

WISE Australia

Autumn 2009 edition

Regional TAM WISE Australia is a quarterly newsletter, produced by AGB Nielsen Media Research Australia, intended to promote Television Audience Measurement knowledge within regional TV networks, agency subscribers and other, interested parties.

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Regional consumers will lead the way on spending recovery

The latest survey by economic forecaster Charlie Nelson points to a robust recovery in consumer spending, with consumers in regional Australia showing the strongest increase in ability and willingness to spend since the global financial crisis hit last year.

The survey was carried out in April 2009 and the results endorsed by Harold Mitchell in his column in the Fairfax business press on Thursday 30 April.

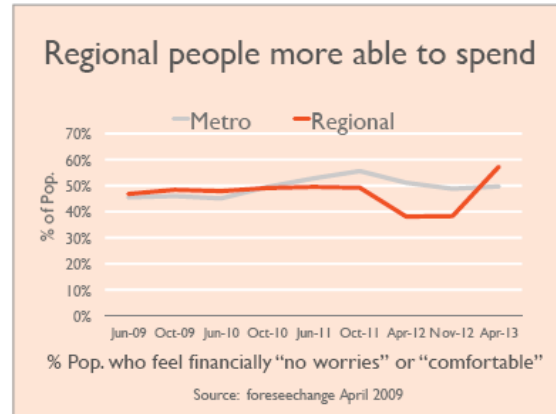
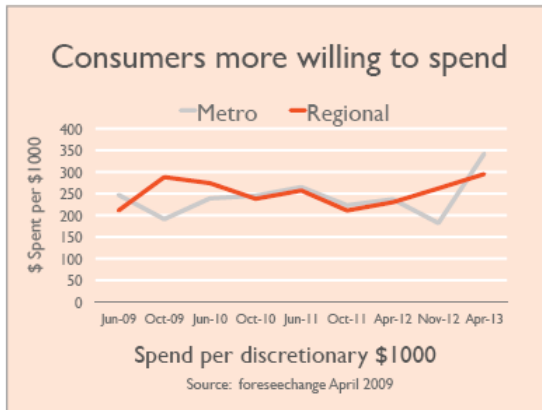
The prediction of increased spending is based on consumers' responses to the question of how they would manage a discretionary \$1000 bonus or gift, allocating a proportion to spending, saving or debt repayment.

The proportion of discretionary funds Australian consumers would allocate to spending has rebounded to a record high, up by almost 50% since the November survey. There has been a corresponding fall in the proportion of discretionary funds that would be allocated to debt repayment. This makes perfect sense given the dramatic fall in interest rates since last year.

Regional first to respond Regional consumers in fact started to increase their willingness to spend last November after the first tranche of the government stimulus package was released. Regional consumers, who are 36% of the population, received a disproportionately high share of the hand out estimated at 44% of the total. In addition regional consumers have a lower debt burden because of more affordable housing.

Consumers are then asked to rate their own financial wellbeing by classifying themselves as "No Worries" (can save and buy whatever they want); "Comfortable" (can afford to spend on extras); "Getting By" (can meet expenses but nothing left over) and "Broke" (never seem to have enough money).

The combination of the "No Worries" and "Comfortable" groups represent consumers who have the ability to spend on discretionary items. On this measure almost 60% of regional consumers see themselves as having discretionary spending ability, significantly more than the 50% of metro consumers in this group.



Again the higher proportion of government stimulus funding and lower debt burden of regional households appear to be the key drivers of the rebound. It is estimated that the average household will be better off by \$4000 in 2009 because of these inputs.

Few worries in Regional In particular it is the "No Worries" segment that has grown the most in regional. A year ago in April 2008 21% of regional consumers agreed they "have few financial concerns being able to both save and buy what I want". Currently 28% of regional consumers agree with this statement, the highest on record during the life of the survey.

In contrast the proportion of metro consumers who classify as "No Worries" is lower at 24% and has not grown in the past 12 months.

The research findings clearly point to above average regional increases in higher value discretionary spending such as cars, holidays and home appliances.

source: www.regionaltvmarketing.com.au (Regional Consumer Pulse May 2009)

More Australians enjoying digital TV

Research shows that more Australians are making the switch and enjoying the benefits of digital television, the Minister for Broadband, Communications and the Digital Economy, Senator Stephen Conroy said.

"The results of the Government's first Digital Tracker Survey show more Australians are making the switch to digital television and enjoying the experience," Senator Conroy said.

"Digital television means better picture quality and sound, new content and new channels such as the ONE 24 hour sports channel and the upcoming ABC children's channel."

"Switchover to digital television is our biggest national format change since the swap to decimal currency and it is important that Australia get ready. The Digital Tracker Survey shows progress to date."

Key results of the Digital Tracker Survey, 1st Quarter (January-March 2009):

- Almost half (47%) of Australian households have converted to free-to-air digital TV broadcasts.
- More than two-thirds (69%) of households highlighted the benefits of switching to digital such as better picture, more channels and improved reception.
- Almost two-thirds (64%) of households know how to convert a TV to receive digital broadcasts.

"The Rudd Government is working to ensure people understand how simple and inexpensive it is to get ready for digital television. This research will assist greatly to target our efforts," Senator Conroy said.

"Additional funding of almost \$140 million over three years was announced in the Budget to help Australia to get ready for digital television."

The additional funding is for core digital switchover activities to be undertaken in regional South Australia, Victoria and Queensland, including:

- Information campaigns to ensure the public is aware of digital switchover.
- Working with industry to allow for a smooth transition.
- Practical in-home assistance for eligible households.

The first Digital Tracker Survey report and more information is available online:

<http://www.digitalready.gov.au/>

Release Date: 22 May 2009

Assistance for households switching to digital TV

The Minister for Broadband, Communications and the Digital Economy, Senator Stephen Conroy, today announced further steps to assist eligible households in the Mildura/Sunraysia region of Victoria make the switch to digital television.

