



RATINGS REPORT

NINE NUMBER ONE IN 2006

Channel Nine has won the 2006 ratings year.

For the sixth consecutive year and fifteen of the last sixteen years, Nine is first across the line with a 29.2 per cent All People national share (6pm-midnight, Weeks 7-48 excluding Easter). Seven followed on 27.8 and Ten finished third with 22.2.

Nine was also first along the East Coast with 30.1 (Seven 27.6, Ten 21.6) and in Sydney with 29.7 (Seven, 27.9 Ten, 20.6), Melbourne with 30.3 (Seven 27.3, Ten 22.7), Brisbane with 30.3 (Seven 27.7, Ten 21.3) and Adelaide with 28.3 (Seven 26.5, Ten 25.7).

In the advertiser-preferred 25-54 demographic, Nine was also first. With a strong 29.6 per cent share, Australia's number one network was ahead of Seven with 28.3 and Ten with 24.9.

Nine was also first in 25-54s along the East Coast with 30.5 (Seven 28.1, Ten 24.2), in Sydney with 29.8 (Seven 27.8, Ten 23.3), Melbourne with 31.7 (Seven 28.2, Ten 25.0) and Brisbane with 29.5 (Seven 28.4, Ten 24.3).

Even without the **Melbourne 2006 Commonwealth Games**, Nine was on top. For Weeks 7-48, excluding Commonwealth Games but including Seven's Winter Olympics, Nine finished with a 28.5 per cent All People share, in front of Seven on 28.1 and Ten on 22.5.

In 6.30pm-10.30pm shares, Nine was again the leader. A strong 28.9 per cent All People share was in front of Seven (27.8) and Ten (22.2).

Attached is a share report with further information.

Channel Nine secured the most-watched program this year with the **Melbourne 2006 Commonwealth Games – Opening Ceremony** attracting an average of 3.561 million viewers and a peak of 4.089 million.

Sport events aside, Nine also had the top spot. May's **The Great Escape** – Tracy Grimshaw's exclusive interview with freed Tasmanian miners Todd Russell and Brant Webb – secured a national audience of 2.790 million viewers.

Nine dominated the most-watched shows in 2006 with **Melbourne 2006 Commonwealth Games – Closing Ceremony** coming in fourth position with 2.736 million viewers and the **Rugby League Grand Final** taking sixth spot, with 2.553 million fans tuning in to the Brisbane Broncos' victory.

Ray Martin's exclusive interview with Terri Irwin polled strongly as the number seven program for the year with 2.516 million viewers.

Nine again finished with the top news bulletin and current affairs program.

National Nine News Sunday was Australia's most-watched news bulletin for the year, a position it has held since the beginning of OzTam ratings in 2001.

On average, 1.617 million viewers around the country chose Channel Nine for the news on Sunday nights in 2006. Seven News Sunday (1.416 million) trailed more than 200,000 viewers behind nationally.

60 Minutes finished its 28th year as the number one current affairs program on Australian television. With an average of 1.585 million viewers, the Sunday night stalwart again maintained its dominance.

Nine Network Chief Executive, Mr Eddie McGuire, said: "There is no denying the competitive market, and through the year we have maintained our number one position. Nine has again shown it is the network that viewers trust and turn to for what matters to them most.

"The **Commonwealth Games** in March attracted record audiences that pleased both us and our advertisers and again this year, **Rugby League** broke records during the **Finals Series, State of Origin** and **Tri-Nations**.

"When the big news events of the year happened, Australians not only turned to Nine nightly to stay informed but relied on us to give them the full story. There is no doubt the two stories that captivated the nation were the Beaconsfield Mine Disaster and the tragic death of Steve Irwin – and Nine provided the most comprehensive coverage.

This great result would not have been possible without the hard work and tireless efforts of the stellar team here at Nine. Television is a 24 hour-a-day business and the strength and dedication of the staff makes us all very proud."

Michael Healy, Director of Programming, said: "We have had success across all genres in 2006. It is pleasing to get to this point and remain in the number one position.

"While every network has its hits and misses, we are most proud of our new series such as **What's Good For You, Missing Persons Unit** and **What A Year**. With these programs, we have launched more consistently performing series than any other network this year. They all performed strongly and are currently in production for 2007."

"It is also encouraging to see our established US programs, such as the **CSI** franchise, **Cold Case** and **Without A Trace**, as well as our marquee Australian shows like **60 Minutes, Getaway, 20 to 1** and **RPA** again outperform any opposition."

