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**Consolidated Metropolitan Total TV Share of All Viewing
5 City Share Report - All Homes
Week 01 - Week 52 2010 (07/02/10 - 25/12/10) 18:00 - 23:59
Total Individuals - including Guests**



Network Share %	ABC1	ABC2	ABC3	ABC News 24	ABC NET	Seven	7TWO	7mate	Seven NET	Nine	GO!	Gem	Nine NET	TEN	ONE	TEN NET	SBS ONE	SBS TWO	SBS NET	Total FTA	Total STV
Survey 1	11.8	1.2	0.4	0.0	13.4	21.0	2.7	0.0	23.7	20.4	2.7	0.0	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	0.0	12.9	21.6	2.7	0.0	24.3	20.8	2.8	0.0	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	0.0	13.1	20.3	2.5	0.0	22.8	20.6	2.7	0.0	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	0.0	13.4	19.9	2.7	0.0	22.6	20.3	2.8	0.0	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	0.0	14.6	19.2	2.7	0.0	21.9	19.0	2.8	0.0	21.8	18.1	0.9	19.0	5.3	0.5	5.8	85.8	14.2
Survey 6	12.1	1.3	0.5	0.1	14.1	19.2	2.9	0.0	22.1	18.3	3.2	0.0	21.5	18.5	1.2	19.7	4.3	0.5	4.8	84.8	15.2
Survey 7	12.5	1.4	0.4	0.5	14.8	21.3	3.3	0.0	24.6	19.0	3.5	0.0	22.5	14.7	1.1	15.8	3.6	0.6	4.2	84.6	15.4
Survey 8	12.4	1.5	0.4	0.4	14.7	19.9	3.0	0.4	23.4	19.2	3.5	0.3	23.0	15.3	1.2	16.6	3.8	0.6	4.5	84.9	15.1
Survey 9	11.3	1.2	0.4	0.4	13.4	19.1	2.7	2.3	24.1	17.2	3.8	1.5	22.5	13.7	2.2	16.0	3.9	0.7	4.6	83.4	16.6
Survey 10	11.1	1.3	0.4	0.4	13.2	20.3	3.0	2.2	25.4	17.7	3.5	1.4	22.6	15.0	0.7	15.7	3.8	0.7	4.5	84.5	15.5
Survey Year to Date	11.9	1.3	0.4	0.2	13.8	20.2	2.8	0.5	23.5	19.2	3.1	0.3	22.7	16.2	1.1	17.3	4.1	0.5	4.6	84.5	15.5
Summer Week 1 (28/11/10)	10.6	1.5	0.6	0.5	13.2	17.2	4.0	2.5	23.7	15.7	3.4	2.0	21.0	14.1	0.7	14.8	4.9	0.9	5.8	81.6	18.4
Week 2 (05/12/10)	10.5	1.6	0.5	0.5	13.1	17.5	4.0	2.6	24.2	15.4	3.7	2.0	21.1	13.6	0.7	14.3	4.9	0.9	5.8	81.5	18.5
Week 3 (12/12/10)	10.3	1.5	0.5	0.5	12.9	17.5	4.2	2.6	24.2	16.1	3.7	2.2	21.9	13.4	0.7	14.1	4.8	0.8	5.6	81.7	18.3
Week 4 (19/12/10)	10.5	1.6	0.6	0.5	13.1	16.9	4.2	2.5	23.7	16.4	3.7	2.4	22.4	13.0	0.7	13.7	4.7	0.8	5.5	81.4	18.6

**Consolidated Metropolitan Total TV Share of All Viewing
Sydney Share Report - All Homes
Week 01 - Week 52 2010 (07/02/10 - 25/12/10) 18:00 - 23:59
Total Individuals - including Guests**

