



Results for Wednesday, 3 September, 2008

Released on 04/09/2008

5 City Metro Share %

Demo/Net	ABC	7	9	10	SBS
P 25 - 54	18.4	28.8	26.8	22.3	3.6
P 35 - 64	20.1	33.9	24.0	17.7	4.4
P 18 - 49	16.4	26.9	28.6	24.8	3.3
GB + Kids	14.1	30.8	27.4	25.6	2.1
P 16 -39	13.9	23.8	30.5	28.7	3.0

5 City Metro Top 10 (25-54)

Rank	Net	Program	000's
1	ABC1	SPICKS AND SPECKS-EV	755
2	9	TWO AND A HALF MEN -WED	705
3	7	CRIMINAL MINDS	687
4	TEN	AUSTRALIAN IDOL - SEMI FINAL 3	655
5	9	TWO AND A HALF MEN -RPT	586
6	9	HOLE IN THE WALL	583
7	ABC1	THE HOLLOWMEN-EV	579
8	7	CRIMINAL MINDS (R)	568
9	7	SEVEN NEWS	553
10	7	HOME AND AWAY	546



5 City Metro Top 10 (16-39)

Rank	Net	Program	000's
1	TEN	AUSTRALIAN IDOL - SEMI FINAL 3	494
2	9	TWO AND A HALF MEN -WED	479
3	9	HOLE IN THE WALL	472
4	9	WEDDING CRASHERS -RPT	402
5	7	CRIMINAL MINDS	394
6	ABC1	SPICKS AND SPECKS-EV	391
7	TEN	TAKEN OUT	383
8	TEN	NEIGHBOURS	375
9	TEN	SO YOU THINK YOU CAN DANCE	368
10	7	HOME AND AWAY	356

For individual market results please refer to page 2 & 3

Wednesday's Ratings Highlights

• **Nine** was first with 16-39s in the 5 City Metro with a 30.5% share, 6.7 points ahead of Seven (23.8%) and 1.8 points ahead of Ten (28.7%), and along the East Coast with 31.5% (Seven 23.3%, Ten 28.1). **Nine** also won in Melbourne (32.2%), Sydney (32.6%) and in Adelaide (30.6%). **Nine** secured three of the night's Top 5 programs with 16-39s in the 5 City Metro, along the East Coast, in Sydney, Melbourne and Brisbane.

* In 18-49s, **Nine** won in the 5 City Metro (28.6%), across the East Coast (29.4%), in Melbourne (31.5%), in Sydney (29.3%) and in Adelaide (29.0%). This is **Nine's** second consecutive Wednesday night win in these markets.

***Nine Melbourne** also won People 25-54 (29.7%) ahead of Seven (27.1%) and Ten (21.7%).

***Two and a Half Men** at 7.30pm was the number one program last night with 16-39s along the East Coast with 392,000 viewers and second in the 5 City Metro with 479,000. **Two and a Half Men** was also the second most-watched show of the night with 25-54s in the 5 City Metro with 705,000 viewers and along the East Coast with 571,000. Locally, **Two and a Half Men** was a timeslot winner for both Total People (426,000) and the number one program for Melbourne's 25-54 audience with 258,000 viewers.

* **Hole in the Wall** hosted by Jules Lund was first in Melbourne with 16-39s securing 170,000 viewers, first in Sydney with 150,000 viewers and second along the East Coast with 391,000 and third in the 5 City Metro with 472,000. In Melbourne, **Hole in the Wall** won its timeslot for People 25-54 attracting 202,000 viewers.

* **Nine's** Wednesday night movie, **Wedding Crashers** outrated Ten's So You Think You can Dance in Melbourne for People 25-54, Total People, 16-39s and 18-49s. **Wedding Crashers** also won its timeslot across the 5 City Metro with 18-49s and 16-39s.



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East Coast Share %

Demo/Net	ABC	7	9	10	SBS
P 25 - 54	18.8	28.3	27.5	21.6	3.7
P 35 - 64	20.8	33.2	24.6	17.0	4.4
P 18 - 49	16.6	26.4	29.4	24.3	3.3
GB + Kids	14.2	30.2	28.3	25.1	2.1
P 16 -39	14.0	23.3	31.5	28.1	3.1

East Coast Top 10 (25-54)

Rank	Net	Program	000's
1	ABC1	SPICKS AND SPECKS-EV	604
2	9	TWO AND A HALF MEN -WED	571
3	7	CRIMINAL MINDS	527
4	TEN	AUSTRALIAN IDOL - SEMI FINAL 3	505
5	9	TWO AND A HALF MEN -RPT	468
6	ABC1	THE HOLLOWMEN-EV	466
7	9	HOLE IN THE WALL	463
8	7	CRIMINAL MINDS (R)	450
9	7	MEDICAL EMERGENCY	422
10	7	SEVEN NEWS	421

