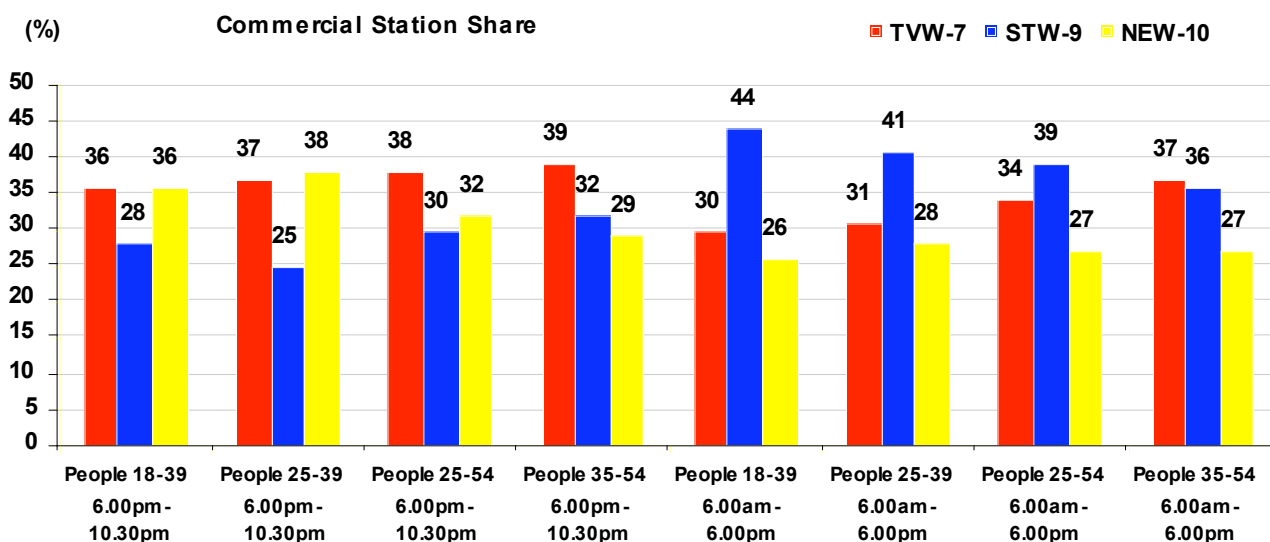


WEEK IN REVIEW

w/c February 21 - 27, 2010

Television

W/C 21/02/10 – 27/02/10



Top 5 Prime Time Programmes – People 18-39

1. Sunday	2030-2130	The Good Wife	NEW-10	14.2
2. Tuesday	1930-2030	My Kitchen Rules	TVW-7	12.7
3. Sunday	2130-2230	House	NEW-10	12.2
4. Tuesday	2030-2130	Grey's Anatomy	TVW-7	11.1
5. Thursday	2100-2130	How I Met Your Mother	TVW-7	10.9

Top 5 Prime Time Programmes People 25-39

1. Sunday	2030-2130	The Good Wife	NEW-10	18.5
2. Sunday	2130-2230	House	NEW-10	16.0
3. Tuesday	1930-2030	My Kitchen Rules	TVW-7	14.8
4. Monday	2030-2130	Desperate Housewives	TVW-7	12.9
5. Thursday	2100-2130	How I Met Your Mother	TVW-7	12.7

Top 5 Prime Time Programmes People 25-54

1. Sunday	2030-2130	The Good Wife	NEW-10	15.3
2. Tuesday	1930-2030	My Kitchen Rules	TVW-7	13.1
3. Sunday	2130-2230	House	NEW-10	13.0
4. Wednesday	2030-2130	Criminal Minds	TVW-7	11.7
5. Wednesday	2000-2030	Customs	STW-9	11.6

Top 5 Prime Time Programmes People 35-54

1. Sunday	2030-2130	The Good Wife	NEW-10	12.9
2. Monday	1900-1930	Two and a Half Men RPT	STW-9	12.3
3. Tuesday	1930-2030	My Kitchen Rules	TVW-7	12.2
3. Wednesday	2030-2130	Criminal Minds	TVW-7	12.2

