

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

REGIONAL TAM / NIELSEN TELEVISION AUDIENCE MEASUREMENT

Regional TAM-Wise Quarter 3 2010

WESTERN AUSTRALIA ADDED TO REGIONAL TAM SERVICE

On September 5 2010, Regional Western Australia was added to the Regional TAM ratings service, with full measurement of digital television platforms, including time shift viewing associated with personal video recorders alongside the current measurement of 'live' viewing.

Digital television penetration levels have accelerated in Regional Western Australia with current estimates at around 50%*.

This has occurred through the uptake of technology without commercial digital service offerings and it is

expected these levels will increase rapidly as new services are rolled out.

TenWest launched on June 10 and both WIN & GWN will be rolling out digital transmissions in the near future.

The measurement of full digital television penetration in other regional markets has shown that early adopters of new technology are generally heavier TV viewers from larger households.

In the same manner as already adopted in other

Regional TAM markets, UNITAM, a new generation of metering system which uses highly developed content matching technology will be used to measure live and time shift viewing in Regional Western Australia.

In the first 4 weeks of the integrated service, 1.4% of all-day Consolidated viewing in Regional WA was Playback* (either As Live or Time Shift).

*Source: Regional TAM, 02:00-25:59, Total TV, Regional WA,

Digital and Personal Video Recorder Household Estimates

The percentage of households with at least one digital television has increased to **77.6%** in the Combined Regional markets in Q3, up from 68.9% in Q1.

Tasmania continues to have the highest digital household percentage at 85.8%.

In Q3, **21.1%** of regional households have at least one Personal Video Recorder (PVR) device.

PVR & Digital Household estimates for Q1-Q3 2010 are available on the Regional TAM website.

Digital Household Estimates Q3 2010	
QLD	77.6%
NNSW	77.9%
SNSW	76.5%
VIC	79.5%
TAS	85.8%
PVR Household Estimates Q3 2010	
QLD	19.0%
NNSW	25.0%
SNSW	22.3%
VIC	15.3%
TAS	22.1%

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FROM THE MINISTER

Latest Press Releases from Stephen Conroy,
Minister for Broadband, Communications and the Digital Economy

Analog TV Signals to be switched off in Regional Victoria on 5 May 2011

The Minister for Broadband, Communications and the Digital Economy, Senator Stephen Conroy, has announced that all analog TV signals in regional Victoria will be switched off for good on 5 May 2011.

This will affect around 455,000 households across Victoria, outside the Melbourne metropolitan area, with the exception of Mildura/Sunraysia which became Australia's first digital only TV region on 30 June 2010.

"Regional Victoria is already well down the track to conversion to digital-only TV, with 76 per cent of households already converted, and 95 per cent of house-

holds aware of the digital switch-over date," Senator Conroy said.

Digital TV provides more channels and better sound and picture quality, and has been embraced by Australians.

"Many Victorians have been enjoying the benefits of digital TV for some time now, and those yet to make switch now have a deadline to get ready for digital TV," Senator Conroy said.

Senator Conroy said that broadcasters are building new digital TV transmission services or upgrading existing services to bring digital TV to as many households

as possible. These services are being rolled out before the 5 May 2011 switchover date.

"Where households cannot receive their digital TV from terrestrial broadcast towers, they will be able to receive the full range of digital TV services from the government-funded VAST satellite service which includes the full suite of digital channels from all of the commercial networks, as well as the ABC and SBS.

"VAST also has a dedicated local news channel to show the local news bulletins from regional commercial broadcasters for each licence area."

"Regional Victoria is already well down the track to conversion to digital-only TV..."

Household Assistance Scheme in Regional Victoria

The Government's Household Assistance Scheme will provide support for eligible households which required some additional, practical help to make the switch to digital TV.

This includes households where one person receives the maximum rate of the Age Pension, Disability Support Pension, Carer Payment, or Department of Veterans' Affairs Service Pension or Income Support Supplement.

The Executive Director of the Digital Switchover Taskforce, Andy Townsend said that as part of the upgrading of TV broadcasting infrastructure across regional Victoria some communities would be switch-

ing to digital only TV before the 5 May 2011 switchover date for the rest of regional Victoria.

This will include analog TV transmission sites at Bonnie Doon and Howqua which are planned to switch to digital-only TV late this year.

"These changes will occur as part of the introduction of new digital TV services to the region including for Mansfield, Alexandra and Yea which will result in better picture and sound quality and more free-to-air TV channels for viewers."

New digital TV services will replace analog TV services at Hopetoun, Lorne, Jeeralang/

Yinnar South, and Boolarra in February 2011.

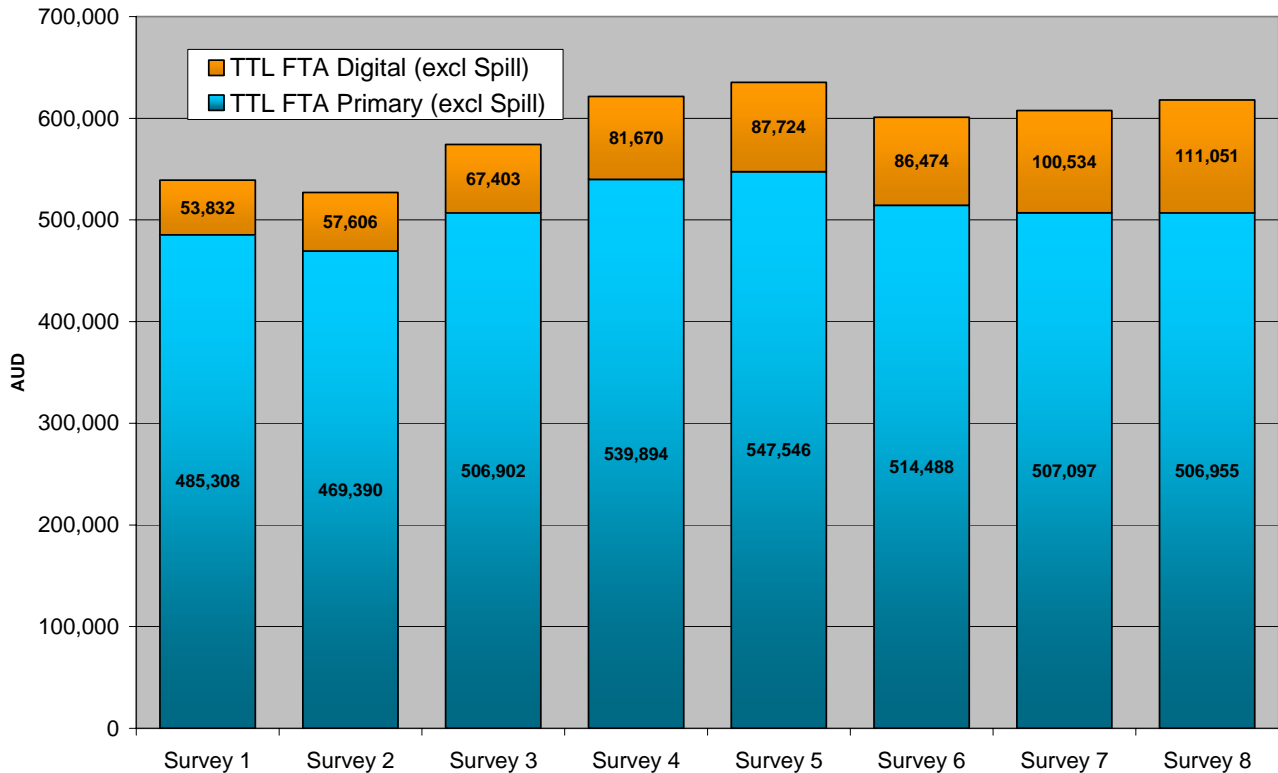
"Households in these locations will need to be ready for digital TV sooner than the other parts of Victoria," Mr Townsend said.

