

7.30 Friday

Oct/Nov 2014

Average Audience

3rd Oct - 28th Nov

Date	5 City Metro	Sydney	Melbourne	Brisbane	Adelaide	Perth
3/10/2014	518,000	148,000	138,000	93,000	61,000	78,000
17/10/2014	561,000	170,000	164,000	81,000	66,000	81,000
24/10/2014	554,000	130,000	178,000	97,000	76,000	73,000
31/10/2014	506,000	143,000	156,000	70,000	69,000	68,000
7/11/2014	508,000	137,000	157,000	70,000	59,000	84,000
14/11/2014	124,000		124,000			
21/11/2014	447,000	158,000	105,000	66,000	47,000	71,000
28/11/2014	526,000	165,000	139,000	103,000	60,000	60,000
Average	515,000	150,000	146,000	83,000	62,000	74,000

Total TV Share %

Date	5 City Metro	Sydney	Melbourne	Brisbane	Adelaide	Perth
3/10/2014	10.8	10.3	9.9	9.8	14.3	13.4
17/10/2014	11.8	12.2	12.3	8.1	15.1	13.2
24/10/2014	11.8	9.1	13.8	9.9	17.9	13.1
31/10/2014	11.8	11.6	13.5	7.5	14.7	13.4
7/11/2014	10.7	9.6	12	7.2	13	14.1
14/11/2014	9.1		9.1			
21/11/2014	9.6	11.3	8.2	7	11.3	11.8
28/11/2014	12.1	13.3	11.7	11.3	14.1	10.5
Average	11.1	11	11.3	8.7	14.3	12.8

3rd Oct - 31st Oct

Combined Regional					
Markets	QLD	NNSW	SNSW	VIC	TAS
230,000	45,000	45,000	68,000	41,000	31,000
270,000	38,000	79,000	74,000	42,000	36,000
245,000	37,000	57,000	73,000	44,000	33,000
256,000	43,000	76,000	64,000	37,000	35,000
Average	41,000	64,000	70,000	41,000	34,000

*1 hr news (SBAP)

Combined Regional					
Markets	QLD	NNSW	SNSW	VIC	TAS
9.6	7.5	6.4	14.0	10.1	15.5
11.7	6.8	11.3	16.0	11.1	17.8
10.6	6.2	8.4	15.5	11.6	17.9
11.7	8.2	10.8	16.6	9.8	18.2
Average	7.2	9.2	15.5	10.6	17.3

*1 hr news (SBAP)

Source: OzTAM and Regional TAM Consolidated Data

