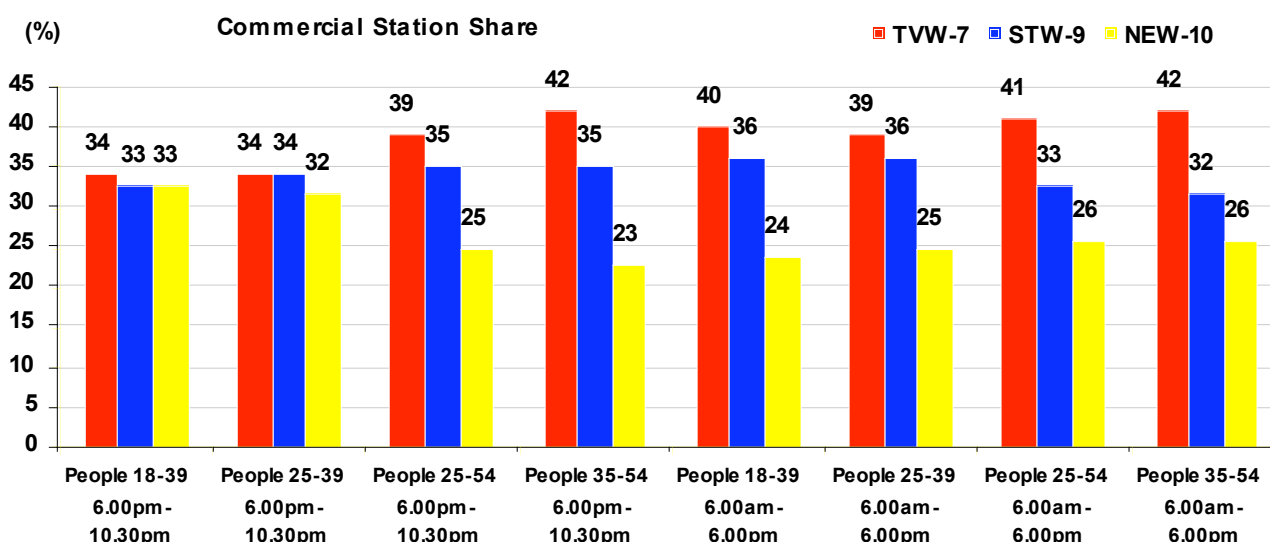


# WEEK IN REVIEW

w/c November 29 – December 5, 2009

## Television



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

1. Monday	2030-2130	Flashforward	TVW-7	10.5
2. Monday	2000-2030	Destroyed In Seconds	TVW-7	9.0
3. Sunday	2030-2130	Bones	TVW-7	8.7
4. Tuesday	2030-2300	Ocean's Thirteen – RPT	STW-9	8.3
5. Wednesday	2000-2030	What's Good For You This Summer	STW-9	8.1

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

1. Monday	2030-2130	Flashforward	TVW-7	12.9
2. Monday	2000-2030	Destroyed in Seconds	TVW-7	11.6
3. Wednesday	2000-2030	What's Good For You This Summer	STW-9	10.9
4. Wednesday	1930-2000	Two and Half Men	STW-9	10.4
5. Sunday	2030-2130	Bones	TVW-7	10.3

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

1. Monday	2030-2130	Flashforward	TVW-7	11.5
2. Monday	2000-2030	Destroyed in Seconds	TVW-7	10.6
3. Monday	1930-2000	Two and half Men RPT	STW-9	10.4
4. Wednesday	1930-2000	Two and Half Men RPT	STW-9	10.4
5. Wednesday	2000-2030	What's Good For You This Summer	STW-9	10.0

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

1. Sunday	2000-2030	Outback Wildlife Rescue	TVW-7	12.5
2. Monday	2000-2030	Big Bang Theory	STW-9	11.7
3. Monday	1930-2000	Two and Half Men RPT	STW-9	11.7
4. Sunday	1930-2000	Border Patrol	TVW-7	11.5
5. Wednesday	1930-2030	Air Crash Investigations	TVW-7	11.5

TVW-7 won the week overall (0600-2400) for Total People with a commercial share of 39.0%, followed by STW-9 with 35.7% and NEW-10 with 25.2%. TVW-7 had thirteen of the top fifteen programmes for Total People and these included Border Patrol, News, Today Tonight, Destroyed in Seconds, Outback Wildlife Rescue, Bones, Air Crash Investigations, The Force – Behind The Lines and Better Homes and Gardens. This week saw the series return of Border Patrol taking the number one position with an average of 180,000 views, Outback Wildlife Rescue and Gary Unmarried. STW-9 had two programmes in the top fifteen against Total People – Monday Two and Half Men RPT and Wednesday Two and Half Men RPT. They did, however have four in the top twenty – What’s Good For You This Summer, Australia’s Funniest Home Video - Daily Edition, Cold Case and David Attenborough’s – Life in Cold Blood – RPT. This week on NEW-10, Are You Smarter Than a 5<sup>th</sup> Grader?, Futurama, Supernatural, The Office, Numb3rs, Law and Order and Outrageous Fortune commenced plus two new series - Accidentally On Purpose and The Cleveland Show. Unfortunately these programmes did not make the top twenty. Once again Ten News At Five dominated the daytime segment taking the top four positions followed by TVW-7 Deal or No Deal.