"We will be communicating directly with households in these areas to advise them of their digital switchover dates and how they can get ready for digital only free to air TV in their area."

FROM THE CLIENT SERVICE TEAM

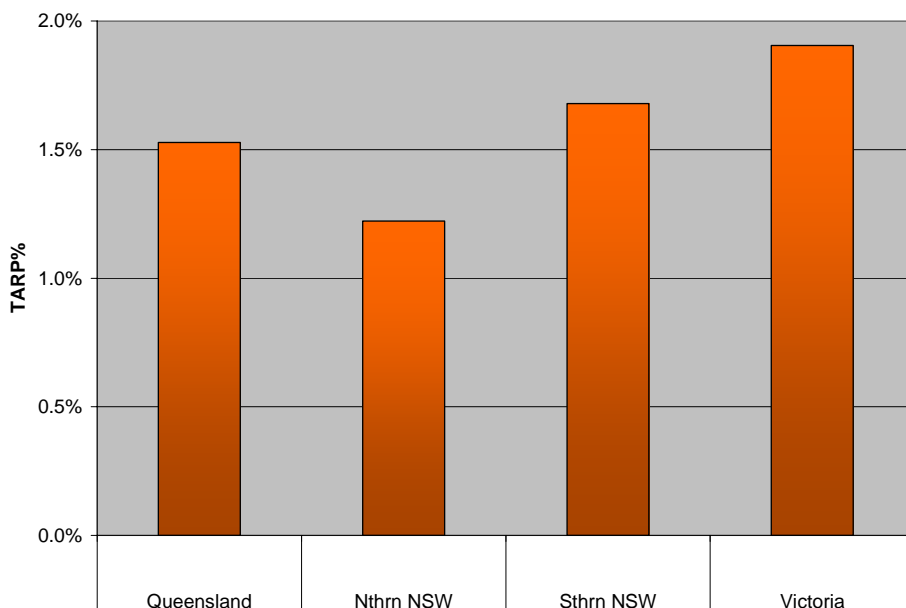
Digital-only channels lift in Survey 8

Increasingly strong performances from the digital only free-to-air channels (ABC2, ABC3, ABC News 24, 7TWO, 7Mate, SBS TWO, GO!, Gem, ONE) have seen their combined audience climb to 111k In **Survey 8**. This represents **18%** of Total Free-To-Air viewing.



Source: Regional TAM, Combined Aggs excl. TAS/WA, 02:00-25:59, Total Individuals, Surveys 1-8 2010 (Consolidated), AUD

The total digital-only channels perform best in **Victoria**, the mainland market with the highest digital penetration, with a total TARP of **2%** in Quarter 3 2010.



Total FTA Digital-Only TARP - All Day

Quarter 3 2010
(Weeks 27-39)

Source: Regional TAM, 02:00-25:59, Total Individuals, Weeks 27-39 2010 (Consolidated)

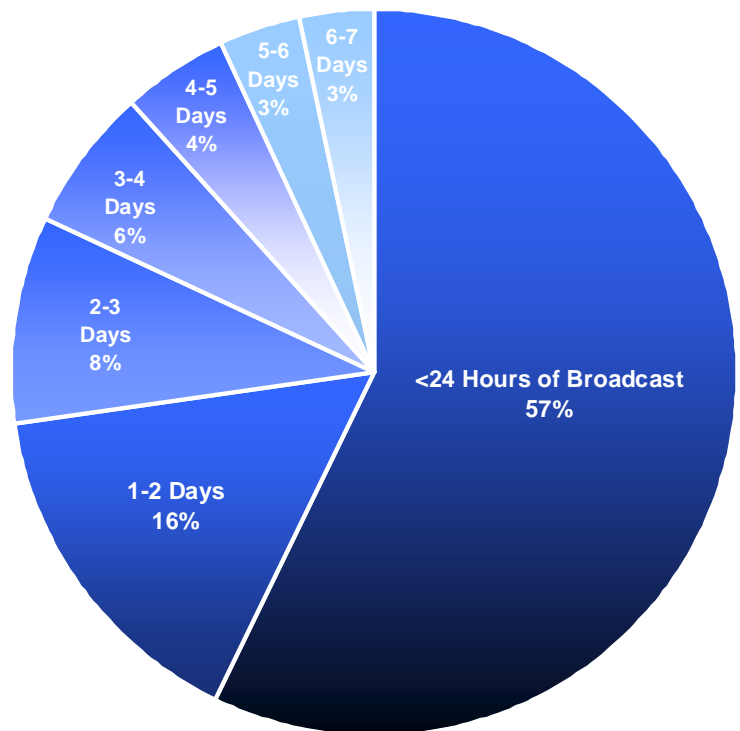
TIME SHIFT VIEWING

Since the measurement of Time Shift Viewing began at the start of Survey Year 2010, the new data has allowed for new insights into viewing habits.

The pie chart to the right shows when regional viewers play back recorded content.

57% of time shifted content is viewed **within 24 hours** of the broadcast time. **81%** of recorded content is viewed within three days.

Playback viewing currently represents 2.4% of total all-day viewing in the Combined Aggregate Markets (excl. WA).



Source: Regional TAM, 1/07/2010 - 30/09/2010 (Consolidated), 02:00-25:59, Playback, Total TV, Combined Aggs. excl. WA

Top 20 Playback Programs - Quarter 3 2010				
	Channel	Typology	AUD	
1	DOCTOR WHO-EV	ABC1	Drama	45,440
2	PACKED TO THE RAFTERS	Prime/7QLD	Drama	41,544
3	MASTERCHEF AUSTRALIA - FINALE NIGHT	Southern Cross TEN	Reality Television	39,165
4	MIDSOMER MURDERS-SU	ABC1	Drama	36,587
5	PARENTHOOD	Prime/7QLD	Movies: feature films	36,125
6	DOC MARTIN-EV	ABC1	Drama	34,128
7	MASTERCHEF AUSTRALIA - THE WINNER ANNOUNCED	Southern Cross TEN	Reality Television	34,050
8	THE GOOD WIFE	Southern Cross TEN	Drama	33,349
9	GLEE	Southern Cross TEN	Light Entertainment	32,675
10	RUSH	Southern Cross TEN	Drama	30,619
11	GLEE WED	Southern Cross TEN	Light Entertainment	29,511
12	NCIS: LOS ANGELES	Southern Cross TEN	Drama	27,065
13	LAW AND ORDER: SVU	Southern Cross TEN	Drama	26,665
14	MIDSOMER MURDERS-EV	ABC1	Drama	26,346
15	CITY HOMICIDE	Prime/7QLD	Drama	26,211
16	THE EVENT	Prime/7QLD	Drama	25,000
17	UNDERCOVER BOSS	Southern Cross TEN	Reality Television	24,623
18	JUNIOR MASTERCHEF AUSTRALIA - TOP 50	Southern Cross TEN	Reality Television	24,597
19	LIE TO ME	Southern Cross TEN	Drama	24,285
20	OFFSPRING	Southern Cross TEN	Drama	24,070

Drama dominates the Top 20 Playback programs in the mainland markets, taking **twelve** spots in the Top 20. British dramas on ABC1 are also popular amongst Playback viewers, with programs such as Doctor Who, Midsomer Murders and Foyle's War representing **eight** of the Top 20.