Network Share %	ABC1	ABC2	ABC3	ABC News 24	ABC NET	Seven	7TWO	7mate	Seven NET	Nine	GO!	Gem	Nine NET	TEN	ONE	TEN NET	SBS ONE	SBS TWO	SBS NET	Total FTA	Total STV
Survey 1	12.0	1.0	0.4	0.0	13.4	18.5	2.2	0.0	20.7	20.2	2.2	0.0	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	0.0	12.9	19.3	2.3	0.0	21.6	20.9	2.4	0.0	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	0.0	13.9	17.7	2.2	0.0	19.9	21.1	2.3	0.0	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	0.0	13.9	18.2	2.2	0.0	20.4	20.6	2.3	0.0	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	0.0	14.8	17.4	2.2	0.0	19.6	19.4	2.3	0.0	21.7	15.9	0.5	16.5	5.9	0.5	6.4	83.6	16.4
Survey 6	12.5	1.2	0.5	0.1	14.2	18.0	2.6	0.0	20.6	17.8	2.6	0.0	20.4	16.4	0.7	17.2	4.0	0.4	4.5	81.6	18.4
Survey 7	13.2	1.3	0.4	0.6	15.5	19.6	2.8	0.0	22.4	18.3	2.7	0.0	21.0	12.8	0.7	13.5	3.6	0.5	4.1	80.9	19.1
Survey 8	12.7	1.2	0.4	0.4	14.7	18.6	2.5	0.2	21.3	20.0	2.7	0.1	22.9	13.1	0.7	13.8	3.7	0.5	4.2	81.6	18.4
Survey 9	11.3	1.0	0.4	0.5	13.2	18.2	2.2	1.6	22.1	16.6	3.0	0.7	20.4	12.9	1.8	14.7	3.8	0.6	4.4	79.9	20.1
Survey 10	11.1	1.1	0.4	0.4	13.0	19.8	2.2	1.6	23.6	17.5	2.6	0.7	20.8	13.9	0.4	14.3	3.9	0.6	4.5	81.5	18.5
Survey Year to Date	12.1	1.2	0.4	0.2	14.0	18.5	2.4	0.3	21.2	19.2	2.5	0.2	21.9	14.4	0.8	15.2	4.1	0.4	4.6	81.5	18.5
Summer Week 1 (28/11/10)	10.6	1.3	0.5	0.7	13.1	15.9	3.2	1.8	20.9	15.6	2.4	1.3	19.4	13.5	0.5	14.0	4.8	0.7	5.5	77.8	22.2
Week 2 (05/12/10)	10.4	1.3	0.4	0.7	12.9	16.1	3.3	1.7	21.2	15.2	3.0	1.4	19.6	12.7	0.4	13.2	4.9	0.7	5.6	77.1	22.9
Week 3 (12/12/10)	10.3	1.3	0.5	0.7	12.7	16.3	3.5	1.6	21.4	15.8	3.1	1.6	20.4	12.6	0.4	13.0	4.7	0.7	5.4	77.6	22.4
Week 4 (19/12/10)	10.3	1.4	0.5	0.7	12.8	15.8	3.6	1.6	21.1	15.9	3.0	1.7	20.6	12.1	0.4	12.5	4.7	0.7	5.3	77.0	23.0



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Consolidated Metropolitan Total TV Share of All Viewing
 Melbourne Share Report - All Homes
 Week 01 - Week 52 2010 (07/02/10 - 25/12/10) 18:00 - 23:59
 Total Individuals - including Guests



