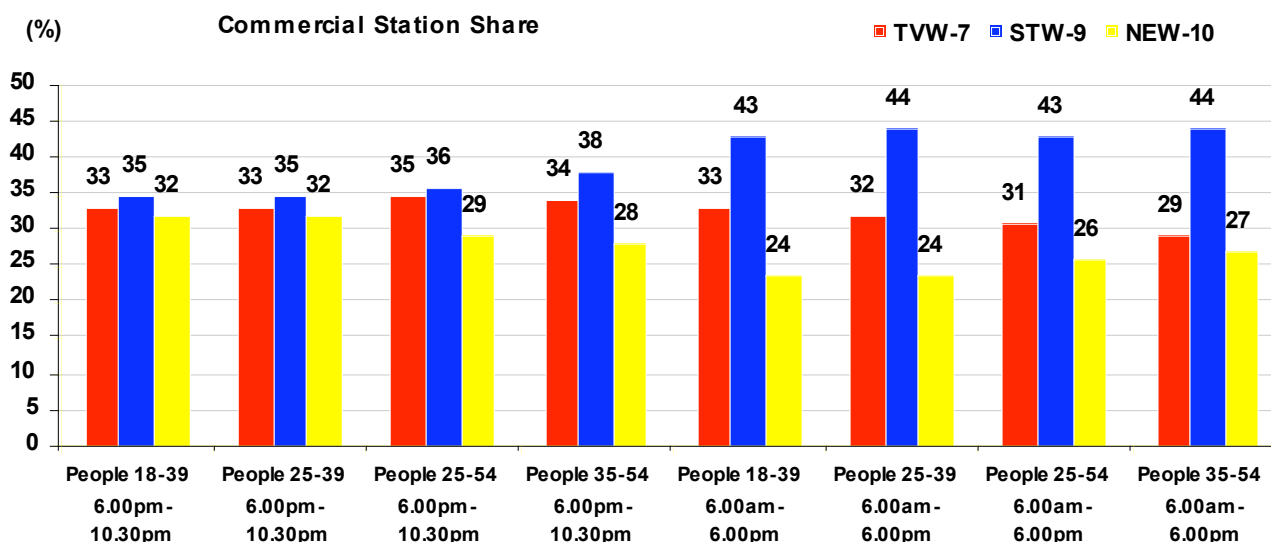


# WEEK IN REVIEW

w/c 24 January – 30 January 2010

## Television



### Top 5 Prime Time Programmes – People 18-39

1. Wednesday	2000-2030	Futurama - RPT	NEW-10	9.4
2. Thursday	2030-2130	Adults Only 20 To 1 - RPT	STW-9	7.8
3. Wednesday	1930-2000	All New Simpsons	NEW-10	7.5
4. Wednesday	2140-2240	Cold Case – EP2	STW-9	7.5
5. Wednesday	2100-2130	The Simpsons	NEW-10	6.9

### Top 5 Prime Time Programmes People 25-39

1. Thursday	2030-2130	Adults Only 20 To 1 - RPT	STW-9	10.8
2. Wednesday	2000-2030	Futurama - RPT	NEW-10	9.0
3. Wednesday	2140-2240	Cold Case – EP2	STW-9	8.7
4. Monday	2030-2130	The Mentalist – RPT	STW-9	8.1
5. Friday	2040-2240	The Break-Up -RPT	NEW-10	7.9

### Top 5 Prime Time Programmes People 25-54

1. Sunday	1800-1830	News	TVW-7	9.8
2. Thursday	2030-2130	Adults Only 20 To 1 – RPT	STW-9	9.6
3. Mon-Wed	1800-1830	News	TVW-7	8.6
4. Wednesday	2140-2240	Cold Case – EP2	STW-9	8.5
5. Mon-Wed	1830-1900	Today Tonight	TVW-7	8.0

### Top 5 Prime Time Programmes People 35-54

1. Sunday	1800-1830	News	TVW-7	11.3
2. Mon-Wed	1800-1830	News	TVW-7	10.5
3. Saturday	1800-1830	News	TVW-7	10.1
4. Mon-Wed	1830-1900	Today Tonight	TVW-7	9.9

5. Thursday	2030-2130	Adults Only 20 To 1 – RPT	STW-9	9.7
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TVW-7 won the week overall (0600-2400) for Total People with a commercial share of 39.4.0%, followed by STW-9 with 35.8% and NEW-10 with 24.8%. TVW-7 won fourteen of the top twenty programmes for Total People and these included – News, Today Tonight, Home and Away and Saturday’s Australian Open Tennis – Women’s Final (Williams vs Henin). The first episode of Home and Away on Monday reached an average of 147,000 viewers, decreasing to 114,000 viewers on Wednesday. Seven News was the top performing programme reaching 213,000 viewers locally. STW-9’s top performing programmes for Total People were Cold Case Episode 1, Adults Only 20 to 1 – RPT, Cold Case Episode 2, One Day Cricket – Australia vs Pakistan Game 2 Session 2, One Day Cricket – Australia vs Pakistan – Game 3 Session 2 and Nine News. This week saw The final of Garden Guru’s. NEW-10’s prime time offerings did not make the top twenty programmes, however, they took the number one spot with Wednesday’s Futurama RPT against People 18 – 39 and ranked second against People 25-39. STW-9’s Tuesday One Day Cricket – Australia vs Pakistan – Game 3 Session 2 was the top performing programme in the daytime segment for Total People, reaching 128,000 viewers locally, followed by Sunday’s One day Cricket – Australia vs Pakistan Game 2 Session 2 also reaching 128,000 viewers. Ten News At Five took third and fifth position.