"Getting ready for digital TV is a straight forward and inexpensive task for the vast majority of Australians, however we understand that some people may need practical, in-home assistance to make the switch," Senator Conroy said.

The Government's Digital Switchover Taskforce has released a Request for Tender (RFT) for the provision of assistance to eligible households in the Mildura licence area – Australia's leading digital TV region and the first to make the full switch to digital broadcasting in the first half of 2010.

Senator Conroy previously announced pilot measures to drive the availability of digital television in the Mildura licence area, including a package of in-home assistance to help targeted households.

To be eligible for assistance, households must have at least one resident who is receiving a maximum rate Age Pension, Disability Support Pension, Carer payment, or Department of Veterans' Affairs (DVA) service pension or the DVA income support supplement payment.

The successful respondent(s) to the RFT will be required to supply, install and demonstrate the use of a high-definition digital TV set-top box, and complete any required remedial upgrades to household cabling or antennas.

Digital Switchover Taskforce executive director Andy Townend said lessons learnt from the Mildura pilot will be applied to the switchover across Australia.

"All eligible households will receive a letter inviting them to participate in the program approximately six months before the Mildura licence area is due to switchover next year," Mr Townend said.

The RFT is available from the AusTender website: <http://www.tenders.gov.au/>

Release Date: 3 June 2009

More Australians Tuning In To Free TV

The last month has seen a huge boost to Free TV viewer numbers with average audience increases recorded across all major demographics.

In the uncertain economic climate, people are turning to feel-good television in their millions with programs such as Masterchef, Talkin’ `Bout Your Generation, The Zoo, Thank God You’re Here, the State of Origin and Random Acts of Kindness attracting record audiences.

In the last four weeks, Free TV’s average audience has increased 3.3 per cent in metro areas and increased 4 per cent across regional markets. Of particular note was the 4.9 per cent increase in viewing seen in the 25-39 demographic.

Across the period, an average of more than 13.1 million Australians tuned in to Free TV each and every day.

**Average Audience % Increase
4 Week Comparison - Weeks 18–21 vs Weeks 22-25 2009**

	Metro Increases	Regional Increases
Total People	3.3%	4.0%
Ppl 16-24	3.7%	2.2%
Ppl 25-54	1.6%	2.9%
Ppl 55+	4.4%	7.0%
GB	2.6%	5.3%
GB w/ Kids	3.6%	2.5%

Source: OzTAM & RegionalTAM; - media release June 22, 2009

Three New Channels for RegSTV

We welcome three new channels being broken out in the RegSTV database.

With the May 31st breakout, both 111Hits and Nat Geo Adventure became available.



From the August 30th breakout, Turner Classic Movies (TCM) will break out as well.



This takes the channel count being surveyed specifically within the service to 67.

TV viewers taking greater control as nine million digital video recorders sold

Latest research from Ofcom reveals that more viewers are taking greater control over the way they watch television as the total number of digital video recorders sold reaches almost nine million (8.9 million).

Its Digital Progress Report for the first quarter of 2009 showed that the number of digital recording devices which allow viewers the ability to pause, store and rewind live programmes had increased by nearly one million on the quarter. This includes:

- Some five million Sky customers with a Sky+ service;
- More than 2.6 million Freeview digital video recorders, such as Freeview +;
- Around 600,000 Virgin Media subscribers with a V+ service; and
- A further 600,000 homes with BT Vision and Top Up TV.

Viewers are also choosing more sophisticated ways of enjoying television, with nearly two million (1.9 million) households in the UK with access to high definition (HD) channels.

The report also shows that the total number of digital households reached 89.2 per cent with digital switchover now underway in the West Country, Border and Isle of Man.

Digital Terrestrial Television (DTT)

- The total number of households with a DTT device on any set reached 18.0 million, up from 17.7 million during the quarter
- Since Freeview launched in 2002, the total sales of DTT devices reached over 43 million units, with over 23 million set-top boxes and nearly 20 million Integrated Digital TVs (IDTV)

Digital Satellite Services (Pay TV services)

- BSkyB reported that its customer base grew by 80,000 to over 9.3 million households in the UK and Ireland during the quarter. This is up by 430,000 subscribers year-on-year.
- Some 19 per cent of its customers (1.77 million) have at least one extra set connected to Sky through its Multiroom service, an increase of 46,000 on the quarter

Digital Satellite Services (Free services)

- By March 2009 the BBC/ITV Freesat service reported that sales had reached 350,000 up from 230,000 sales in the previous quarter. Of these almost three-quarters of sales were HD ready receivers (263,000)
- According to the latest consumer research there were around 500,000 households with free satellite services down around 100,000 on the previous quarter

Cable (Virgin Media subscribers)

- The total number of cable TV customers reached its highest ever figure with 3.65 million subscribers, up by almost 137,000 in twelve months
- Over half (53 per cent) of its customers were using its video on demand (VoD) service

The full report can be found on

http://www.ofcom.org.uk/research/tv/reports/dtv/dtu_2009_01

Spend on original UK programmes declines but viewers still appreciate PSB channels

New research published today shows that investment in Public Service Broadcasting (PSB) programming is falling. The report reveals that the five main PSBs have spent nearly 15 per cent less on original UK programmes over the last four years, down from £3 billion in 2004 to £2.6 billion in 2008.

Ofcom is required by statute to assess the designated public service broadcasters, taken together, in terms of their delivery of the public service purposes as set out in section 264 of the 2003 Communications Act.

In Ofcom's third PSB annual report we measure spend and the number of hours of PSB programming broadcast on the PSB channels, and how many people watch and what they think of PSB.

The report also shows that the total hours of UK original content broadcast on the five main PSBs fell by 3 per cent between 2004 and 2008 to 33,177 hours a year.

