	ABC News 24	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%	0.0%	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%	0.0%	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%	0.0%	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%	0.0%	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%	0.0%	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	10.1%	2.4%	1.2%	0.2%	13.8%	16.8%	2.3%	19.0%	16.4%	2.8%	19.2%	14.5%	0.7%	15.2%	3.1%	0.3%	3.5%	75.0%	25.0%
Survey 7 Week 1 (08/08/10)	10.6%	2.4%	1.1%	0.8%	14.9%	17.5%	2.2%	19.7%	16.7%	3.1%	19.8%	12.6%	0.7%	13.3%	2.7%	0.3%	3.0%	74.3%	25.7%
Week 2 (15/08/10)																			
Week 3 (22/08/10)																			
Week 4 (29/08/10)																			
Survey 7 Progressive	10.6%	2.4%	1.1%	0.8%	14.9%	17.5%	2.2%	19.7%	16.7%	3.1%	19.8%	12.6%	0.7%	13.3%	2.7%	0.3%	3.0%	74.3%	25.7%
Survey 8																			
Survey 9																			
Survey 10																			
Survey Year to Date	10.0%	2.4%	1.1%	0.1%	13.6%	16.7%	2.1%	18.8%	18.1%	2.7%	20.8%	13.5%	0.7%	14.2%	3.3%	0.4%	3.6%	75.0%	25.0%



D2

Consolidated Metropolitan Total TV Share of All Viewing  
Melbourne Share Report - All Homes  
Week 01 - Week 33 2010 (07/02/10 - 14/08/10) 06:00 - 23:59  
Total Individuals - including Guests



Network	ABC1	ABC2	ABC3	ABC News 24	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%	0.0%	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%	0.0%	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%	0.0%	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%	0.0%	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%	0.0%	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	10.4%	3.2%	1.1%	0.2%	14.9%	17.9%	2.5%	20.4%	17.9%	3.8%	21.7%	18.9%	1.3%	20.2%	3.5%	0.3%	3.8%	82.1%	17.9%
Survey 7 Week 1 (08/08/10)	10.7%	3.6%	1.2%	0.8%	16.3%	19.0%	3.3%	22.3%	18.0%	4.5%	22.5%	15.9%	1.0%	16.9%	2.9%	0.4%	3.3%	81.9%	18.1%
Week 2 (15/08/10)																			
Week 3 (22/08/10)																			
Week 4 (29/08/10)																			
Survey 7 Progressive	10.7%	3.6%	1.2%	0.8%	16.3%	19.0%	3.3%	22.3%	18.0%	4.5%	22.5%	15.9%	1.0%	16.9%	2.9%	0.4%	3.3%	81.9%	18.1%
Survey 8																			
Survey 9																			
Survey 10																			
Survey Year to Date	10.2%	2.9%	1.0%	0.1%	14.2%	18.9%	2.5%	21.4%	19.0%	3.4%	22.4%	16.9%	1.1%	18.1%	3.2%	0.4%	3.6%	80.4%	19.6%

Consolidated Metropolitan Total TV Share of All Viewing  
Brisbane Share Report - All Homes  
Week 01 - Week 33 2010 (07/02/10 - 14/08/10) 06:00 - 23:59  
Total Individuals - including Guests

Network	ABC1	ABC2	ABC3	ABC News 24	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%	0.0%	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%	0.0%	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%	0.0%	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%	0.0%	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%	0.0%	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	9.6%	1.8%	1.2%	0.2%	12.7%	18.1%	2.1%	20.2%	17.3%	3.0%	20.3%	13.7%	1.0%	14.6%	2.9%	0.3%	3.1%	76.1%	23.9%
Survey 7 Week 1 (08/08/10)	9.1%	1.8%	1.0%	0.9%	12.8%	18.3%	2.3%	20.6%	17.6%	3.6%	21.1%	11.9%	0.8%	12.6%	2.4%	0.3%	2.8%	74.8%	25.2%
Week 2 (15/08/10)																			
Week 3 (22/08/10)																			
Week 4 (29/08/10)																			
Survey 7 Progressive	9.1%	1.8%	1.0%	0.9%	12.8%	18.3%	2.3%	20.6%	17.6%	3.6%	21.1%	11.9%	0.8%	12.6%	2.4%	0.3%	2.8%	74.8%	25.2%
Survey 8																			
Survey 9																			
Survey 10																			
Survey Year to Date	8.9%	1.5%	1.0%	0.1%	11.6%	18.9%	1.9%	20.8%	18.2%	2.8%	21.0%	13.7%	1.0%	14.7%	2.7%	0.3%	3.0%	76.3%	23.7%



