



Results for Wednesday, 1 October, 2008

Released on 02/10/2008

5 City Metro Share %

Demo/Net	ABC	7	9	10	SBS
P 25 - 54	18.2	26.8	29.8	21.3	3.9
P 16 - 39	15.6	25.0	31.0	24.7	3.6
P 18 - 49	16.5	26.5	30.5	22.8	3.7
P 35 - 64	19.7	31.7	27.9	16.6	4.0
GB + Kids	14.4	28.5	29.2	24.7	3.2

5 City Metro Top 10 (25-54)

Rank	Net	Program	000's
1	9	TWO AND A HALF MEN -WED EP2	867
2	9	TWO AND A HALF MEN -WED	788
3	ABC1	SPICKS AND SPECKS-EV	657
4	9	TWO AND A HALF MEN -RPT	576
5	ABC1	THE HOLLOWMEN (SERIES 2)-EV	525
6	9	FRINGE	524
7	7	CRIMINAL MINDS	515
8	7	SEVEN NEWS	506
9	7	MEDICAL EMERGENCY	500
10	7	HOME AND AWAY	467



5 City Metro Top 10 (16-39)

Rank	Net	Program	000's
1	9	TWO AND A HALF MEN -WED EP2	564
2	9	TWO AND A HALF MEN -WED	486
3	ABC1	SPICKS AND SPECKS-EV	367
4	TEN	HOUSE	324
5	9	TWO AND A HALF MEN -RPT	323
6	ABC1	THE HOLLOWMEN (SERIES 2)-EV	319
7	9	FRINGE	316
8	7	CRIMINAL MINDS	295
9	TEN	NEIGHBOURS	285
10	7	HOME AND AWAY	283

For individual market results please refer to page 2 & 3

Wednesday's Ratings Highlights - NINE WINS IN PEOPLE 25-54, 16-39 AND 18-49

- * **Nine** dominated Wednesday night, securing victory across People 25-54, 16-39 and 18-49 in the 5 City Metro, on the East Coast, in Melbourne, Sydney, Brisbane and Adelaide.
- * **Nine** also secured Wednesday's Top two programs in the 5 City Metro and on the East Coast in Total People and across the key advertising demos of People 25-54, 16-39 and 18-49.
- * **Nine Melbourne** had half the Top 10 for People 25-54 with **Two and a Half Men** taking out the top three programs of the night.
- * **Nine** was first with People 25-54 for the third consecutive Wednesday, securing a 29.8% share in the 5 City Metro. **Nine** was also first along the East Coast (30.7%), in Melbourne (33.2%), Sydney (27.8%), Brisbane (30.9%) and Adelaide (29.4%).
- * In People 16-39, **Nine** was first in the 5 City Metro, on the East Coast, in Melbourne, Sydney, Brisbane and Adelaide, securing a share in excess of 31% in each market.
- * In 18-49s, **Nine** was first for the sixth straight Wednesday in the 5 City Metro (including one tie), and also led on the East Coast, in Sydney, Melbourne, Brisbane and Adelaide.
- * **Two And A Half Men** at 8pm topped the night across Total People with a peak 5 City Metro audience of 1.794 million and average of 1.651 million. Australia's #1 comedy was also first in People 25-54, 16-39, and 18-49.
- * At 7.30pm, **Two And A Half Men** was a timeslot winner, placing second overall for the night with 1.512 million in Total People, 788,000 in 25-54s and 486,000 in 16-39s (5 City Metro).
- * Across the commercial networks, **Fringe** was first at 8.30pm with People 25-54, placing ahead of Criminal Minds and House. In People 16-39, **Fringe** was a Top 10 performer in the 5 City Metro and led the commercial networks at 8.30pm on the East Coast, in Sydney and Brisbane. **Fringe** performed strongly in Melbourne for People 25-54 ranking 5th for the night.



Daily Ratings Report



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East Coast Share %

Demo/Net	ABC	7	9	10	SBS
P 25 - 54	18.6	26.0	30.7	20.6	4.1
P 16 - 39	15.7	24.3	31.9	24.2	3.9
P 18 - 49	16.6	26.4	31.4	21.7	3.9
P 35 - 64	20.4	30.5	28.8	16.1	4.1
GB + Kids	14.9	27.8	29.8	24.2	3.3

East Coast Top 10 (25-54)

Rank	Net	Program	000's
1	9	TWO AND A HALF MEN -WED EP2	714
2	9	TWO AND A HALF MEN -WED	638
3	ABC1	SPICKS AND SPECKS-EV	519
4	9	TWO AND A HALF MEN -RPT	466
5	9	FRINGE	441
6	ABC1	THE HOLLOWMEN (SERIES 2)-EV	421
7	7	CRIMINAL MINDS	387
7	7	SEVEN NEWS	387
9	7	MEDICAL EMERGENCY	386
10	7	HOME AND AWAY	375