In our recommendations to Government on the future of PSB, published in January, we said that the UK needed a new model to deliver PSB in the digital world. Today's report reveals the extent of the decline in investment in PSB programming. Between 2004 and 2008:

- spend on new UK- produced Children's TV by the commercial PSBs fell by 70 per cent, down from £42 million to £11 million;
- the BBC spend on Children's programmes fell by a fifth from £97 million in 2004 to £77 million; and
- overall spend on UK network news and current affairs fell from £289 million in 2004 to £250 million in 2008.

The report also shows that fewer hours of programming were broadcast and watched in Children's programming:

- the number of hours of new UK- produced Children's programmes broadcast across the PSBs, including CBBC and CBeebies, was 919 hours in 2008 more than half the number of hours broadcast in 2004 at 1,887 hours; and
- the proportion of children's viewing of Children's programming on the PSBs fell from 47 per cent in 2004 to 36 per cent in 2008.

And in nations and regions news:

- overall investment in nations and regions news by Channel 3 licensees (ITV, stv and UTV) fell by a quarter from £162 million in 2005 to £121 million in 2008. Spend on the BBC's nations and regions news also fell during this period, by 15 per cent from £220 million in 2005 to £186 million in 2008;
- the total amount of nations and regions news broadcast across Channel 3 licensees fell across the UK from 4,486 hours in 2004 to 4,155 hours in 2008, and increased slightly on the BBC up from 4,742 to 4,945 hours during this period; and
- viewing of nations and regions news on the BBC fell everywhere except in Northern Ireland, with overall share of viewing down from 30 per cent in 2004 to 28 per cent in 2008.

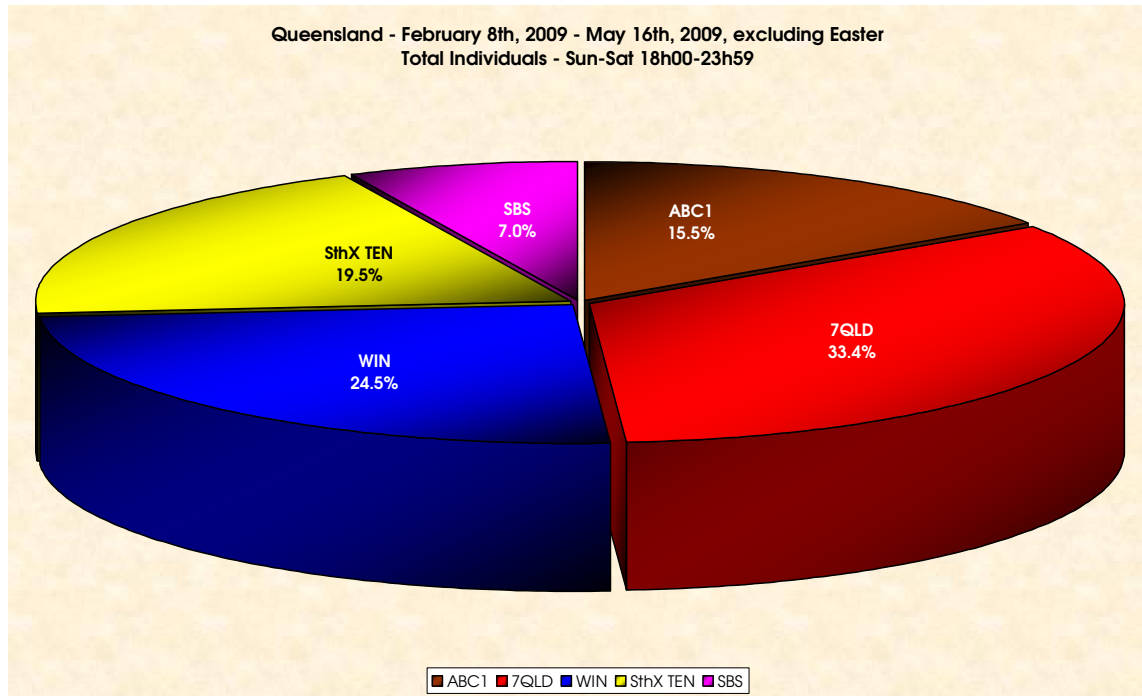
The report also shows that viewers' overall appreciation of the PSB channels has increased over the last two years. This is against the backdrop of a rapidly changing UK television market, including the continuing growth of multichannel and pay TV, and non-linear viewing such as digital video recorders, iPlayer and video on demand services:

- some 63 per cent of viewers believe that the PSB channels offer well-made, high quality programmes in 2008, an increase of four percentage points on the year;
- over two-thirds (67 per cent) of viewers thought that news programmes are trustworthy in 2008 compared with 62 per cent in 2006 and 64 per cent in 2007; and
- some 67 per cent of viewers thought that the PSBs covered big national events - such as sport, music events and news - well. This is up from 64 per cent in the previous year.