D2

Consolidated Metropolitan Total TV Share of All Viewing  
 Adelaide Share Report - All Homes  
 Week 01 - Week 33 2010 (07/02/10 - 14/08/10) 06:00 - 23:59  
 Total Individuals - including Guests



Network	ABC1	ABC2	ABC3	ABC News 24	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%	0.0%	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%	0.0%	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%	0.0%	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%	0.0%	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%	0.0%	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	11.0%	3.3%	1.7%	0.1%	16.1%	21.4%	3.7%	25.0%	15.7%	4.7%	20.5%	19.0%	1.6%	20.6%	2.9%	0.3%	3.2%	85.8%	14.2%
Survey 7 Week 1 (08/08/10)	11.3%	3.5%	1.9%	0.5%	17.1%	22.9%	4.0%	26.9%	16.4%	4.6%	21.0%	16.4%	1.5%	17.9%	2.7%	0.5%	3.2%	86.2%	13.8%
Week 2 (15/08/10)																			
Week 3 (22/08/10)																			
Week 4 (29/08/10)																			
Survey 7 Progressive	11.3%	3.5%	1.9%	0.5%	17.1%	22.9%	4.0%	26.9%	16.4%	4.6%	21.0%	16.4%	1.5%	17.9%	2.7%	0.5%	3.2%	86.2%	13.8%
Survey 8																			
Survey 9																			
Survey 10																			
Survey Year to Date	10.7%	3.0%	1.3%	0.0%	15.0%	21.7%	3.4%	25.1%	16.8%	4.4%	21.2%	17.8%	1.6%	19.4%	3.0%	0.4%	3.4%	84.3%	15.7%

Consolidated Metropolitan Total TV Share of All Viewing  
 Perth Share Report - All Homes  
 Week 01 - Week 33 2010 (07/02/10 - 14/08/10) 06:00 - 23:59  
 Total Individuals - including Guests

Network	ABC1	ABC2	ABC3	ABC News 24	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%	0.0%	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%	0.0%	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%	0.0%	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%	0.0%	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%	0.0%	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	10.3%	2.1%	1.8%	0.1%	14.3%	20.2%	2.7%	23.0%	13.7%	3.4%	17.1%	17.9%	1.6%	19.5%	3.6%	0.3%	3.9%	78.4%	21.6%
Survey 7 Week 1 (08/08/10)	10.4%	2.6%	1.7%	0.6%	15.2%	20.8%	3.4%	24.2%	13.6%	3.8%	17.4%	16.2%	1.5%	17.7%	2.9%	0.5%	3.4%	78.2%	21.8%
Week 2 (15/08/10)																			
Week 3 (22/08/10)																			
Week 4 (29/08/10)																			
Survey 7 Progressive	10.4%	2.6%	1.7%	0.6%	15.2%	20.8%	3.4%	24.2%	13.6%	3.8%	17.4%	16.2%	1.5%	17.7%	2.9%	0.5%	3.4%	78.2%	21.8%
Survey 8																			
Survey 9																			
Survey 10																			
Survey Year to Date	10.3%	2.3%	1.5%	0.0%	14.1%	20.8%	2.7%	23.6%	15.1%	3.2%	18.3%	17.0%	1.5%	18.5%	3.3%	0.4%	3.6%	78.2%	21.8%