For further information:
Nine Network Publicity
02 9906 9999

Sunday, December 3, 2006

PEOPLE 25-54
2006 NETWORK SHARE REPORT
Weeks 7 - 48 (Excluding Easter)

SUN-SAT 6:00PM TO MIDNIGHT

	ABC	SEVEN	NINE	TEN	SBS
SYDNEY	12.9%	27.8%	29.8%	23.3%	6.3%
MELBOURNE	10.3%	28.2%	31.7%	25.0%	4.8%
BRISBANE	12.3%	28.4%	29.5%	24.3%	5.5%
ADELAIDE	11.3%	26.4%	28.7%	28.9%	4.7%
PERTH	12.8%	30.9%	24.8%	25.8%	5.7%
EAST COAST	11.7%	28.1%	30.5%	24.2%	5.5%
FIVE CAPITAL CITIES	11.8%	28.3%	29.6%	24.9%	5.4%

SUN-SAT 6:00PM TO 10.30PM

	ABC	SEVEN	NINE	TEN	SBS
SYDNEY	13.5%	27.7%	29.6%	23.5%	5.7%
MELBOURNE	10.8%	28.4%	31.2%	25.1%	4.4%
BRISBANE	12.6%	28.4%	29.5%	24.3%	5.1%
ADELAIDE	11.9%	26.2%	28.3%	29.2%	4.4%
PERTH	13.5%	31.0%	24.2%	26.2%	5.2%
EAST COAST	12.2%	28.2%	30.2%	24.3%	5.1%
FIVE CAPITAL CITIES	12.3%	28.3%	29.3%	25.1%	5.0%

TOTAL PEOPLE
2006 NETWORK SHARE REPORT
Weeks 7 - 48 (Excluding Easter)

SUN-SAT 6:00PM TO MIDNIGHT

	ABC	SEVEN	NINE	TEN	SBS
SYDNEY	16.0%	27.9%	29.7%	20.6%	5.9%
MELBOURNE	14.6%	27.3%	30.3%	22.7%	5.1%
BRISBANE	15.1%	27.7%	30.3%	21.3%	5.6%
ADELAIDE	14.8%	26.5%	28.3%	25.7%	4.7%
PERTH	16.5%	30.5%	24.4%	23.3%	5.3%
EAST COAST	15.2%	27.6%	30.1%	21.6%	5.5%
FIVE CAPITAL CITIES	15.3%	27.8%	29.2%	22.2%	5.4%

SUN-SAT 6:00PM TO 10.30PM

	ABC	SEVEN	NINE	TEN	SBS
SYDNEY	16.7%	27.8%	29.5%	20.5%	5.5%
MELBOURNE	15.2%	27.4%	30.0%	22.7%	4.7%
BRISBANE	15.5%	27.6%	30.4%	21.3%	5.3%
ADELAIDE	15.5%	26.4%	28.0%	25.7%	4.4%
PERTH	17.3%	30.7%	23.8%	23.4%	4.8%
EAST COAST	15.8%	27.6%	29.9%	21.6%	5.1%
FIVE CAPITAL CITIES	16.0%	27.8%	28.9%	22.2%	5.0%

PEOPLE 16-39
2006 NETWORK SHARE REPORT
Weeks 7 - 48 (Excluding Easter)

SUN-SAT 6:00PM TO MIDNIGHT

	ABC	SEVEN	NINE	TEN	SBS
SYDNEY	9.7%	26.8%	27.0%	30.1%	6.4%
MELBOURNE	7.7%	26.5%	29.3%	31.7%	4.7%
BRISBANE	8.1%	27.7%	28.6%	30.4%	5.2%
ADELAIDE	7.7%	24.5%	25.5%	38.0%	4.2%
PERTH	8.7%	30.5%	21.9%	33.7%	5.3%
EAST COAST	8.5%	26.9%	28.3%	30.9%	5.4%
FIVE CAPITAL CITIES	8.4%	27.1%	27.3%	31.9%	5.3%

SUN-SAT 6:00PM TO 10.30PM

	ABC	SEVEN	NINE	TEN	SBS
SYDNEY	10.0%	26.3%	26.8%	31.0%	5.8%
MELBOURNE	8.1%	26.4%	28.7%	32.4%	4.5%
BRISBANE	8.2%	27.4%	28.6%	31.0%	4.8%
ADELAIDE	8.2%	23.8%	24.9%	39.1%	4.0%
PERTH	9.2%	30.5%	21.2%	34.4%	4.8%
EAST COAST	8.8%	26.6%	28.0%	31.6%	5.0%
FIVE CAPITAL CITIES	8.8%	26.8%	26.9%	32.7%	4.9%

PEOPLE 18-49
2006 NETWORK SHARE REPORT
Weeks 7 - 48 (Excluding Easter)

SUN-SAT 6:00PM TO MIDNIGHT

	ABC	SEVEN	NINE	TEN	SBS
SYDNEY	11.3%	27.3%	28.7%	26.4%	6.2%
MELBOURNE	9.2%	27.4%	30.5%	28.1%	4.8%
BRISBANE	10.8%	28.2%	29.1%	26.7%	5.3%
ADELAIDE	9.3%	26.0%	27.1%	33.2%	4.4%
PERTH	11.1%	30.5%	23.3%	29.5%	5.6%
EAST COAST	10.3%	27.5%	29.5%	27.2%	5.4%
FIVE CAPITAL CITIES	10.3%	27.7%	28.5%	28.1%	5.3%