The full report can be found here

http://www.ofcom.org.uk/tv/psb_review/annrep/psb09/

Highlights from Surveys 1-3, 2009 from Queensland

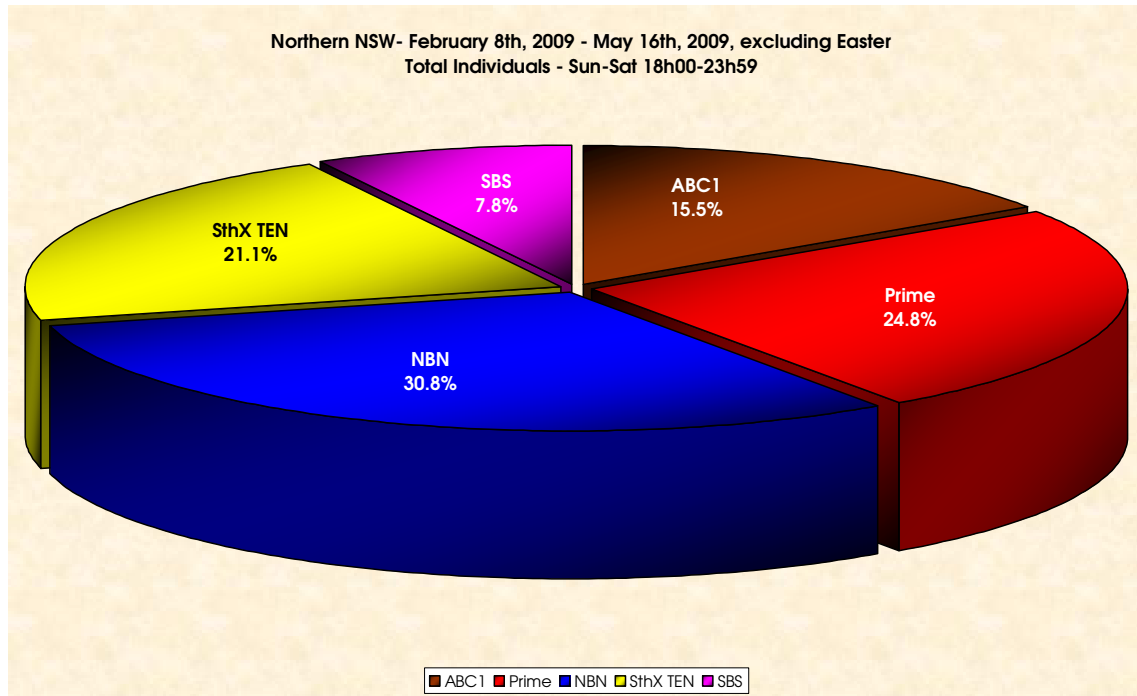


Top 20 Ranking programmes from Surveys 1-3, 2009

Rank	Description (grouped)	Channel	'000s
1	A LION CALLED CHRISTIAN	7QLD	239,728
2	PACKED TO THE RAFTERS	7QLD	218,224
3	THE ZOO	7QLD	210,751
4	SEVEN NEWS - SUN	7QLD	203,141
5	NEWS	7QLD	201,380
6	FIND MY FAMILY	7QLD	200,605
7	BORDER SECURITY - AUSTRALIA'S FRONT LINE	7QLD	197,845
8	IN SEARCH OF THE BIG BARRA WITH MALCOLM DOUGLAS	7QLD	192,923
9	RSPCA ANIMAL RESCUE	7QLD	192,064
10	AUSTRALIA'S GOT TALENT	7QLD	191,308
11	NEWS/TT	7QLD	186,877
12	LIVE FRIDAY NIGHT FOOTBALL	WIN	181,081
13	CRIMINAL MINDS	7QLD	179,748
14	SUNDAY NIGHT	7QLD	179,574
15	SEVEN LOCAL NEWS	7QLD	178,634
16	TRIPLE ZERO HEROES	7QLD	178,622
17	THE FORCE - BEHIND THE LINE	7QLD	173,116
18	SEVEN NEWS - SAT	7QLD	169,378
19	THE BIGGEST LOSER (AUS) - THE WINNER ANNOUNCED	Sth Cross TEN	166,732
20	THE RICH LIST - SUN	7QLD	165,570