Network Share %	ABC1	ABC2	ABC3	ABC News 24	ABC NET	Seven	7TWO	7mate	Seven NET	Nine	GO!	Gem	Nine NET	TEN	ONE	TEN NET	SBS ONE	SBS TWO	SBS NET	Total FTA	Total STV
Survey 1	11.9	1.2	0.3	0.0	13.4	21.8	3.0	0.0	24.9	21.6	2.9	0.0	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	0.0	12.7	22.3	2.7	0.0	24.9	22.1	2.8	0.0	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	0.0	12.7	21.1	2.5	0.0	23.6	21.8	2.7	0.0	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	0.0	13.0	20.5	2.8	0.0	23.3	21.3	3.0	0.0	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	0.0	14.4	19.8	2.8	0.0	22.6	19.4	2.7	0.0	22.2	20.4	1.0	21.4	5.2	0.6	5.8	87.1	12.9
Survey 6	11.6	1.4	0.4	0.1	13.6	19.1	2.9	0.0	22.0	19.7	3.4	0.0	23.1	21.0	1.4	22.4	4.6	0.5	5.1	87.0	13.0
Survey 7	12.0	1.5	0.4	0.4	14.3	22.1	3.4	0.0	25.5	20.4	3.8	0.0	24.2	16.4	1.2	17.6	3.8	0.6	4.4	86.7	13.3
Survey 8	11.9	1.6	0.4	0.3	14.2	20.6	3.1	0.5	24.2	19.7	3.5	0.3	23.6	17.4	1.6	19.0	4.0	0.7	4.7	86.6	13.4
Survey 9	11.5	1.3	0.4	0.4	13.6	18.7	2.9	2.7	24.2	18.9	3.9	1.7	24.5	14.3	2.2	16.5	4.1	0.9	5.0	84.7	15.3
Survey 10	11.1	1.4	0.3	0.4	13.2	19.5	3.1	2.5	25.0	19.4	3.6	1.6	24.6	15.9	0.6	16.5	3.9	0.8	4.7	85.0	15.0
Survey Year to Date	11.6	1.4	0.3	0.2	13.5	20.5	2.9	0.6	24.0	20.4	3.2	0.4	24.0	17.6	1.2	18.8	4.2	0.6	4.7	85.9	14.1
Summer Week 1 (28/11/10)	10.1	1.8	0.5	0.3	12.8	17.0	4.1	3.0	24.1	16.8	3.9	1.9	22.6	15.1	0.6	15.8	5.2	1.0	6.2	82.3	17.7
Week 2 (05/12/10)	10.2	1.8	0.5	0.4	12.9	17.1	4.0	3.2	24.3	16.6	4.0	2.1	22.6	15.0	0.7	15.7	5.1	0.9	6.0	82.5	17.5
Week 3 (12/12/10)	9.9	1.7	0.5	0.4	12.5	17.1	4.0	3.1	24.2	17.6	3.9	2.4	23.8	14.7	0.7	15.4	4.9	0.9	5.9	82.7	17.3
Week 4 (19/12/10)	10.0	1.8	0.5	0.4	12.7	16.4	4.0	3.1	23.5	18.1	4.0	2.6	24.7	14.1	0.7	14.9	4.8	0.9	5.8	82.4	17.6

Consolidated Metropolitan Total TV Share of All Viewing
 Brisbane Share Report - All Homes
 Week 01 - Week 52 2010 (07/02/10 - 25/12/10) 18:00 - 23:59
 Total Individuals - including Guests

Network Share %	ABC1	ABC2	ABC3	ABC News 24	ABC NET	Seven	7TWO	7mate	Seven NET	Nine	GO!	Gem	Nine NET	TEN	ONE	TEN NET	SBS ONE	SBS TWO	SBS NET	Total FTA	Total STV
Survey 1	10.6	1.1	0.3	0.0	11.9	20.7	2.4	0.0	23.0	19.7	2.5	0.0	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	0.0	11.5	20.9	2.5	0.0	23.4	20.4	2.9	0.0	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	0.0	11.5	19.5	2.1	0.0	21.6	20.8	2.8	0.0	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	0.0	12.0	19.4	2.3	0.0	21.6	20.3	2.9	0.0	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	0.0	13.2	18.5	2.2	0.0	20.8	20.6	2.8	0.0	23.4	16.0	0.9	16.9	3.9	0.4	4.3	84.0	16.0
Survey 6	11.8	1.2	0.5	0.1	13.6	18.3	2.4	0.0	20.7	18.6	3.2	0.0	21.7	15.8	1.0	16.9	3.8	0.4	4.3	82.5	17.5
Survey 7	11.5	1.1	0.4	0.5	13.5	19.5	3.0	0.0	22.5	19.5	3.6	0.0	23.1	13.1	0.9	14.0	3.5	0.5	4.0	82.9	17.1
Survey 8	11.5	1.3	0.3	0.4	13.5	18.4	2.7	0.5	21.6	19.5	4.0	0.3	23.8	13.8	1.1	14.9	3.7	0.6	4.3	84.3	15.7
Survey 9	10.1	1.0	0.4	0.3	11.9	19.0	2.3	2.4	23.6	16.4	4.2	1.8	22.5	13.5	2.3	15.8	3.5	0.6	4.1	83.8	16.2
Survey 10	10.3	1.1	0.3	0.3	12.1	19.6	2.6	2.3	24.5	17.4	3.9	1.7	23.0	15.0	0.8	15.8	3.3	0.7	4.0	85.6	14.4
Survey Year to Date	10.9	1.1	0.4	0.2	12.5	19.4	2.4	0.5	22.3	19.3	3.3	0.4	23.0	15.0	1.1	16.1	3.6	0.4	4.0	83.7	16.3
Summer Week 1 (28/11/10)	9.9	1.3	0.5	0.4	12.2	17.3	3.3	2.3	22.9	15.5	3.5	2.1	21.1	13.5	0.8	14.3	4.4	0.9	5.3	82.6	17.4
Week 2 (05/12/10)	9.7	1.3	0.6	0.4	11.9	17.7	3.5	2.6	23.8	15.4	3.7	2.2	21.3	12.4	0.8	13.2	4.5	0.8	5.3	82.4	17.6
Week 3 (12/12/10)	9.7	1.2	0.5	0.4	11.9	17.5	3.7	2.4	23.6	16.0	3.6	2.4	22.0	12.3	0.8	13.1	4.4	0.8	5.2	82.5	17.5
Week 4 (19/12/10)	10.0	1.3	0.5	0.4	12.3	17.0	3.7	2.4	23.2	16.1	3.7	2.5	22.3	11.9	0.8	12.7	4.4	0.8	5.1	82.5	17.5