### WAVE REPORT AND TESIYTE REPORT

These two reports have recently been released with details tracking internet usage. They have concluded that social networking was the fastest-growing online activity, although email remained the most common reason for using the net. Other findings were as follows:

- IPTV -- internet protocol TV -- emerged as a new technology this year. Free-to-air TV networks would drive consumer demand for IPTV services.
- Six per cent of people have streamed TV and video on their PC unmetered by their internet service provider
- higher numbers have watched video on sites such as YouTube
- People would opt to receive content free of charge if given a choice, but were willing to pay for targeted, high-quality content.
- Gaming consoles are already in 45 per cent of homes
- Most people who have a DVR only use it to record shows to watch later and to skip ads, with few paying for extra content such as movie downloads.
- there was a willingness among consumers to pay \$5 to \$10 a month to their broadband providers -- many of which are exploring ways to launch set-top boxes that can deliver IPTV content over the net to the TV set -- for the right content.

### ROY MORGAN RESEARCH

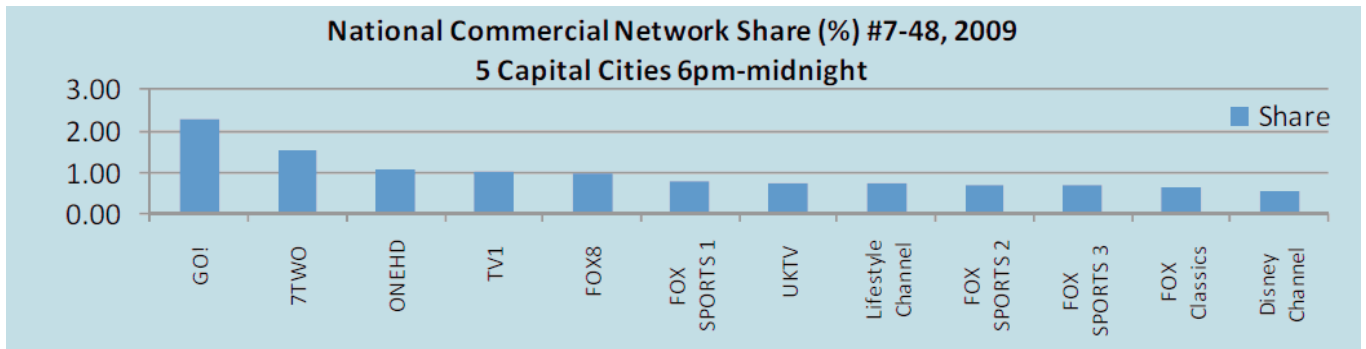
Effective the September 2009 report, Roy Morgan Research is providing new metrics on newspaper reading which covers the extent to which survey respondents are involved and interested in 22 different newspaper topics which are as follows:

News	Health and Wellbeing
Sport	Fashion and Beauty
Editorial and opinion	TV Listings and reviews
Letters to the Editor	Movie listings and reviews
Business	Arts, music, book reviews
Personal Finance	Cars and motoring
Celebrities and Social	Computers and IT
Holidays and Travelling	Home Entertainment & Electronics
Eating, Drinking and Dining	Real estate and Property
Home Interiors	Careers and employment
Gardening	Racing/Form Guide

This data is not newspaper specific either by masthead or by day of the week.

## FTA DIGITAL CHANNELS

After less than three months in market, Free TV's general digital multi-channels are out-performing STV channels both during day and in the evenings. Greater channel choice drives audience fragmentation, as already evident. This time next year we expect changes to viewing levels on the primary FTA stations and STV, due to a shift of approximately 15% of share, across Digital Terrestrial TV (DTTV).



Source: OzTAM, 5 city metro, total ppl, 6pm – midnight, survey weeks 7 – 48 2009, Go! From 23 August and 7Two from 1 November 2009

### DID YOU KNOW...?

Non smokers dream more than smokers



Leonardo da Vinci could paint with one hand while writing with the other