Source: Regional TAM data

Highlights from Surveys 1-3, 2009 from Northern NSW

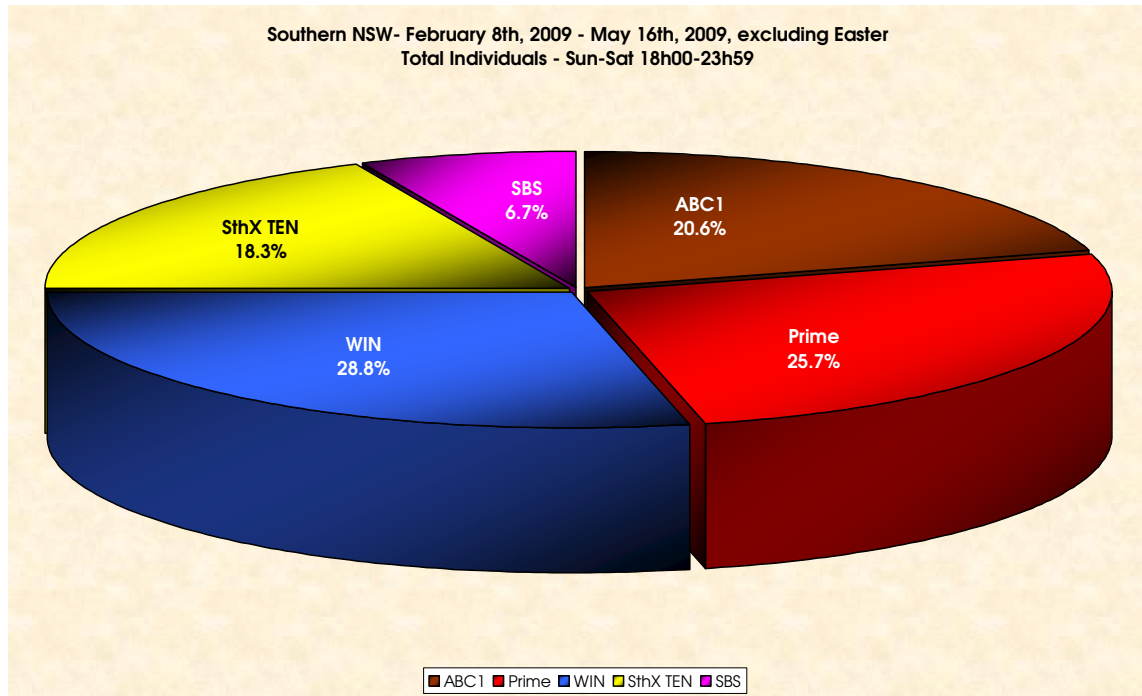


Top 20 Ranking programmes from Surveys 1-3, 2009

Rank	Description (grouped)	Channel	Av AUD
1	UNDERBELLY: A TALE OF TWO CITIES	NBN	232,808
2	THE BIGGEST LOSER (AUS) - THE WINNER ANNOUNCED	Sth Cross TEN	221,716
3	THE BIGGEST LOSER (AUS) - THE FINAL WEIGH-IN	Sth Cross TEN	194,939
4	NATIONAL NEWS SUNDAY	NBN	192,669
5	THE BIGGEST LOSER (AUS) - FINALE NIGHT	Sth Cross TEN	191,814
6	PACKED TO THE RAFTERS	Prime	190,687
7	A LION CALLED CHRISTIAN	Prime	188,825
8	SO YOU THINK YOU CAN DANCE AUSTRALIA - THE WINNER ANNOUNCED	Sth Cross TEN	185,355
9	LIVE FRIDAY NIGHT FOOTBALL	NBN	179,198
10	TWENTY/20 MATCH - AUSTRALIA V NEW ZEALAND	NBN	169,101
11	FIND MY FAMILY	Prime	168,326
12	A CURRENT AFFAIR	NBN	166,617
13	SNEAK PEEK	NBN	164,666
14	RSPCA ANIMAL RESCUE	Prime	164,493
15	60 MINUTES	NBN	162,469
16	CUSTOMS	NBN	162,294
17	ONE DAY CRICKET - AUSTRALIA V NEW ZEALAND - GAME 3 SESSION 2	NBN	160,815
18	SO YOU THINK YOU CAN DANCE AUSTRALIA - FINALE NIGHT	Sth Cross TEN	160,596
19	THE FARMER WANTS A WIFE	NBN	159,006
20	MERLIN	Sth Cross TEN	158,935

Source: Regional TAM data

Highlights from Surveys 1-3, 2009 from Southern NSW

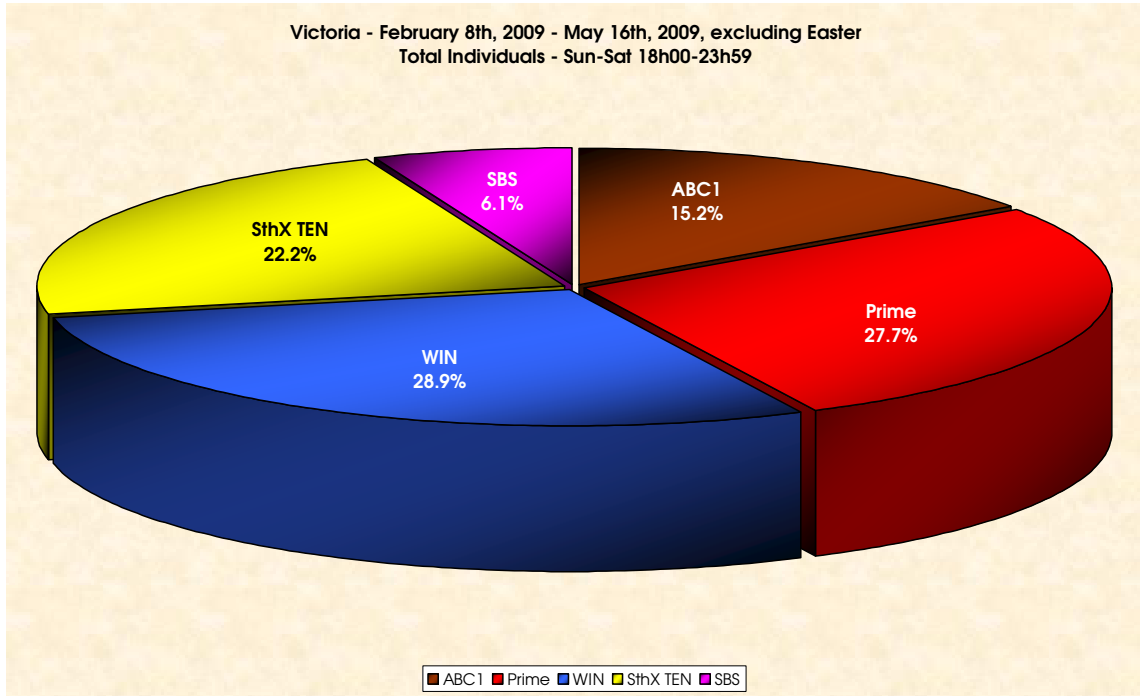


Top 20 Ranking programmes Surveys 1-3, 2009

Rank	Description (Grouped)	Channel	Av AUD
1	UNDERBELLY: A TALE OF TWO CITIES	WIN	186,760
2	PACKED TO THE RAFTERS	Prime	176,673
3	ONE DAY CRICKET - AUSTRALIA V NEW ZEALAND - GAME 3 SESSION 2	WIN	164,653
4	TWENTY/20 MATCH - AUSTRALIA V NEW ZEALAND	WIN	155,113
5	FIND MY FAMILY	Prime	144,873
6	TV WEEK LOGIE AWARDS ARRIVALS	WIN	144,257
7	THE TREASURER'S BUDGET SPEECH 2009-EV	ABC1	140,522
8	THE ZOO	Prime	139,707
9	ALL SAINTS	Prime	137,971
10	A LION CALLED CHRISTIAN	Prime	132,758
11	ONE DAY CRICKET - AUSTRALIA V NEW ZEALAND - GAME 3 SESSION 1	WIN	132,304
12	TRIMBOLE: THE REAL UNDERBELLY	WIN	132,049
13	LIVE FRIDAY NIGHT FOOTBALL	WIN	129,879
14	CRIME INVESTIGATION AUSTRALIA	WIN	129,637
15	MIDSOMER MURDERS-EV	ABC1	129,426
16	NEW TRICKS RPT	ABC1	128,512
17	NATIONAL NEWS SUNDAY	WIN	128,435
18	RSPCA ANIMAL RESCUE	Prime	128,206
19	ONE DAY CRICKET - AUSTRALIA V NEW ZEALAND - GAME 4 SESSION 2	WIN	127,218
20	SNOW LEOPARD: BEYOND THE MYTH-EV	ABC1	126,339