RATINGS FROM ABROAD - UNITED STATES

U.S Primetime Network Top 25

Week commencing September
27, 2010

All numbers are live viewing plus
same day DVR* viewing.



	Programme	Network	Viewers (000s)
1	DANCING WITH THE STARS	ABC	21,341
2	NBC SUNDAY NIGHT FOOTBALL	NBC	20,929
3	NCIS	CBS	19,147
4	DANCING W/STARS RESULTS	ABC	17,338
5	NCIS: LOS ANGELES	CBS	16,505
6	SUNDAY NIGHT NFL PRE-KICK	NBC	15,792
7	MENTALIST, THE	CBS	14,651
8	CRIMINAL MINDS	CBS	14,567
9	TWO AND A HALF MEN	CBS	13,915
10	GLEE	FOX	13,508
11	UNDERCOVER BOSS	CBS	13,407
12	CSI	CBS	13,406
13	DESPERATE HOUSEWIVES	ABC	13,234
14	BIG BANG THEORY, THE	CBS	13,055
15	GOOD WIFE, THE	CBS	12,844
16	HAWAII FIVE-0	CBS	12,724
17	GREY'S ANATOMY	ABC	12,533
18	SURVIVOR: NICARAGUA	CBS	12,262
19	60 MINUTES	CBS	12,258
20	OT, THE	FOX	11,922
21	MODERN FAMILY	ABC	11,918
22	CSI: MIAMI	CBS	11,746
23	BLUE BLOODS	CBS	11,317
24	MIKE & MOLLY	CBS	11,122
25	CASTLE	ABC	11,076

Source: tvbythenumbers.com, The Nielsen Company.

DVR = Digital Video Recorder, i.e a recording device with a hard drive (same as PVRs in Australia)

Media Comparison Study

The key findings from the United States' Television Bureau of Advertising's (TVB) 2010 Media Comparisons study (available from the Think TV website) demonstrate the effectiveness of television advertising versus other media options.

Amongst both adults 18+ and teens 13-17, television had the highest reach - above the internet, radio and print media. In addition, consumers in the U.S spend an average of **319 minutes a day** with television, compared to **156 minutes** for the internet.

Television advertising is also the most **influential**, **entertaining** and **persuasive** according to the TVB.

The report is available on the Think TV website at
http://www.thinktv.com.au/media/TV_Insights/Consumer_Study.pdf

RATINGS FROM ABROAD - UNITED KINGDOM

Ofcom Facts & Figures

Ofcom, the independent regulator and competition authority for the UK communications industries publicly releases data about digital television in the UK. Similar to Australia, the UK digital free-to-air services are branded as Freeview.

Launched in 2002, Freeview has a **73%** take-up rate as of Q1 2010, with **92%** of households digital capable.

Number of UK homes with digital TV	92% (Q1 2010)
Number of TVs in the UK	60m (end 2009)
Number of HD TVs in the UK	24m (Q1 2010)
Number of minutes of TV people aged 4+ watch each week	225 (all viewers 4+, average in 2009)
Number of UK homes with Freeview on any set	73% (Q1 2010)
Proportion of UK homes with Freeview on their main set	40% (Q1 2010)

The full report is available at <http://media.ofcom.org.uk/facts/>

	Programme	Network	Viewers (Millions)
1	THE X FACTOR (SUN 1945)	ITV1	14.51
2	THE X FACTOR (SAT 1906)	ITV1	12.68
3	EASTENDERS (MON 2001)	BBC1	10.13
4	CORONATION STREET (MON 2029)	ITV1	10.08
5	DOWNTON ABBEY (SUN 2102)	ITV1	9.63
6	STRICTLY COME DANCING (FRI 2100)	BBC1	9.60
7	CORONATION STREET (MON 1932)	ITV1	9.47
8	STRICTLY COME DANCING (SAT 1759)	BBC1	9.36
9	EASTENDERS (TUE 1928)	BBC1	9.31
10	EASTENDERS (FRI 1958)	BBC1	9.03
11	EASTENDERS (THU 1929)	BBC1	9.00
12	CORONATION STREET (FRI 1931)	ITV1	8.95
13	CORONATION STREET (FRI 2029)	ITV1	8.47
14	NEW TRICKS (THU 2101)	BBC1	8.10
15	CORONATION STREET (THU 2031)	ITV1	7.88
16	EMMERDALE (TUE 1902)	ITV1	7.16
17	EMMERDALE (MON 1900)	ITV1	7.09
18	EMMERDALE (FRI 1900)	ITV1	7.05
19	EMMERDALE (WED 1900)	ITV1	7.03
20	EMMERDALE (THU 2000)	ITV1	6.90
21	COUNTRYFILE (SUN 1833)	BBC1	6.47
22	EMMERDALE (THU 1900)	ITV1	6.47
23	DCI BANKS: AFTERMATH (MON 2100)	ITV1	6.44
24	MERLIN (SAT 1907)	BBC1	6.42
25	ANTIQUES ROADSHOW (SUN 1934)	BBC1	6.34

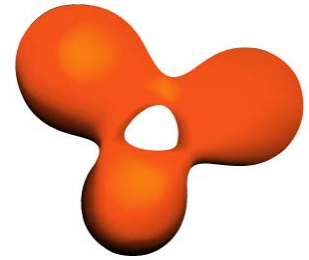
Source: barb.co.uk



U.K Primetime Network Top 25

Week commencing September
27, 2010

SOFTWARE UPDATE



Overnight or Consolidated?

In 2010, regional ratings data is released twice a day.

9am - **Overnight** (containing Live and As Live viewing) for yesterday.

3pm - **Consolidated** (containing Live, As Live and Time Shift viewing) for 8 days ago.

TIP: Even if you choose **Consolidated** in the Activity window of Arianna, the results will only include Time Shift viewing if you have downloaded the Consolidated file!

For example, Overnight and Consolidated results will be identical for yesterday (as the Consolidated data file has not been released). However running the same analysis for eight days ago yields different results (as the Consolidated file is now available and has been downloaded).

Variable	AUD	AUD
Activity	8 Days Ago	Yesterday
Consolidated	1,019,858	893,128
Overnight	1,006,109	893,128