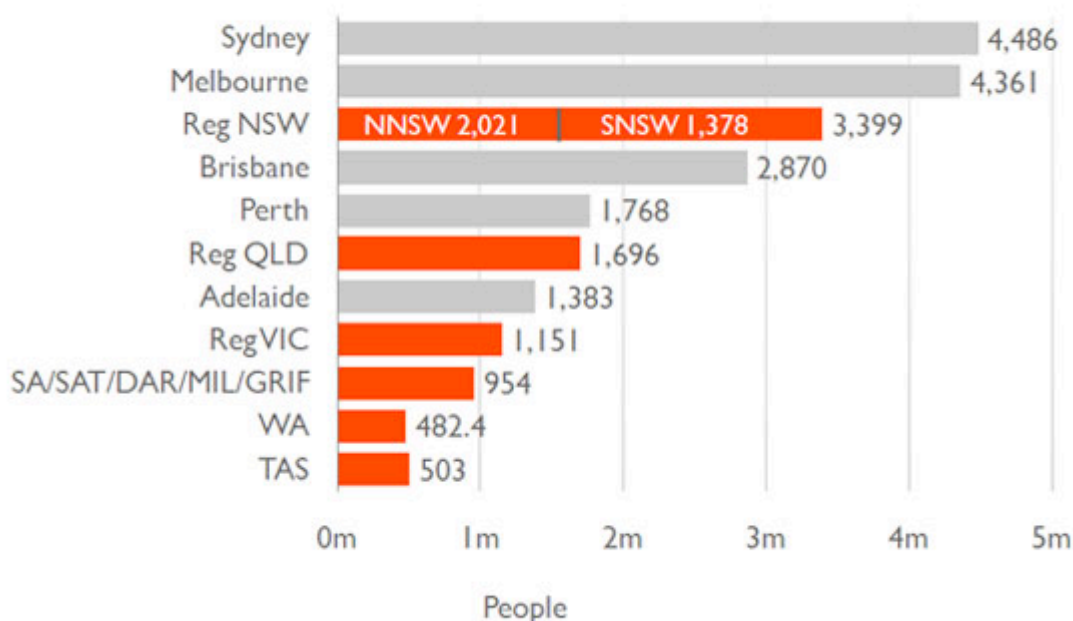
### THE NEWSPAPER WORKS RESEARCH

Research was released by The Newspaper Works in conjunction with Ipsos Media CT concludes that ads that have current affairs and editorial content achieve higher recognition than non-issue based advertising. Benchmarking studies showed that in addition to increased recognition, these ads were understood better and achieved a higher level of interest. One particular campaign – the NSW Government’s "Save Power/Black Balloon" had 46% higher than average recognition and its "Get Test" ads about sexually transmitted diseases measured over double the norm.

### REGIONAL TELEVISION MARKETING

According to RTM 36% of the Australian population lives in regional areas which represents 8.2m people.

## Regional is 36% of Australian Population



## MEDIA 2015

A new report about the “Future of Media” has been issued in the USA and suggests four scenarios in which media appetites range dramatically, while the sources of information they turn to stretch from a handful of outlets to a virtual plurality. In response to each model, the partners have devised specific tactics for meeting these new challenges head-on. For example, in one scenario, social media like Twitter is in the ascendancy. In such a world, advertising will be tailored to time and place, and agencies looking to help clients navigate the landscape will be charged with managing a torrential flow of data. A second scenario, dubbed the “Portal of Me,” posits a world where media access remains fluid, but consumer attention is focused on a few trusted brands and outlets. Content will be customized and filtered by third parties that tailor information to the specifications of consumer-provided preferences. Under this model, the consumer cedes a certain control, and brands permitted access will have demonstrated a value that transcends privacy issues. It’s less about the platform than how consumer behaviour will change because in four years, we’ll possibly be talking about a company that doesn’t exist today. We’re setting a new course in terms of how we think about connecting with consumers. The two other models assume a more fixed media environment, and have much to do with age and education. The future will probably look like a combination of each scenario, but researchers say that TV and traditional media will stand up in the longer term.

## PACIFIC MAGAZINES

Pacific Magazines has completed five surveys with over 420 individual case studies delivering insights into readers’ response to the advertising.

Our findings include:

- On average, ads are read by around 60% of women readers and over 9 in 10 can associate the ad with the advertiser.
- Almost a quarter of all readers will take action as a result of reading an ad and this rises to over 30% of those in the market to buy.
- The number of actions generated by an ad doesn’t depend on where the ad is placed, rather the category to which it belongs.
- ‘Looking for’ the product or service and ‘discussing it with family or friends’ are typically the most frequent actions taken.
- Size matters – bigger ads are generally more likely to be read: in particular, overall actions taken increase with size.

### DID YOU KNOW.....?

A golden razor removed from King Tutankhamun’s tomb in Egypt was still sharp enough to be effective



There are more than 10 million bricks in the Empire State Building