Source: Regional TAM data

Highlights from Surveys 1-3, 2009 from Victoria

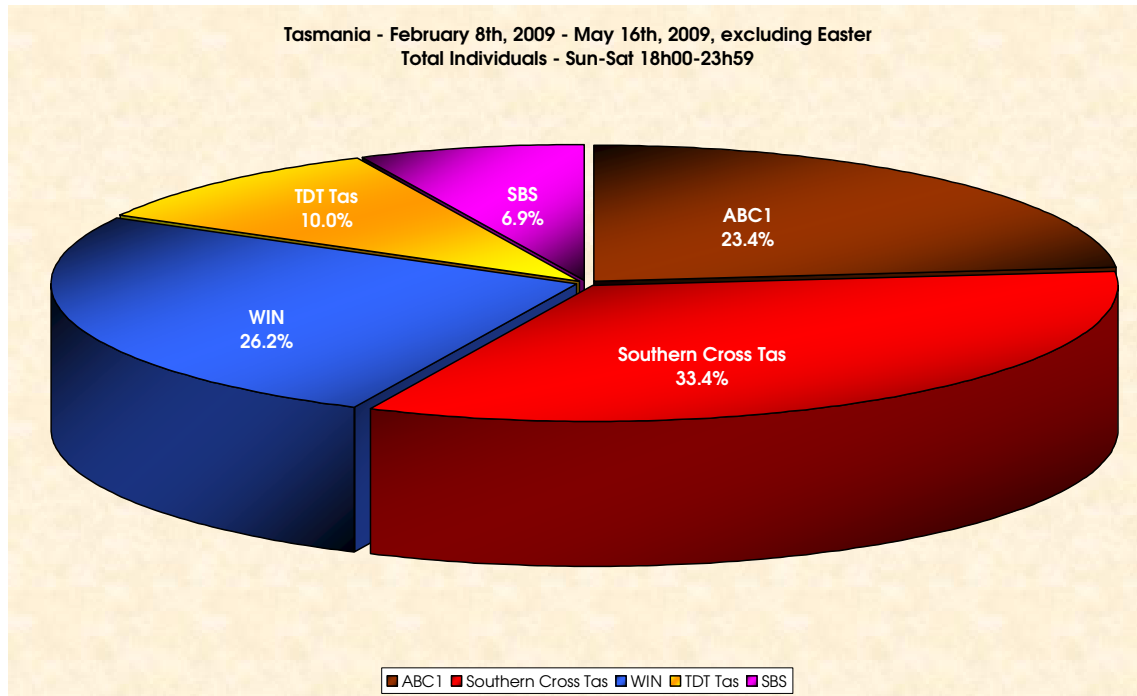


Top 20 Ranking programmes Surveys 1-3, 2009

Rank	Description (grouped)	Channel	Av AUD
1	PACKED TO THE RAFTERS	Prime	174,697
2	THE BIGGEST LOSER (AUS) - THE WINNER ANNOUNCED	Sth Cross TEN	165,680
3	UNDERBELLY: A TALE OF TWO CITIES	WIN	164,899
4	THE BIGGEST LOSER (AUS) - FINALE NIGHT	Sth Cross TEN	157,533
5	TV WEEK LOGIE AWARDS ARRIVALS	WIN	152,175
6	51ST ANNUAL TV WEEK LOGIE AWARDS	WIN	147,161
7	ANZAC DAY AFL	Sth Cross TEN	145,577
8	THURSDAY NIGHT AFL	Sth Cross TEN	143,251
9	A LION CALLED CHRISTIAN	Prime	137,629
10	FIND MY FAMILY	Prime	137,616
11	TWENTY/20 MATCH - AUSTRALIA V NEW ZEALAND	WIN	132,255
12	SEVEN'S AFL: RND 7: ESSENDON VS HAWTHORN	Prime	131,259
13	TALKIN' 'BOUT YOUR GENERATION	Sth Cross TEN	130,230
14	ONE DAY CRICKET - AUSTRALIA V NEW ZEALAND - GAME 3 SESSION 2	WIN	128,927
15	SEVEN'S AFL: RND 1: HAWTHORN VS GEELONG	Prime	124,983
16	SEVEN NEWS - SUN	Prime	124,837
17	2009 NAB CUP - COLLINGWOOD V RICHMOND	Sth Cross TEN	122,804
18	RSPCA ANIMAL RESCUE	Prime	122,334
19	60 MINUTES	WIN	121,927
20	ALL SAINTS	Prime	120,336