New channels, new shares

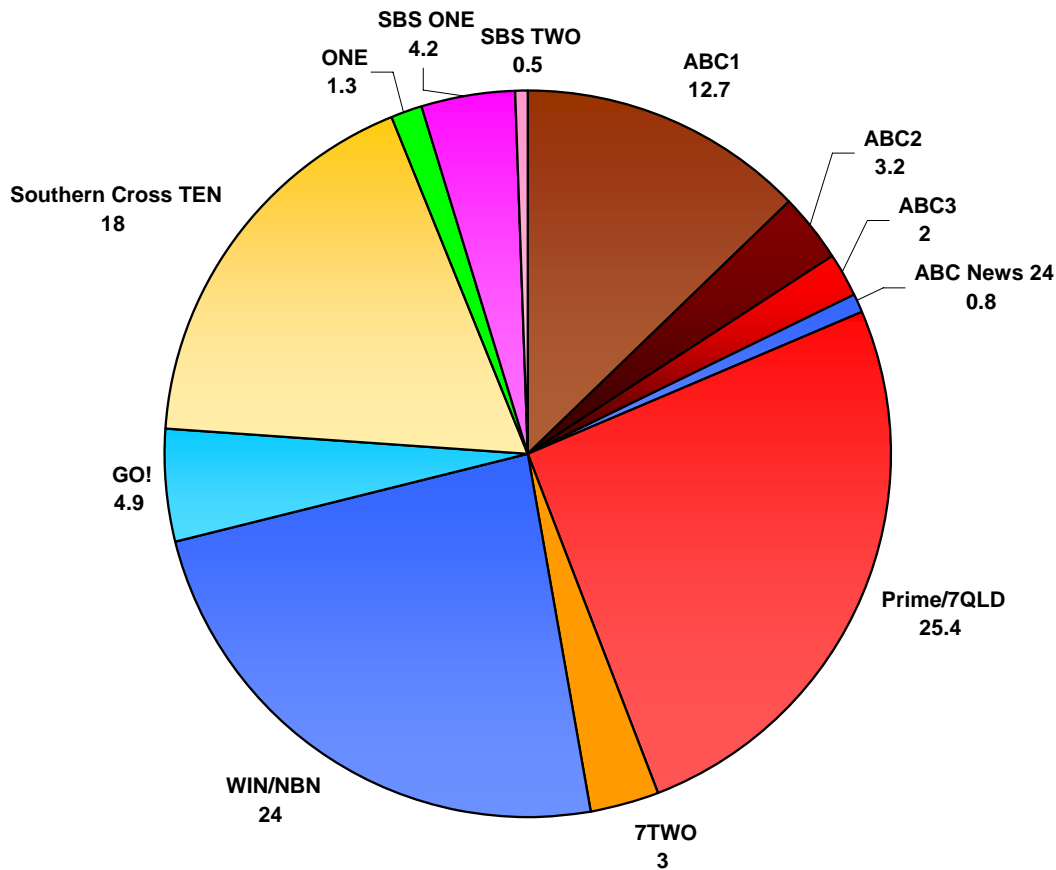
With the launch of seven new digital-only channels in 2010, Chosen Share (CSHR%) options in Arianna are constantly evolving.

While the existing 3-Station and 5-Station Commercial shares are still available to use, the updated All Commercial and All Network shares will give share results including the digital-only channels such as ONE, 7mate, ABC2 and GO!.

Please note - TTL Networks (which include both the primary and digital-only channels for a network, i.e ABC1/2/3 and News 24) will only give CSHR% results when using an **All Commercial** or **All Network** share.

CSHR %	FTA SHR (All Commercial)
CSHR %	FTA SHR (All Networks)
CSHR %	FTA.SHR (3 Station Comm)
CSHR %	FTA.SHR (5 Station)

Aggs excl. TAS/WA Shares & Top 20 - Q3 2010

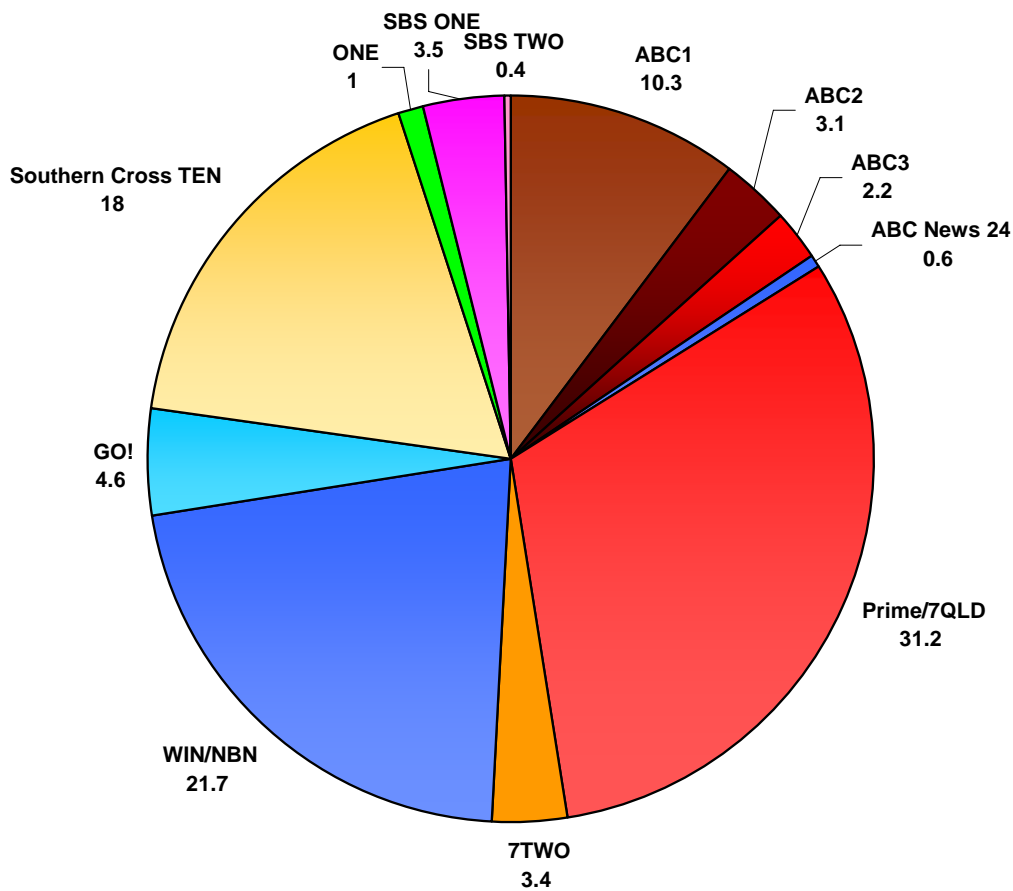


Source: Regional TAM, Weeks 27-39 2010 (Consolidated), 02:00-25:59, Total Individuals, FTA SHR (All Networks)

Top 20 Programs		
	Channel	AUD
1	MASTERCHEF AUSTRALIA - THE WINNER ANNOUNCED	Southern Cross TEN 1,184,422
2	MASTERCHEF AUSTRALIA - FINALE NIGHT	Southern Cross TEN 1,043,977
3	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 3RD - MATCH	WIN/NBN 1,042,189
4	SEVEN'S AFL: GRAND FINAL: PRESENTATIONS	Prime/7QLD 926,214
5	PACKED TO THE RAFTERS	Prime/7QLD 791,663
6	SEVEN'S AFL: GRAND FINAL: COLLINGWOOD V ST KILDA	Prime/7QLD 780,530
7	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 3RD - PRE MATCH	WIN/NBN 737,362
8	UNDERBELLY: THE GOLDEN MILE	WIN/NBN 733,317
9	JUNIOR MASTERCHEF AUSTRALIA - LAUNCH	Southern Cross TEN 708,383
10	MASTERCHEF AUSTRALIA	Southern Cross TEN 680,652
11	RUGBY LEAGUE FINALS PF 1	WIN/NBN 649,406
12	NATIONAL NEWS SUNDAY	WIN/NBN 633,490
13	SEVEN'S AFL: GRAND FINAL: POST-MATCH	Prime/7QLD 631,110
14	RUGBY LEAGUE FINALS PF 2	WIN/NBN 625,089
15	MASTERCHEF AUSTRALIA - CHALLENGE	Southern Cross TEN 603,562
16	CUSTOMS	WIN/NBN 597,855
17	DOC MARTIN-EV	ABC1 595,897
18	THE BIG BANG THEORY	WIN/NBN 592,865
19	A CURRENT AFFAIR	WIN/NBN 591,547
20	JUNIOR MASTERCHEF AUSTRALIA - TOP 50	Southern Cross TEN 590,596