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Consolidated Metropolitan Total TV Share of All Viewing
 Adelaide Share Report - All Homes
 Week 01 - Week 52 2010 (07/02/10 - 25/12/10) 18:00 - 23:59
 Total Individuals - including Guests



Network Share %	ABC1	ABC2	ABC3	ABC News 24	ABC NET	Seven	7TWO	7mate	Seven NET	Nine	GO!	Gem	Nine NET	TEN	ONE	TEN NET	SBS ONE	SBS TWO	SBS NET	Total FTA	Total STV
Survey 1	12.1	1.8	0.4	0.0	14.3	24.5	3.6	0.0	28.1	20.6	3.9	0.0	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	0.0	14.8	24.6	3.5	0.0	28.1	19.7	3.9	0.0	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	0.0	14.1	23.2	3.6	0.0	26.8	18.1	4.0	0.0	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	0.0	14.5	21.7	3.9	0.0	25.6	18.6	4.1	0.0	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	0.0	16.1	21.1	4.1	0.0	25.1	17.9	3.8	0.0	21.7	20.8	1.4	22.2	4.7	0.6	5.3	90.5	9.5
Survey 6	13.1	1.9	0.7	0.1	15.8	22.0	4.2	0.0	26.2	17.6	4.2	0.0	21.8	20.7	1.6	22.4	3.9	0.5	4.4	90.8	9.2
Survey 7	13.8	1.9	0.7	0.4	16.8	23.7	4.6	0.0	28.2	19.2	4.2	0.0	23.3	16.4	1.6	18.0	3.7	0.7	4.4	90.9	9.1
Survey 8	13.9	1.8	0.7	0.4	16.9	22.1	4.2	0.5	26.9	18.5	4.5	0.3	23.3	17.0	1.8	18.8	3.6	0.7	4.3	90.4	9.6
Survey 9	12.7	1.5	0.6	0.4	15.3	21.0	4.0	2.4	27.4	17.3	4.7	2.0	24.1	14.7	2.7	17.4	3.7	0.7	4.4	88.7	11.3
Survey 10	11.6	1.6	0.5	0.5	14.2	22.2	4.8	2.3	29.3	17.7	4.3	1.9	23.8	15.7	0.8	16.5	3.7	0.7	4.3	88.4	11.6
Survey Year to Date	12.9	1.7	0.5	0.2	15.3	22.6	4.1	0.5	27.1	18.5	4.1	0.4	23.1	17.9	1.6	19.5	3.9	0.6	4.4	89.6	10.4
Summer Week 1 (28/11/10)	11.0	1.8	0.7	0.5	13.9	19.1	6.5	2.8	28.4	15.8	4.1	2.6	22.5	15.0	1.3	16.2	4.4	0.9	5.2	86.4	13.6
Week 2 (05/12/10)	11.3	2.0	0.7	0.5	14.6	19.4	6.5	2.7	28.7	15.5	4.2	2.6	22.3	14.4	1.2	15.5	4.4	0.9	5.2	86.5	13.5
Week 3 (12/12/10)	10.9	1.9	0.7	0.5	14.0	19.4	6.8	2.7	29.0	16.0	4.3	2.7	23.0	14.3	1.1	15.4	4.4	0.8	5.2	86.7	13.3
Week 4 (19/12/10)	11.1	1.9	0.8	0.6	14.4	19.0	6.8	2.7	28.5	16.1	4.5	2.9	23.5	13.9	1.1	15.0	4.3	0.8	5.1	86.5	13.5