SUN-SAT 6:00PM TO 10.30PM

	ABC	SEVEN	NINE	TEN	SBS
SYDNEY	11.7%	27.1%	28.5%	27.0%	5.7%
MELBOURNE	9.7%	27.4%	30.0%	28.5%	4.5%
BRISBANE	11.0%	28.1%	29.0%	27.0%	4.9%
ADELAIDE	9.9%	25.5%	26.6%	33.9%	4.1%
PERTH	11.8%	30.5%	22.5%	30.1%	5.1%
EAST COAST	10.7%	27.5%	29.2%	27.6%	5.0%
FIVE CAPITAL CITIES	10.8%	27.6%	28.1%	28.5%	4.9%

**GROCERY BUYER with KIDS
2006 NETWORK SHARE REPORT
Weeks 7 - 48 (Excluding Easter)**

SUN-SAT 6:00PM TO MIDNIGHT

	ABC	SEVEN	NINE	TEN	SBS
SYDNEY	11.8%	29.5%	30.0%	24.1%	4.6%
MELBOURNE	9.9%	29.3%	30.9%	26.3%	3.6%
BRISBANE	11.0%	29.7%	30.3%	25.0%	4.0%
ADELAIDE	8.9%	27.2%	28.5%	32.0%	3.4%
PERTH	12.7%	31.3%	24.5%	27.4%	4.1%
EAST COAST	10.9%	29.5%	30.4%	25.2%	4.0%
FIVE CAPITAL CITIES	10.9%	29.5%	29.5%	26.2%	4.0%

SUN-SAT 6:00PM TO 10.30PM

	ABC	SEVEN	NINE	TEN	SBS
SYDNEY	12.2%	29.6%	29.7%	24.3%	4.2%
MELBOURNE	10.5%	29.6%	30.5%	26.2%	3.2%
BRISBANE	11.2%	29.7%	30.1%	25.2%	3.8%
ADELAIDE	9.3%	27.2%	28.1%	32.4%	3.0%
PERTH	13.3%	31.6%	23.7%	27.8%	3.7%
EAST COAST	11.3%	29.6%	30.1%	25.3%	3.7%
FIVE CAPITAL CITIES	11.3%	29.6%	29.1%	26.3%	3.6%

**PEOPLE 25-54
2006 NETWORK SHARE REPORT
Weeks 7 - 48 (Excluding Easter & CG)**

SUN-SAT 6:00PM TO MIDNIGHT

	ABC	SEVEN	NINE	TEN	SBS
SYDNEY	13.0%	28.0%	29.2%	23.4%	6.4%
MELBOURNE	10.4%	28.6%	30.7%	25.4%	4.9%
BRISBANE	12.5%	28.6%	29.1%	24.4%	5.5%
ADELAIDE	11.3%	26.6%	28.2%	29.1%	4.8%
PERTH	12.7%	31.1%	24.6%	25.9%	5.7%
EAST COAST	11.8%	28.4%	29.8%	24.5%	5.6%
FIVE CAPITAL CITIES	11.9%	28.5%	29.0%	25.1%	5.5%

SUN-SAT 6:00PM TO 10.30PM

	ABC	SEVEN	NINE	TEN	SBS
SYDNEY	13.5%	27.9%	29.1%	23.7%	5.8%
MELBOURNE	11.0%	28.8%	30.2%	25.5%	4.5%
BRISBANE	12.7%	28.6%	29.1%	24.5%	5.2%
ADELAIDE	12.0%	26.4%	27.7%	29.5%	4.4%
PERTH	13.4%	31.2%	23.9%	26.2%	5.2%
EAST COAST	12.3%	28.4%	29.5%	24.6%	5.1%
FIVE CAPITAL CITIES	12.4%	28.6%	28.7%	25.3%	5.1%

**TOTAL PEOPLE
2006 NETWORK SHARE REPORT
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ADELAIDE	14.9%	26.7%	27.8%	25.9%	4.7%
PERTH	16.5%	30.7%	24.1%	23.3%	5.3%
EAST COAST	15.4%	27.9%	29.3%	21.8%	5.6%
FIVE CAPITAL CITIES	15.5%	28.1%	28.5%	22.5%	5.4%

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SYDNEY	16.8%	28.1%	28.9%	20.7%	5.5%
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BRISBANE	15.6%	27.8%	29.9%	21.4%	5.3%
ADELAIDE	15.7%	26.6%	27.5%	25.9%	4.4%
PERTH	17.3%	30.9%	23.5%	23.4%	4.9%
EAST COAST	16.0%	27.9%	29.1%	21.8%	5.2%
FIVE CAPITAL CITIES	16.1%	28.1%	28.2%	22.4%	5.1%