Source: Regional TAM, Weeks 27-39 2010 (Consolidated), 02:00-25:59, Total Individuals, Minimum Duration = 10 Minutes

Queensland Shares & Top 20 - Q3 2010

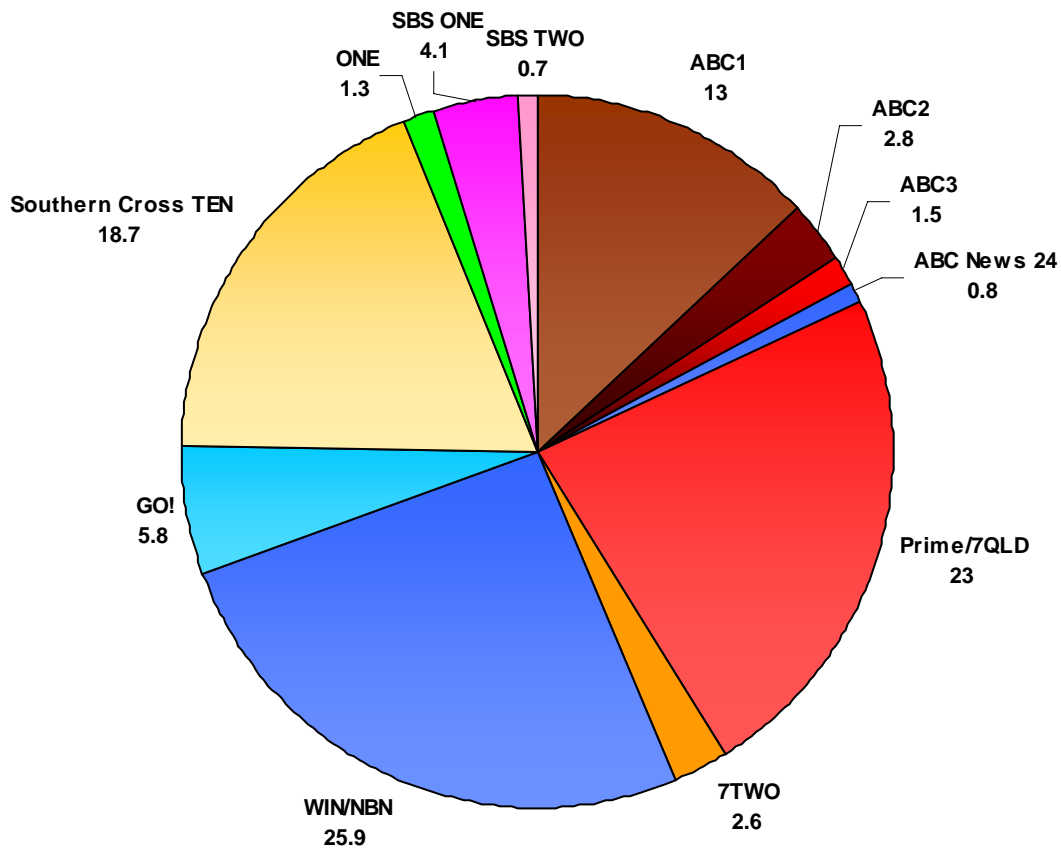


Source: Regional TAM, Weeks 27-39 2010 (Consolidated), 02:00-25:59, Total Individuals, FTA SHR (All Networks)

Top 20 Programs		
	Channel	AUD
1	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 3RD - MATCH	WIN/NBN 400,463
2	MASTERCHEF AUSTRALIA - THE WINNER ANNOUNCED	Southern Cross TEN 297,148
3	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 3RD - PRE MATCH	WIN/NBN 295,740
4	MASTERCHEF AUSTRALIA - FINALE NIGHT	Southern Cross TEN 257,584
5	SEVEN'S AFL: GRAND FINAL: PRESENTATIONS	Prime/7QLD 243,532
6	PACKED TO THE RAFTERS	Prime/7QLD 242,249
7	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 3RD - POST MATCH	WIN/NBN 239,486
8	RUGBY LEAGUE FINALS PF 1	WIN/NBN 227,124
9	JUNIOR MASTERCHEF AUSTRALIA - LAUNCH	Southern Cross TEN 224,107
10	SEVEN'S AFL: GRAND FINAL: COLLINGWOOD V ST KILDA	Prime/7QLD 217,734
11	HIGHWAY PATROL-WED (R)	Prime/7QLD 200,429
12	RUGBY LEAGUE FINALS PF 2	WIN/NBN 200,374
13	UNDERBELLY: THE GOLDEN MILE	WIN/NBN 199,807
14	SEVEN NEWS	Prime/7QLD 194,088
15	SEVEN NEWS - SUN	Prime/7QLD 192,201
16	THE FORCE - BEHIND THE LINE-WED	Prime/7QLD 185,823
17	MASTERCHEF AUSTRALIA	Southern Cross TEN 183,365
18	WORLD'S STRICTEST PARENTS	Prime/7QLD 178,751
19	MINUTE TO WIN IT	Prime/7QLD 175,664
20	UNDERCOVER BOSS WED	Southern Cross TEN 175,245

Source: Regional TAM, Weeks 27-39 2010 (Consolidated), 02:00-25:59, Total Individuals, Minimum Duration = 10 Minutes

