



**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)	14.3%	24.2%	21.5%	16.4%	4.6%	83.3%	16.7%
Survey 10	14.4%	23.7%	22.2%	16.1%	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)	14.6%	22.8%	21.3%	15.3%	4.6%	81.4%	18.6%
Survey 10	14.5%	22.2%	21.6%	14.9%	4.5%	80.5%	19.5%
Survey Year to Date	14.2%	23.0%	21.4%	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)	14.2%	23.6%	22.7%	17.8%	4.9%	83.6%	16.4%
Survey 10	14.2%	23.7%	22.9%	17.2%	4.8%	83.3%	16.7%
Survey Year to Date	14.4%	24.3%	22.4%	18.5%	4.7%	85.0%	15.0%

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

**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)	12.8%	24.5%	20.8%	14.1%	4.4%	83.0%	17.0%
Survey 10	13.2%	22.8%	22.8%	14.7%	4.2%	84.2%	15.8%
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)	16.5%	26.2%	21.6%	18.0%	4.9%	87.4%	12.6%
Survey 10	15.5%	25.6%	22.6%	18.0%	4.9%	86.9%	13.1%
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)	14.9%	27.2%	20.1%	17.6%	4.4%	84.4%	15.6%
Survey 10	16.1%	27.3%	20.5%	17.0%	4.3%	85.5%	14.5%
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