Source: Regional TAM data

Highlights from Surveys 1-3, 2009 from Tasmania

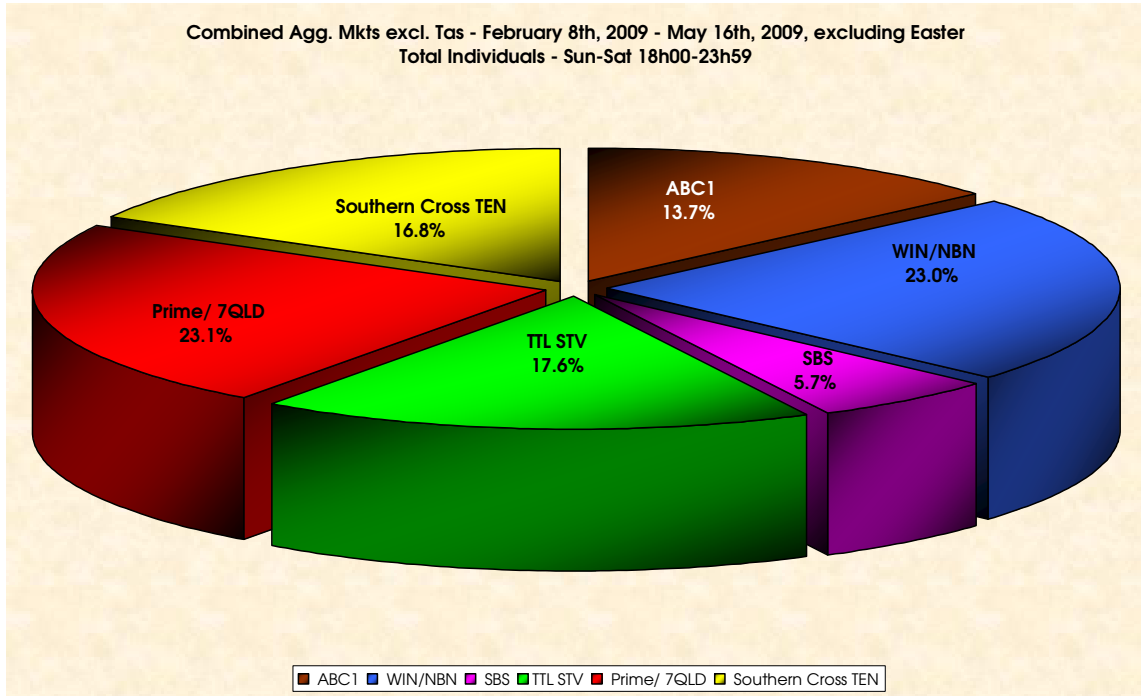


Top 20 Ranking programmes Surveys 1-3, 2009

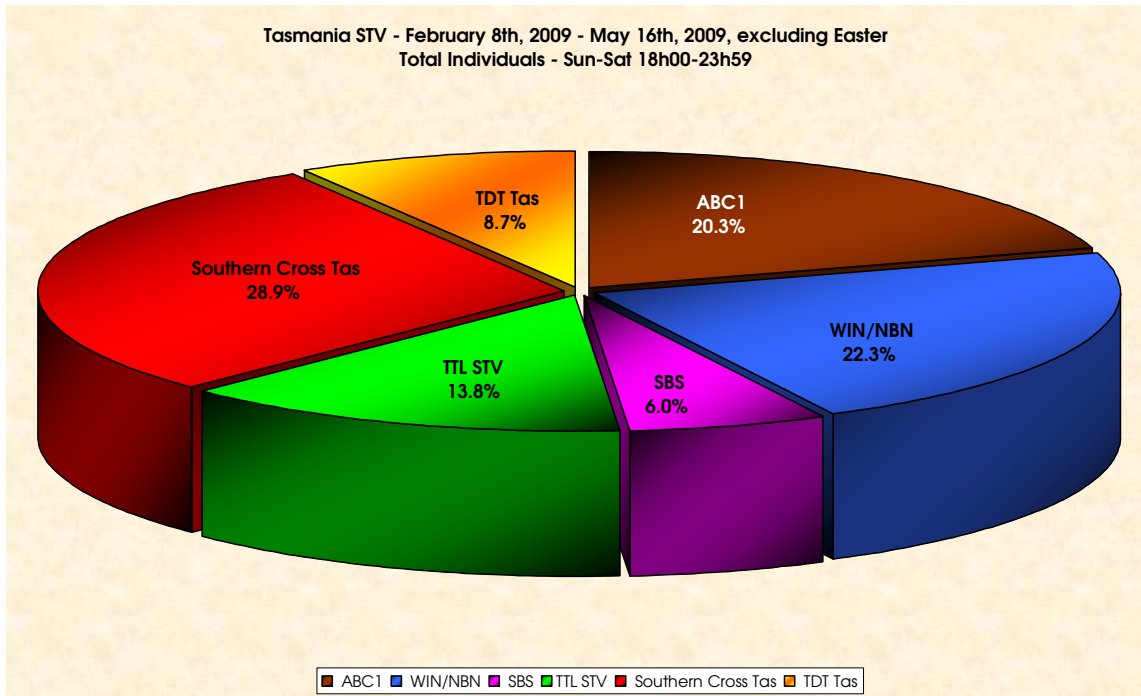
Rank	Description (grouped)	Channel	Av AUD
1	A LION CALLED CHRISTIAN	Southern Cross Tas	93,864
2	PACKED TO THE RAFTERS	Southern Cross Tas	86,166
3	TV WEEK LOGIE AWARDS ARRIVALS	WIN	78,289
4	UNDERBELLY: A TALE OF TWO CITIES	WIN	75,611
5	NIGHTLY NEWS WEEKDAYS	Southern Cross Tas	75,435
6	FIND MY FAMILY	Southern Cross Tas	74,708
7	RSPCA ANIMAL RESCUE	Southern Cross Tas	74,500
8	ALL SAINTS	Southern Cross Tas	73,147
9	MY SHOCKING STORY	Southern Cross Tas	71,289
10	AUSTRALIA'S GOT TALENT	Southern Cross Tas	69,846
11	NIGHTLY NEWS SUNDAY	Southern Cross Tas	68,742
12	THANK GOD YOU'RE HERE	Southern Cross Tas	66,961
13	TODAY TONIGHT	Southern Cross Tas	65,986
14	ONE DAY CRICKET - AUST V NEW ZEALAND - GAME 3 SESSION 2	WIN	65,881
15	THE ZOO	Southern Cross Tas	64,956
16	10 YEARS YOUNGER IN 10 DAYS	Southern Cross Tas	64,526
17	DISCOVER TASMANIA	Southern Cross Tas	64,410
18	ABC NEWS-SA	ABC1	64,254
19	AFL 2009 NORTH MELBOURNE V COLLINGWOOD	Southern Cross Tas	63,769
20	NEW TRICKS RPT	ABC1	63,407