Consolidated Metropolitan Total TV Share of All Viewing
 Perth Share Report - All Homes
 Week 01 - Week 52 2010 (07/02/10 - 25/12/10) 18:00 - 23:59
 Total Individuals - including Guests

Network Share %	ABC1	ABC2	ABC3	ABC News 24	ABC NET	Seven	7TWO	7mate	Seven NET	Nine	GO!	Gem	Nine NET	TEN	ONE	TEN NET	SBS ONE	SBS TWO	SBS NET	Total FTA	Total STV
Survey 1	13.0	1.8	0.6	0.0	15.3	22.5	3.2	0.0	25.7	18.7	2.9	0.0	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	0.0	14.1	24.3	3.1	0.0	27.4	18.8	2.9	0.0	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	0.0	13.8	23.0	3.1	0.0	26.1	17.7	2.7	0.0	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	0.0	14.6	21.8	3.2	0.0	25.0	17.9	2.8	0.0	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	0.0	15.7	21.5	3.2	0.0	24.8	15.7	3.1	0.0	18.8	18.7	1.4	20.1	6.9	0.5	7.4	87.0	13.0
Survey 6	12.5	1.2	0.7	0.1	14.5	21.1	3.2	0.0	24.3	15.9	3.5	0.0	19.3	19.4	1.7	21.1	5.2	0.5	5.7	85.4	14.6
Survey 7	12.5	1.6	0.7	0.5	15.2	24.2	3.7	0.0	27.8	16.1	3.9	0.0	20.0	16.1	1.4	17.5	3.7	0.7	4.4	85.2	14.8
Survey 8	13.1	1.8	0.6	0.3	15.9	21.9	3.5	0.6	26.0	15.7	3.8	0.3	19.9	16.2	1.3	17.5	4.1	0.7	4.9	84.5	15.5
Survey 9	11.5	1.4	0.5	0.4	13.8	21.0	3.1	3.0	27.2	14.9	4.1	1.8	20.8	13.9	2.7	16.7	4.1	0.8	5.0	83.7	16.3
Survey 10	12.0	1.6	0.6	0.4	14.6	22.6	3.5	2.9	28.9	14.5	3.7	1.8	20.0	15.2	1.0	16.3	4.0	0.9	4.9	85.0	15.0
Survey Year to Date	12.5	1.5	0.6	0.2	14.8	22.4	3.3	0.6	26.3	16.6	3.3	0.4	20.3	17.0	1.5	18.5	4.5	0.6	5.0	85.1	14.9
Summer Week 1 (28/11/10)	12.4	1.7	0.8	0.5	15.5	19.5	4.5	3.0	27.0	13.0	3.7	2.7	19.4	13.3	0.8	14.1	5.7	1.1	6.8	83.3	16.7
Week 2 (05/12/10)	12.4	1.7	0.7	0.5	15.3	19.9	4.6	3.3	27.8	12.6	3.8	2.5	19.0	13.0	0.9	13.9	5.6	1.1	6.8	83.1	16.9
Week 3 (12/12/10)	12.3	1.8	0.7	0.5	15.2	19.6	5.0	3.3	27.8	12.9	3.9	2.6	19.4	12.9	0.8	13.7	5.5	1.1	6.6	83.0	17.0
Week 4 (19/12/10)	12.4	1.8	0.6	0.5	15.3	19.1	4.9	3.2	27.2	13.2	3.7	2.8	19.8	13.0	0.8	13.8	5.3	1.1	6.4	82.9	17.1