5. Monday	1930-2000	Two and Half Men	STW-9	11.9
-----------	-----------	------------------	-------	------

TVW-7 won overall (0600-2400) for Total People with a commercial share of 36.3%, followed by STW-9 with 36.2% and NEW-10 with 27.5%. The first casualty of the new season's programmes has been The White Room on the Seven Network. Effective w/c February 28, it has been replaced by a new series of Ghost Whisperer. Seven's News and Today Tonight both continue to rate well and held 6 of the week's top 10 spots (Seven News 3 spots and Today Tonight 3) based on Total People. Border Security (number 7) and Criminal Minds (number 10) also made the top 10, resulting in TVW-7 holding 8 of the top 10 positions for Total People. STW-9 again had a strong survey week, trailing TVW-7 by just 0.1%. On a national level the Nine Network took out the week for the second week running. Two and a Half Men continues to rate well as does Customs and The Big Bang Theory. The second week of the Vancouver Olympics again produced some mediocre results. Overall the coverage was affected by the time difference between Perth and Vancouver, with live events being telecast in off peak hours. Ratings for the replayed night time coverage of the event ranged between 3.8 and 5.8 tarps across the week (Total People). The disappointment of the week for STW-9 was a very modest 7.8% (Total People) for Sunday's Twenty/20 (Australia vs West Indies) and an equally disappointing 7.2% (Total People) for Tuesday's Twenty/20. Unfortunately for STW-9 a very one sided summer of cricket finally took its toll, ratings wise, on the usually popular Twenty/20 format. Ten's News at Five was again a consistent performer, maintaining a healthy rating against all people across the week (Tarps ranged from 5.1% on Sunday night to 7.1% on Tuesday and Wednesday nights. The Good Wife again performed strongly, delivering an 11.2 against All People, making it the second highest rating show of the week overall behind Seven News and the number one programme against several key demos (refer list above).

DIGITAL TRACKER REPORT

The top Line findings of this report were as follows:

91% of households are aware of digital switchover, however only 1% know when it will happen in their area.

- 78% of Australian households know how to convert to digital TV.
- 85% of households are positive or neutral to the digital television switchover.
- 84% of households that are not digitally ready intend to convert to digital TV, although 55% of these households have indicated they will wait until just before switchover date or until forced to.
- 61% of households in Australia have converted their main set to digital TV, up a total of 14 percentage points since Quarter 1, 2009.
- For those with digital TV, 82% are satisfied with it.

RADIO

Survey #1, 2010 results were released on Thursday 24 February and the following is a snap shot of the Eastern States market.

SYDNEY

- 2GB remains the number one station with All People 10+ (15.7%). Share increased against all demos, with the exception of people 18-24. Of the day parts only Evenings lost ground.
- 2DAY dropped 1.1 total share points (to 10.0%) and suffered losses across all demos. Evening's were the only day part to marginally increase share.
- WSFM remained steady, gaining 0.1% with People 10+. Gains were with People 18-24, 25-39, 55+ and GB's (Grocery Buyers), and losses with the 10-17 and 40-54 demos.
- MIXFM audience share decreased by 1.4% with People 10+ (to 4.1%). They suffered in all demos except 10-17's (+1.1%) and in all day parts.

- Nova 96.9 suffered a 2.1% drop with People 10+ (down to 6.6%), lost share points in all day parts and all demo's except People 55+ (+0.4)
- 2MMM fared well with a 1.6% gain with All People 10+ (up to 5.0%). All demos increased share as did all day parts.
- Vega 95.3 fell slightly by 0.3% (to 3.4%). All day parts, except weekends, lost share

MELBOURNE

- 3AW (talkback station) remained steady and still holds the number 1 position with 14.1%. Of the day parts Breakfast, Morning and Afternoons decreased, while Drive, Evenings and Weekends increased share.
- FOXFM was down 0.3% to 13.2 share points. Share increased against the younger 10-17 and 18-24 demos but decreased against the 25-39, 40-54 and 55+ demos.
- 3MMM had a good survey increasing overall share by 1.6% to 5.5. 18-24's were the only demo that was down and Evenings (stayed the same) the only day part not to increase share.
- GOLD FM were survey 1's big winners, with an overall increase of 2.1% (to 9.0%). All day parts increased share as did all demo's with the exception of people 55+
- Nova was down 0.6% to 7.3% overall. Mornings and afternoons were the only day parts not to lose share.
- Mix 101.1 dropped 0.3 share points (down to 5.1%). Of the day parts Drive and Weekends increased share, and across the demos only People 25-39 gained share.
- Vega was down by 0.6 share points to 3.7%. Evenings and Weekends were the only day parts to experience growth.