Sydney Share %

Demo/Net	ABC	7	9	10	SBS
P 25 - 54	20.3	28.1	26.2	21.7	3.7
P 35 - 64	22.8	30.6	22.4	20.7	3.5
P 18 - 49	17.6	26.3	29.3	23.7	3.1
GB + Kids	13.9	31.4	28.2	24.4	2.1
P 16 -39	15.4	23.9	32.6	24.9	3.2

Sydney Top 10 (25-54)

Rank	Net	Program	000's
1	ABC1	SPICKS AND SPECKS-EV	254
2	ABC1	THE HOLLOWMEN-EV	215
3	TEN	AUSTRALIAN IDOL - SEMI FINAL 3	197
4	7	CRASH INVESTIGATION UNIT	195
5	7	CRIMINAL MINDS	194
6	7	HOME AND AWAY	176
6	7	MEDICAL EMERGENCY	176
8	9	TWO AND A HALF MEN -WED	173
9	ABC1	VERY SMALL BUSINESS-LE	171
10	7	TODAY TONIGHT	161

Melbourne Share %

Demo/Net	ABC	7	9	10	SBS
P 25 - 54	17.7	27.1	29.7	21.7	3.7
P 35 - 64	19.4	34.4	26.2	15.0	4.9
P 18 - 49	15.4	25.5	31.5	24.4	3.2
GB + Kids	15.1	26.3	30.9	25.6	2.1
P 16 -39	13.3	21.8	32.2	29.9	2.9

Melbourne Top 10 (25-54)

Rank	Net	Program	000's
1	9	TWO AND A HALF MEN -WED	258
2	ABC1	SPICKS AND SPECKS-EV	216
3	9	HOLE IN THE WALL	202
4	9	TWO AND A HALF MEN -RPT	199
5	7	CRIMINAL MINDS	196
6	TEN	AUSTRALIAN IDOL - SEMI FINAL 3	184
7	7	CRIMINAL MINDS (R)	178
8	ABC1	THE HOLLOWMEN-EV	165
9	9	WEDDING CRASHERS -RPT	163
10	7	MEDICAL EMERGENCY	155



Daily Ratings Report



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Brisbane Share %

Demo/Net	ABC	7	9	10	SBS
P 25 - 54	18.2	30.9	25.7	21.3	3.9
P 35 - 64	19.7	35.5	25.7	14.1	4.9
P 18 - 49	16.9	28.3	26.0	25.2	3.6
GB + Kids	13.4	34.2	24.6	25.4	2.3
P 16 -39	12.9	24.8	27.9	31.2	3.3

Brisbane Top 10 (25-54)

Rank	Net	Program	000's
1	9	TWO AND A HALF MEN -WED	140
2	7	CRIMINAL MINDS	137
3	ABC1	SPICKS AND SPECKS-EV	134
4	TEN	AUSTRALIAN IDOL - SEMI FINAL 3	125
5	7	CRIMINAL MINDS (R)	123
6	9	TWO AND A HALF MEN -RPT	115
7	7	SEVEN NEWS	112
8	9	HOLE IN THE WALL	102
9	9	NATIONAL NINE NEWS	100
10	9	A CURRENT AFFAIR	95

Adelaide Share %

Demo/Net	ABC	7	9	10	SBS
P 25 - 54	14.0	28.3	29.1	25.1	3.5
P 35 - 64	16.6	35.2	25.3	19.5	3.4
P 18 - 49	13.6	26.8	29.0	26.6	3.9
GB + Kids	13.8	31.6	26.8	25.2	2.6
P 16 -39	12.2	23.2	30.6	30.3	3.8

Adelaide Top 10 (25-54)

Rank	Net	Program	000's
1	TEN	AUSTRALIAN IDOL - SEMI FINAL 3	79
2	7	CRIMINAL MINDS	73
3	9	TWO AND A HALF MEN -RPT	69
4	9	TWO AND A HALF MEN -WED	66
5	7	HOME AND AWAY	64
6	ABC1	SPICKS AND SPECKS-EV	63
7	9	HOLE IN THE WALL	57
8	7	TODAY TONIGHT	55
9	9	WEDDING CRASHERS -RPT	53
10	7	CRIMINAL MINDS (R)	52

Perth Share %

Demo/Net	ABC	7	9	10	SBS
P 25 - 54	19.1	32.5	20.6	24.8	3.0
P 35 - 64	19.3	36.8	18.4	20.1	5.4
P 18 - 49	17.3	30.2	22.5	27.0	3.0
GB + Kids	13.2	34.5	21.7	29.4	1.2
P 16 -39	14.6	27.8	24.2	31.4	2.0

Perth Top 10 (25-54)

Rank	Net	Program	000's
1	ABC1	SPICKS AND SPECKS-EV	88
2	7	CRIMINAL MINDS	87
3	7	TODAY TONIGHT	82
3	7	SEVEN NEWS	82
5	ABC1	THE HOLLOWMEN-EV	80
6	7	HOME AND AWAY	79
7	7	CRASH INVESTIGATION UNIT	78
8	TEN	AUSTRALIAN IDOL - SEMI FINAL 3	71
9	TEN	NEIGHBOURS	70
10	9	TWO AND A HALF MEN -WED	68