NNSW Shares & Top 20 - Q3 2010

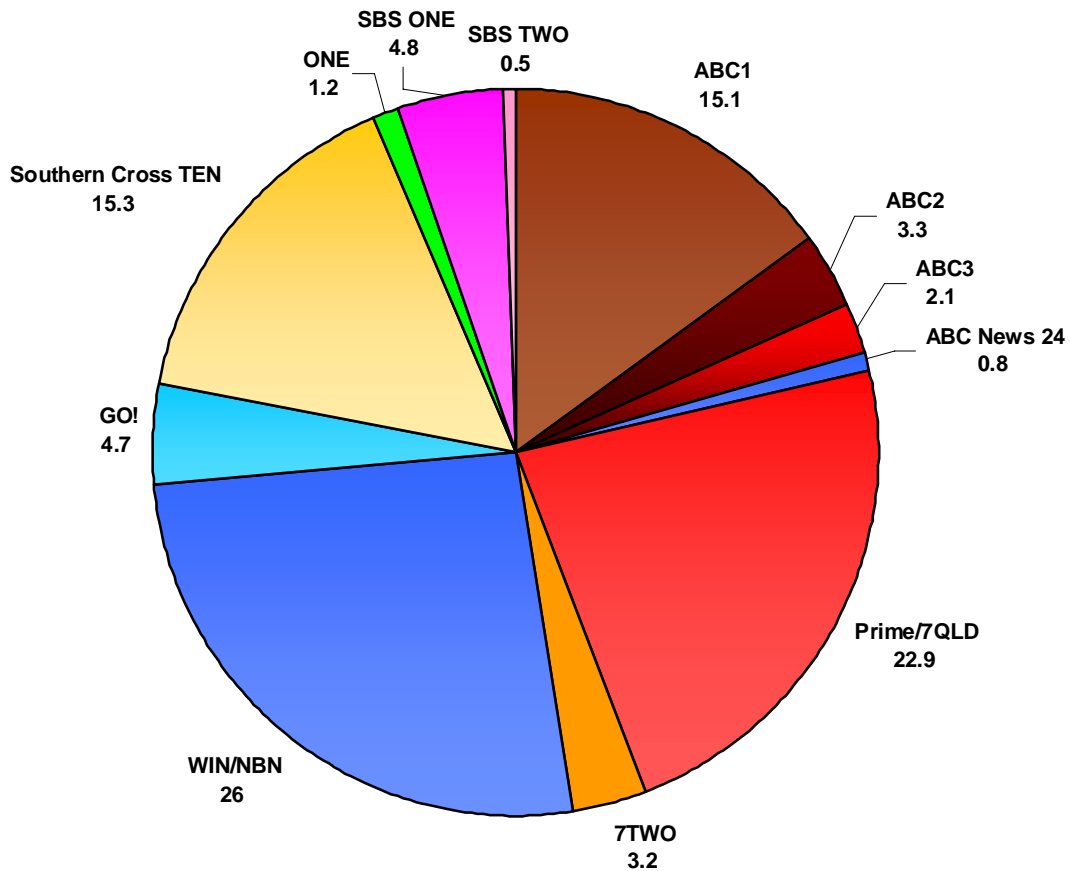


Source: Regional TAM, Weeks 27-39 2010 (Consolidated), 02:00-25:59, Total Individuals, FTA SHR (All Networks)

Top 20 Programs		
	Channel	AUD
1	MASTERCHEF AUSTRALIA - THE WINNER ANNOUNCED	Southern Cross TEN 322,613
2	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 3RD - MATCH	WIN/NBN 313,097
3	MASTERCHEF AUSTRALIA - FINALE NIGHT	Southern Cross TEN 287,773
4	RUGBY LEAGUE FINALS PF 1	WIN/NBN 232,387
5	NATIONAL NEWS SUNDAY	WIN/NBN 219,883
6	RUGBY LEAGUE FINALS SF 1	WIN/NBN 218,872
7	RUGBY LEAGUE FINALS QF 2	WIN/NBN 218,005
8	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 3RD - PRE MATCH	WIN/NBN 212,240
9	RUGBY LEAGUE FINALS QF 1	WIN/NBN 193,793
10	UNDERBELLY: THE GOLDEN MILE	WIN/NBN 189,935
11	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 3RD - POST MATCH	WIN/NBN 186,549
12	RUGBY LEAGUE FINALS PF 2	WIN/NBN 185,465
13	MASTERCHEF AUSTRALIA	Southern Cross TEN 184,674
14	PACKED TO THE RAFTERS	Prime/7QLD 181,924
15	JUNIOR MASTERCHEF AUSTRALIA - LAUNCH	Southern Cross TEN 180,123
16	CUSTOMS	WIN/NBN 177,626
17	RUGBY LEAGUE FINALS SF 2	WIN/NBN 173,984
18	LIVE FRIDAY NIGHT FOOTBALL	WIN/NBN 171,189
19	THE BIG BANG THEORY	WIN/NBN 168,469
20	NATIONAL NEWS	WIN/NBN 168,267

Source: Regional TAM, Weeks 27-39 2010 (Consolidated), 02:00-25:59, Total Individuals, Minimum Duration = 10 Minutes

SNSW Shares & Top 20 - Q3 2010

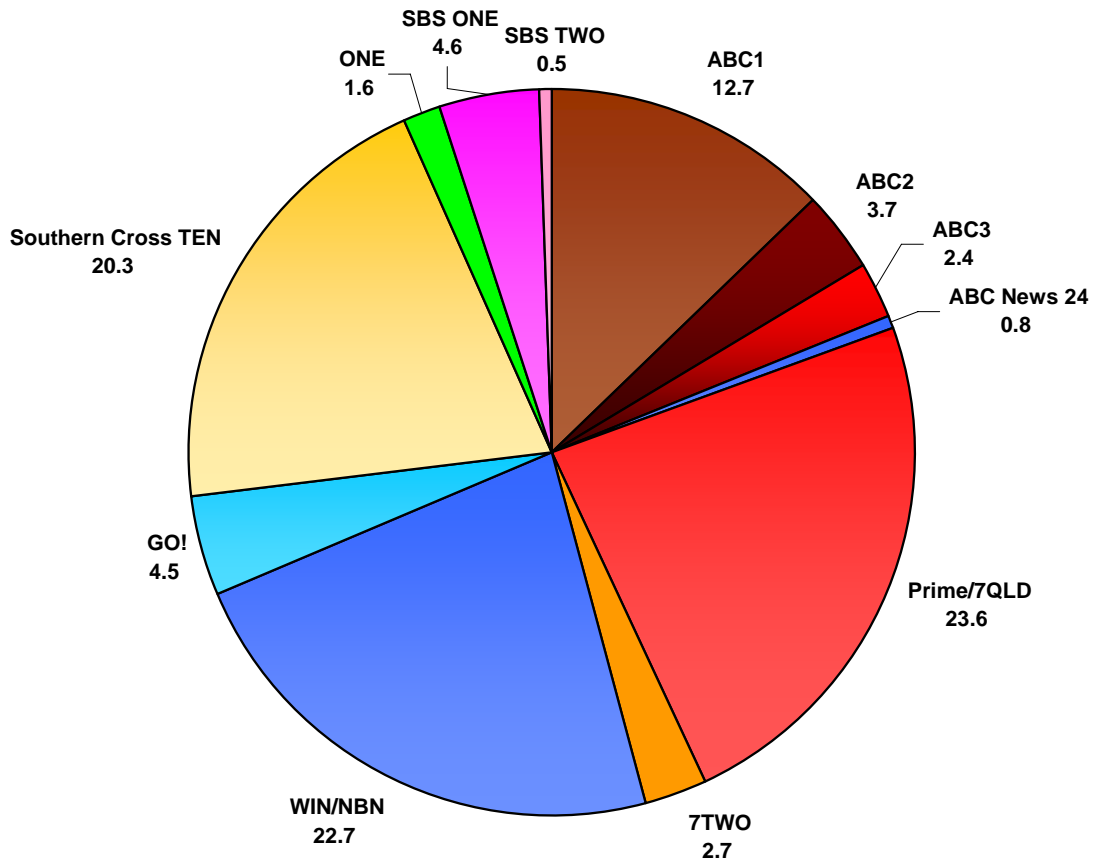


Source: Regional TAM, Weeks 27-39 2010 (Consolidated), 02:00-25:59, Total Individuals, FTA SHR (All Networks)

Top 20 Programs		
	Channel	AUD
1	MASTERCHEF AUSTRALIA - THE WINNER ANNOUNCED	Southern Cross TEN 303,505
2	MASTERCHEF AUSTRALIA - FINALE NIGHT	Southern Cross TEN 267,133
3	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 3RD - MATCH	WIN/NBN 255,671
4	RUGBY LEAGUE FINALS PF 2	WIN/NBN 207,268
5	RUGBY LEAGUE FINALS SF 1	WIN/NBN 200,089
6	PACKED TO THE RAFTERS	Prime/7QLD 187,361
7	UNDERBELLY: THE GOLDEN MILE	WIN/NBN 176,602
8	RUGBY LEAGUE FINALS PF 1	WIN/NBN 172,584
9	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 3RD - PRE MATCH	WIN/NBN 165,532
10	DOC MARTIN-EV	ABC1 164,747
11	SEVEN'S AFL: GRAND FINAL: PRESENTATIONS	Prime/7QLD 160,040
12	CUSTOMS	WIN/NBN 157,637
13	NATIONAL NEWS SUNDAY	WIN/NBN 157,305
14	JUNIOR MASTERCHEF AUSTRALIA - LAUNCH	Southern Cross TEN 156,196
15	MASTERCHEF AUSTRALIA	Southern Cross TEN 155,935
16	RUGBY LEAGUE FINALS QF 2	WIN/NBN 155,485
17	THE FARMER WANTS A WIFE	WIN/NBN 152,063
18	MIDSOMER MURDERS-SU	ABC1 147,640
19	GRUEN NATION-EV	ABC1 147,406
20	RUGBY LEAGUE FINALS QF 1	WIN/NBN 147,139