Source: Regional TAM data

Market Shares, including Subscription Television



Source: Regional TAM data



Source: Regional TAM data

TV News from around the Globe: United Kingdom

Rank	Programme	Channel	Av Viewers
1	BRITAIN'S GOT TALENT (SUN 2031)	ITV1	12.930,000
2	BRITAIN'S GOT TALENT (SAT 2020)	ITV1	12.620,000
3	CORONATION STREET (MON 2029)	ITV1	9.700,000
4	CORONATION STREET (MON 1933)	ITV1	9.560,000
5	EASTENDERS (MON 2001)	BBC1	9.140,000
6	CORONATION STREET (FRI 1933)	ITV1	9.040,000
7	CORONATION STREET (WED 1933)	ITV1	8.910,000
8	THE APPRENTICE (WED 2100)	BBC1	8.900,000
9	CORONATION STREET (FRI 2029)	ITV1	8.620,000
10	EASTENDERS (FRI 1959)	BBC1	8.130,000
11	EASTENDERS (THU 1929)	BBC1	8.040,000
12	EMMERDALE (MON 1902)	ITV1	7.120,000
13	EMMERDALE (FRI 1902)	ITV1	6.500,000
14	EMMERDALE (WED 1902)	ITV1	6.400,000
15	EMMERDALE (TUE 1859)	ITV1	6.330,000
16	ASHES TO ASHES (MON 2101)	BBC1	6.320,000
17	EMMERDALE (THU 1901)	ITV1	6.310,000
18	HAVE I GOT NEWS FOR YOU (FRI 2100)	BBC1	6.250,000
19	EASTENDERS (TUE 1930)	BBC1	5.940,000
20	HOLBY CITY (TUE 2002)	BBC1	5.500,000

Source: www.barb.co.uk/ Terrestrial viewing summary - individuals 4+ (including timeshift) - w/e 24 May 2009

TV News from around the Globe: United States

Season to date, by viewers						
2008 - 2009 Season Through May 31, 2009						
Rank	Program Name	Net	Day	Time	Total Viewers	Total no. of Episodes
1	AMERICAN IDOL-WEDNESDAY	FOX	Wed	8:00 PM	25,532,000	19
2	AMERICAN IDOL-TUESDAY	FOX	Tue	8:00 PM	24,743,000	17
3	DANCING WITH THE STARS	ABC	Mon	8:00 PM	19,767,000	21
4	CSI	CBS	Thu	9:00 PM	16,915,000	29
4	DANCING W/STARS RESULTS	ABC	Tue	9:00 PM	16,315,000	17
6	NBC SUNDAY NIGHT FOOTBALL	NBC	Sun	8:23 PM	16,835,000	16
6	NCIS	CBS	Tue	8:00 PM	16,673,000	33
8	MENTALIST, THE	CBS	Tue	9:00 PM	16,153,000	29
9	DESPERATE HOUSEWIVES	ABC	Sun	9:00 PM	13,988,000	25
10	60 MINUTES	CBS	Sun	7:00 PM	13,798,000	33
11	CRIMINAL MINDS	CBS	Wed	9:00 PM	13,715,000	29
11	TWO AND A HALF MEN	CBS	Mon	9:00 PM	14,113,000	34
13	CSI: MIAMI	CBS	Mon	10:00 PM	13,173,000	33
13	GREY'S ANATOMY-THU 9PM	ABC	Thu	9:00 PM	12,891,000	30
15	CSI: NY	CBS	Wed	10:00 PM	12,529,000	28
16	WITHOUT A TRACE	CBS	Tue	10:00 PM	11,961,000	28
17	SURVIVOR: GABON	CBS	Thu	8:00 PM	12,914,000	11
18	ELEVENTH HOUR	CBS	Thu	10:01 PM	11,231,000	21
19	BACHELOR, THE	ABC	Mon	8:00 PM	11,116,000	9
19	HOUSE	FOX	VAR	8:00 PM	12,002,000	30

Source: Zapa2it.com

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Snippets

US watching more TV than ever

The results of Nielsen's Three Screen Report - a quarterly analysis from Nielsen's Anywhere Anytime Media Measurement initiative show that the average American watches approximately 153 hours of TV every month at home, a 1.2 per cent increase from last year.

In addition, the 131 million Americans who watch video on the Internet watch on average about 3 hours of video online each month at home and work. The 13.4 million Americans who watch video on mobile phones watch on average about 3 hours of mobile video each month.

Nielsen data also shows that consumers time with TV, Internet and Mobile video continues to increase across the board. Online video grew 13 per cent in Q1 2009, driven by both strong brand marketing and large media events.

Mobile video viewing has grown a significant 52 per cent from the previous year, up to 13.4 million Americans. Much of this growth continues to come from increased mobile content and the rise of the mobile web as a viewing option.

Source: www.advanced-television.com (May 22, 2009)

TV still most popular form of media

LONDON/WASHINGTON: Watching television remains the dominant media pastime among consumers worldwide, with the average claimed daily viewing time reaching three hours and 20 minutes, according to research from TGI across a number of major markets.

TGI's research, which was commissioned by WARC Online and is reported in full here, found that television viewing levels were highest in Central and Latin America, with Argentina, Brazil and Mexico taking the top three slots respectively.

The average Argentine consumer watched television for a total of 31 hours a week, some 34% above the norm, and a figure that equates to a daily viewing time of almost four-and-a-half hours.

Overall, the typical TGI respondent also spent a reported 14.6 hours online over the last month, amounting to just under half an hour on the web each day.

France leads the way in terms of total surfing time, at 19 hours per month, almost a third more than the average, while the Ukraine and India are at the opposite end of the spectrum.

Among TGI's other findings were that newspaper readership levels are highest in China, and Canadians spend the most time listening to the radio.

Source: www.warc.com (May 19, 2009)