Sydney Share %

Demo/Net	ABC	7	9	10	SBS
P 25 - 54	21.7	25.7	27.8	20.6	4.2
P 16 - 39	17.5	24.0	31.4	23.9	3.2
P 18 - 49	18.7	26.7	29.8	21.1	3.8
P 35 - 64	23.8	30.1	26.3	15.5	4.2
GB + Kids	15.4	28.3	29.1	23.9	3.4

Sydney Top 10 (25-54)

Rank	Net	Program	000's
1	9	TWO AND A HALF MEN -WED EP2	244
2	ABC1	SPICKS AND SPECKS-EV	225
3	9	TWO AND A HALF MEN -WED	208
4	ABC1	THE HOLLOWMEN (SERIES 2)-EV	176
5	7	HOME AND AWAY	163
6	9	FRINGE	148
7	9	TWO AND A HALF MEN -RPT	147
8	7	CRASH INVESTIGATION UNIT	146
9	7	MEDICAL EMERGENCY	140
10	TEN	HOUSE	135

Melbourne Share %

Demo/Net	ABC	7	9	10	SBS
P 25 - 54	17.2	25.6	33.2	20.3	3.8
P 16 - 39	16.2	23.8	32.3	23.5	4.1
P 18 - 49	15.4	26.1	33.1	21.9	3.6
P 35 - 64	19.0	30.7	30.6	16.5	3.3
GB + Kids	15.0	25.2	30.1	26.4	3.3

Melbourne Top 10 (25-54)

Rank	Net	Program	000's
1	9	TWO AND A HALF MEN -WED EP2	309
2	9	TWO AND A HALF MEN -WED	290
3	9	TWO AND A HALF MEN -RPT	197
4	ABC1	SPICKS AND SPECKS-EV	186
5	9	FRINGE	177
6	ABC1	THE HOLLOWMEN (SERIES 2)-EV	168
7	7	CRIMINAL MINDS	154
8	TEN	HOUSE	146
8	7	TODAY TONIGHT	146
10	9	KITCHEN NIGHTMARES U.S.A.	145
10	7	SEVEN NEWS	145



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Brisbane Share %

Demo/Net	ABC	7	9	10	SBS
P 25 - 54	16.1	27.0	30.9	21.3	4.7
P 16 - 39	12.2	25.6	32.1	25.7	4.5
P 18 - 49	15.3	26.3	31.2	22.6	4.7
P 35 - 64	17.8	30.9	29.8	16.2	5.2
GB + Kids	14.2	31.0	30.4	21.4	3.1

Brisbane Top 10 (25-54)

Rank	Net	Program	000's
1	9	TWO AND A HALF MEN -WED EP2	160
2	9	TWO AND A HALF MEN -WED	141
3	9	TWO AND A HALF MEN -RPT	122
4	9	FRINGE	117
5	7	SEVEN NEWS	109
6	ABC1	SPICKS AND SPECKS-EV	108
7	7	MEDICAL EMERGENCY	106
8	7	CRIMINAL MINDS	101
9	TEN	LIFE	96
10	9	A CURRENT AFFAIR	92
10	7	TODAY TONIGHT	92

Adelaide Share %

Demo/Net	ABC	7	9	10	SBS
P 25 - 54	15.4	28.2	29.4	24.3	2.8
P 16 - 39	11.1	25.7	32.8	28.3	2.1
P 18 - 49	13.3	24.7	31.8	27.5	2.7
P 35 - 64	15.9	33.5	28.2	18.7	3.7
GB + Kids	12.8	30.1	30.3	24.3	2.5

Adelaide Top 10 (25-54)

Rank	Net	Program	000's
1	9	TWO AND A HALF MEN -WED EP2	68
2	9	TWO AND A HALF MEN -WED	63
3	ABC1	SPICKS AND SPECKS-EV	56
4	9	TWO AND A HALF MEN -RPT	54
5	7	CRIMINAL MINDS	52
6	TEN	HOUSE	50
7	9	A CURRENT AFFAIR	48
8	TEN	KENNY'S WORLD	47
9	9	FRINGE	46
9	ABC1	THE HOLLOWMEN (SERIES 2)-EV	46

Perth Share %

Demo/Net	ABC	7	9	10	SBS
P 25 - 54	18.0	31.7	23.8	23.2	3.3
P 16 - 39	19.2	30.4	21.6	26.1	2.7
P 18 - 49	18.6	28.5	22.9	26.7	3.2
P 35 - 64	18.5	37.6	21.9	18.3	3.7
GB + Kids	12.4	31.8	24.7	27.8	3.2

Perth Top 10 (25-54)

Rank	Net	Program	000's
1	9	TWO AND A HALF MEN -WED	87
2	9	TWO AND A HALF MEN -WED EP2	86
3	ABC1	SPICKS AND SPECKS-EV	82
4	7	SEVEN NEWS	77
5	7	CRIMINAL MINDS	76
6	7	MEDICAL EMERGENCY	69
7	7	TODAY TONIGHT	68
8	7	CRASH INVESTIGATION UNIT	58
8	ABC1	THE HOLLOWMEN (SERIES 2)-EV	58
10	9	TWO AND A HALF MEN -RPT	57