Source: Regional TAM, Weeks 27-39 2010 (Consolidated), 02:00-25:59, Total Individuals, Minimum Duration = 10 Minutes

Victoria Shares & Top 20 - Q3 2010

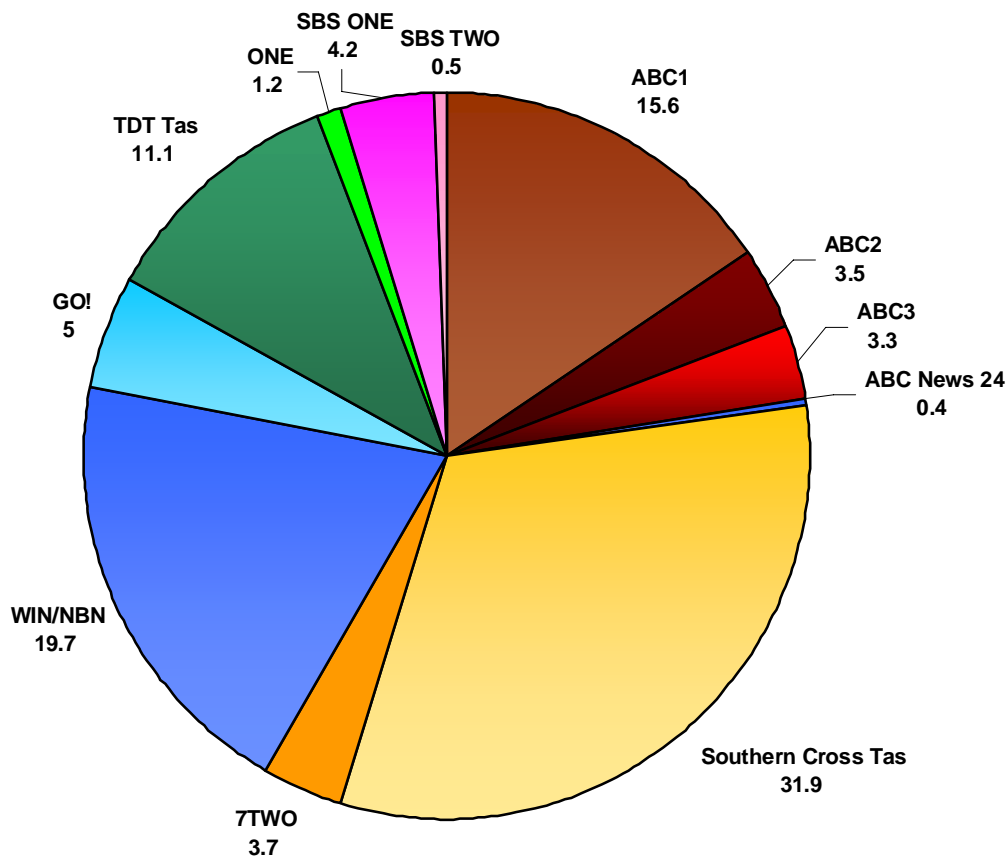


Source: Regional TAM, Weeks 27-39 2010 (Consolidated), 02:00-25:59, Total Individuals, FTA SHR (All Networks)

Top 20 Programs			Channel	AUD
1	SEVEN'S AFL: GRAND FINAL: PRESENTATIONS		Prime/7QLD	379,225
2	SEVEN'S AFL: GRAND FINAL: COLLINGWOOD V ST KILDA		Prime/7QLD	337,472
3	SEVEN'S AFL: GRAND FINAL: POST-MATCH		Prime/7QLD	284,866
4	SEVEN'S AFL: ON THE GROUND		Prime/7QLD	272,400
5	MASTERCHEF AUSTRALIA - THE WINNER ANNOUNCED		Southern Cross TEN	261,156
6	SEVEN'S AFL: PRELIMINARY FINAL 1: COLLINGWOOD VS GEELONG		Prime/7QLD	232,528
7	MASTERCHEF AUSTRALIA - FINALE NIGHT		Southern Cross TEN	231,486
8	SEVEN'S AFL: GRAND FINAL PRE-MATCH ENTERTAINMENT		Prime/7QLD	218,095
9	2010 BROWNLOW MEDAL		Southern Cross TEN	203,084
10	EVERY HEART BEATS TRUE: THE JIM STYNES STORY		WIN/NBN	188,144
11	PACKED TO THE RAFTERS		Prime/7QLD	180,129
12	SEVEN'S AFL: QUALIFYING FINAL 2: GEELONG VS ST KILDA		Prime/7QLD	174,076
13	UNDERBELLY: THE GOLDEN MILE		WIN/NBN	166,973
14	2010 BROWNLOW MEDAL - BLUE CARPET		Southern Cross TEN	166,699
15	SUCH IS LIFE: THE TROUBLED TIMES OF BEN COUSINS-WED		Prime/7QLD	159,095
16	MASTERCHEF AUSTRALIA		Southern Cross TEN	156,678
17	TEN'S AFL FINAL 2010: 2ND PRELIM. FINAL ST KILDA V W BULLDOGS		Southern Cross TEN	154,569
18	JUNIOR MASTERCHEF AUSTRALIA - LAUNCH		Southern Cross TEN	147,957
19	SUCH IS LIFE: THE TROUBLED TIMES OF BEN COUSINS-THU		Prime/7QLD	147,446
20	SEVEN'S AFL: SEMI-FINAL 2: GEELONG V FREMANTLE		Prime/7QLD	147,346

Source: Regional TAM, Weeks 27-39 2010 (Consolidated), 02:00-25:59, Total Individuals, Minimum Duration = 10 Minutes