BRISBANE

- B105FM are now Brisbane's number one station, after survey 1 saw them gain 1.6% to 12.8%. Of the demos only People 10-17 were down, and across the day parts only Drive and Evenings lost share.
- Nova lost 1.3% (down to 12.2%) and in the process also lost the coveted number one station position to B105FM. Losses were felt amongst people 18-24, 25-39 and across all day parts.
- 4MMM gained 1.7% overall and has now moved from 4th to 3rd in station rankings. They also enjoyed increases across all day parts.
- 97.3FM experienced a slight drop in share with People 10+, down 0.2% to 10.6. Shares were increased against People 18-24 and 40-54, and of the day parts only Drive and Weekends lost share.
- 4KQ dropped 0.9% overall (to 6.9%). Mornings were the only day part not to lose ground and People 25-39 and 55+ the only demos not to decrease.

ADELAIDE

- 5AA remains in the top spot, with an increase of 0.1% taking overall share to 14.3%. People 10-17, 18-24, 40-54 and GB's all lost share as did Afternoon's and Drive.
- Mix102.3 fell slightly, down 0.3% to 11.5% overall. Results were mixed across the day parts with loses in Breakfast, Drive, Evenings and Weekends and gains in Mornings and Afternoons.
- SAFM maintained the number 2 position despite a small drop of 0.1% overall. People 25-39 and 55+ lost share, as did Drive, Evenings and Weekends.
- Nova suffered a substantial drop, down 1.4% overall to 10.6%. Breakfast, Mornings and Afternoons lost share, and of the demos only People 10-17 and 25-39 increased share.

- 5MMM was down 0.2% to 9.4% overall. Results were mixed across the demos with increases in People 18-24, 40-54 and GB's and decreases against People 10-17, 25-39 and 55+.

USA MOBILE INDEX SURVEY

Key results from the Mobile Intent Index Survey, include:

Mobile phones are a social connector, says the report. 91% of mobile users go online to socialize, compared to only 79% of traditional users. The top socialize intents are:

- Instant message (62%)
- Forward e-mails (58%), content (40%) and photos (38%)
- Post comments on social networking sites (45%)
- Connect to people on social networking sites (43%)

Mobile phone users are more likely to go online to do business compared to traditional users, and are 1.6 times more likely to manage finances. Mobile phones offer users the chance to conduct business in real time, and this is the major reason that business-related intents are so high. The top business intents are:

- Online banking - 46%
- Check bill/credit card status - 40%
- Read business blogs - 33%

Additionally, gender and age influence the Intent of mobile phone users according to the study:

Men (79%) are much more likely than women (61%) to use their mobile phone to simply "escape"

- Many more women (70%) than men (58%) go online using their mobile devices to entertain others
- Youth (44%) are more likely to shop over their mobile phones than the average mobile user (35%)
- Seniors (82%) are much more likely than the traditional user (64%) to use their mobile phones to educate themselves.

COMMUNITY TV

Sydney's TVS is the first community television station to officially begin digital simulcasting and can be seen on digital channel 44 as well as its regular home on UHF 31. The community stations in Adelaide, Brisbane, Melbourne and Perth are planning to also start digital transmissions in the next few months. In November, the federal government gave the sector \$2.6m and access to free spectrum to enable it to make the switch from analog.

Last Week's Winners

1st Prize: Tom Longman (Meerkats)

2nd Prize: Rachel Lindsay (National Lifestyle Villages)

3rd Prize: Chris Bishop (Advertising Design Services)

Thanks to all who entered and to Nova 93.7 for supplying the prizes.

DID YOU KNOW...?

Skiing is the only word with double i.



All the blinking in one day equates to having your eyes closed for 30 minutes.