Tasmania Shares & Top 20 - Q3 2010



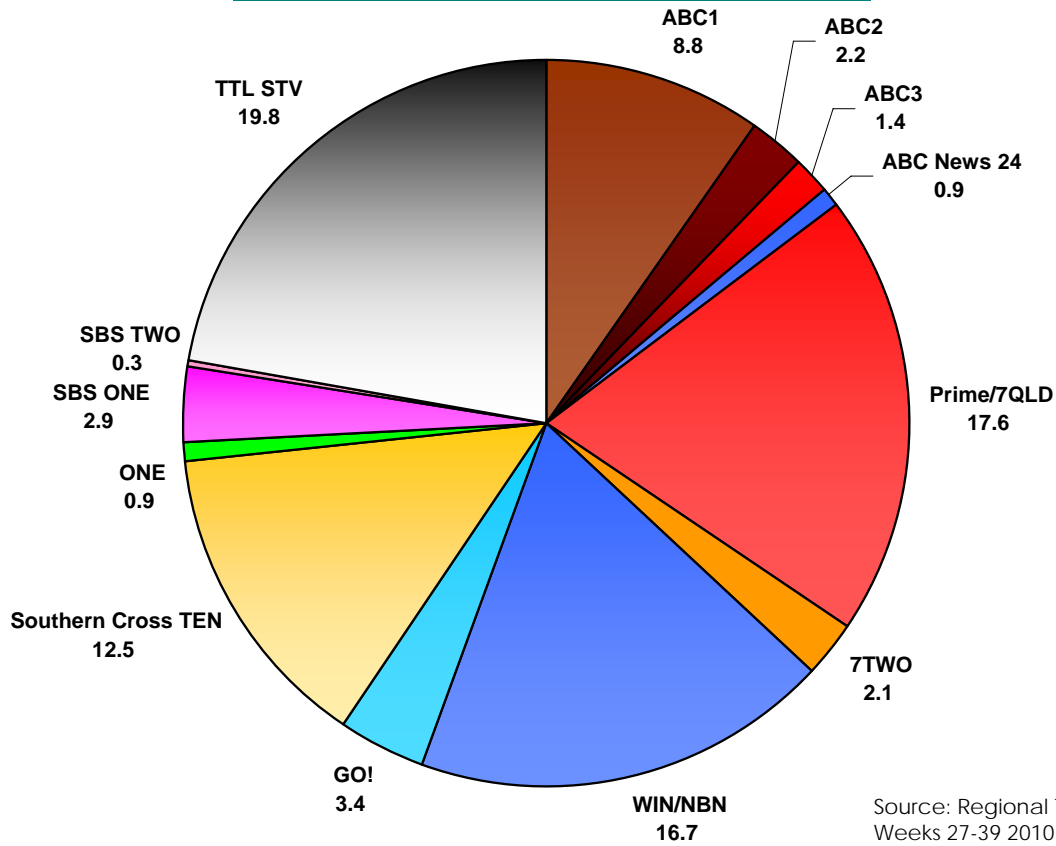
Source: Regional TAM, Weeks 27-39 2010 (Consolidated), 02:00-25:59, Total Individuals, FTA SHR (All Networks)

Top 20 Programs			Channel	AUD
1	2010 AFL SEASON: GRAND FINAL: COLLINGWOOD VS ST KILDA	Southern Cross Tas	126,777	
2	2010 AFL PREMIERSHIP: PRE FINAL: ST KILDA V WESTERN BULLDOGS	Southern Cross Tas	92,730	
3	AUSTRALIA SMASHES GUINNESS WORLD RECORDS	Southern Cross Tas	88,820	
4	2010 AFL PREMIERSHIP: PRE FINAL: COLLINGWOOD V GEELONG	Southern Cross Tas	86,156	
5	PACKED TO THE RAFTERS	Southern Cross Tas	80,867	
6	2010 AFL PREMIERSHIP: QUALIFYING FINAL: GEELONG VS ST KILDA	Southern Cross Tas	75,257	
7	MASTERCHEF AUSTRALIA - THE WINNER ANNOUNCED	TDT Tas	73,150	
8	2010 AFL PREMIERSHIP: WEEK 2 SEMI FINAL: GEELONG V FREMANTLE	Southern Cross Tas	71,571	
9	SCTV NEWS SATURDAY	Southern Cross Tas	70,790	
10	SCTV NEWS SUNDAY	Southern Cross Tas	69,537	
11	THE X FACTOR: RESULTS	Southern Cross Tas	69,277	
12	CARS	Southern Cross Tas	68,577	
13	SCTV NEWS WEEKDAYS	Southern Cross Tas	66,891	
14	DOC MARTIN-EV	ABC1	65,467	
15	SPECIAL: SUCH IS LIFE: THE TROUBLED TIMES OF BEN COUSINS	Southern Cross Tas	65,256	
16	TOYOTA HYBRID CAMRY BLUE CARPET ARRIVALS	Southern Cross Tas	64,984	
17	UNDERBELLY: THE GOLDEN MILE	WIN/NBN	63,686	
18	DANCING WITH THE STARS	Southern Cross Tas	63,323	
19	MASTERCHEF AUSTRALIA - FINALE NIGHT	TDT Tas	62,847	
20	2010 AFL PREMIERSHIP: ST KILDA VS HAWTHORN	Southern Cross Tas	61,998	

Source: Regional TAM, Weeks 27-39 2010 (Consolidated), 02:00-25:59, Total Individuals, Minimum Duration = 10 Minutes

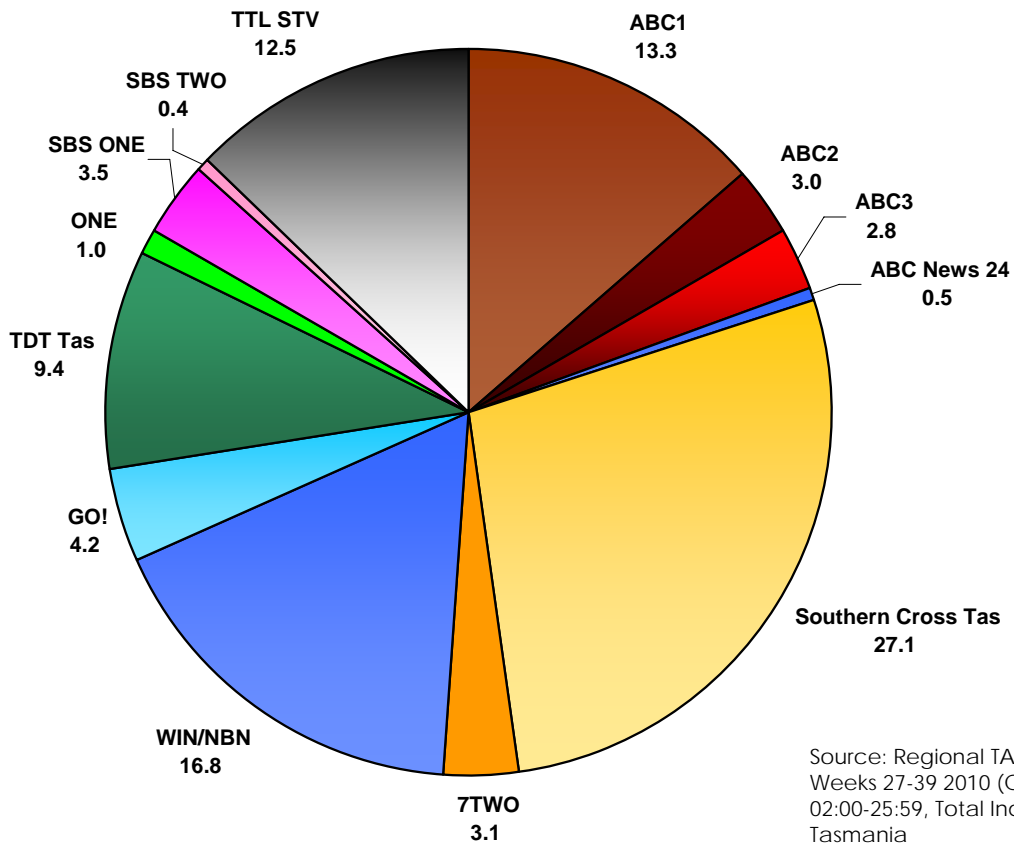
Regional Shares incl. STV - Q3 2010

Combined Agg Markets excl. TAS/WA



Source: Regional TAM, Regional STV, Weeks 27-39 2010 (Consolidated), 02:00-25:59, Total Individuals, SHR%, Combined Aggs excl. TAS

Tasmania



Source: Regional TAM, Regional STV, Weeks 27-39 2010 (Consolidated), 02:00-25:59, Total Individuals, SHR%, Tasmania