

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Budget Estimates Hearings May 2014

Communications Portfolio

Australian Broadcasting Corporation

Question No: 24

Program No. Australian Broadcasting Corporation

Hansard Ref: In Writing

Topic: ABC Ratings

Senator Williams asked:

Can the latest ratings for ABC programs also be provided, along with previous results or comparisons?

Answer:

The table below shows the top programs on ABC Television for the first half of 2014.

2014					
1 January - 30 June					
Top 20 ABC TV Programs					
Rank	Program	Channel	Average Audience	Total TV Share &	Eps
1	DOC MARTIN	ABC1	1,246,000	24.8	8
2	DEATH IN PARADISE	ABC1	1,173,000	22.3	8
3	MIDSOMER MURDERS	ABC1	1,094,000	23.1	5
4	FOYLE'S WAR	ABC1	1,075,000	18.8	3
5	THE DOCTOR BLAKE MYSTERIES	ABC1	1,061,000	20.1	10
6	THE BROKEN SHORE	ABC1	1,036,000	17.9	1
7	THE REAL MARY POPPINS	ABC1	1,023,000	15.7	1
8	JACK IRISH: DEAD POINT	ABC1	1,004,000	16.6	1
9	CALL THE MIDWIFE	ABC1	966,000	17.3	8
10	7.30 BUDGET SPECIAL	ABC1	957,000	14.2	1
11	BUDGET 2014: THE TREASURER'S SPEECH	ABC1	951,000	15.4	1
12	CARLOTTA	ABC1	946,000	17.4	1
13	GRAND DESIGNS	ABC1	943,000	14.1	4
14	JANET KING	ABC1	936,000	17.1	8
15	AGATHA CHRISTIE'S POIROT	ABC1	927,000	19.8	5
16	JONATHAN CREEK: THE CLUE OF THE SAVANT'S THUMB	ABC1	886,000	17.7	1
17	OLD SCHOOL	ABC1	874,000	15.9	6
18	ABC NEWS (SAT)	ABC1	870,000	18.0	26
19	THE CHECKOUT	ABC1	869,000	15.1	14
20	INSPECTOR GEORGE GENTLY	ABC1	853,000	14.0	4

Source: OzTAM Consolidated data, 5 City Metro

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By way of comparison the table below shows the top programs on ABC Television for the equivalent period in 2013.

2013					
1 January - 30 June					
Top 20 ABC TV Programs					
Rank	Program	Channel	Average Audience	Total TV Share &	Eps
1	DEATH IN PARADISE	ABC1	1,077,000	19.1	8
2	THE DOCTOR BLAKE MYSTERIES	ABC1	1,073,000	20.2	10
3	WHITLAM: THE POWER AND THE PASSION	ABC1	1,044,000	15.3	2
4	CLIFFY	ABC1	1,010,000	15.6	1
5	GRAND DESIGNS	ABC1	994,000	14.9	4
6	ABC NEWS LIVE: LABOR LEADERSHIP BALLOT	ABC1	979,000	15.3	1
7	ABBA: BANG A BOOMERANG	ABC1	965,000	18.3	1
8	INSPECTOR GEORGE GENTLY	ABC1	963,000	19.8	6
9	DAVID ATTENBOROUGH'S GALAPAGOS	ABC1	951,000	14.8	3
10	PAPER GIANTS: MAGAZINE WARS PART 1	ABC1	950,000	14.5	1
11	OUR QUEEN	ABC1	947,000	16.9	2
12	PAPER GIANTS: MAGAZINE WARS PART 2	ABC1	930,000	15.3	1
13	MIDSOMER MURDERS	ABC1	926,000	14.6	6
14	THE TIME OF OUR LIVES	ABC1	908,000	12.9	3
15	ABC NEWS (MON-FRI)	ABC1	906,000	16.5	128
16	DCI BANKS	ABC1	888,000	17.6	4
17	THE CHECKOUT	ABC1	886,000	15.4	10
18	DOCTOR WHO	ABC1	883,000	12.4	8
19	CALL THE MIDWIFE	ABC1	881,000	13.1	9
20	ABC NEWS (SAT)	ABC1	864,000	17.4	26

Source: OzTAM Consolidated data, 5 City Metro

The table below shows the audience share of each of the ABC's Radio networks to date in 2014 and by way of comparison the equivalent period in 2013.

	Share (%)	
	S1-4 2013	S1-4 2014
All ABC Radio	24.5	24.0
ABC Local Radio	10.8	10.5
triple j	6.7	6.8
Classic FM	3.0	2.7
Radio National	2.4	2.4
NewsRadio	1.5	1.5

Source: Nielsen 2013 & Gfk from S1 2014, 5 City Metro, Ppl 10+, Mon-Sun 5:30am-Midnight

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The table below shows the ABC Online ranking for the month of May 2014 and the previous month.

Rank	Parent Category	Unique Audience [000]	
		May-14	Apr-14
1	Google	15,344	15,537
2	Microsoft	13,588	13,889
3	Facebook	10,892	11,330
4	eBay	9,387	8,857
5	Telstra Corporation	8,013	8,109
6	Yahoo	7,860	8,147
7	News Australia	7,691	7,675
8	Australian Federal Government	7,361	7,655
9	Wikimedia Foundation	7,213	7,595
10	Fairfax Media	7,043	7,143
11	InterActiveCorp	6,704	7,060
12	Apple Computer	6,124	6,140
13	Amazon	5,172	5,301
14	Coles Group	4,801	4,475
15	Australian Broadcasting Corporation	4,183	4,179
16	Woolworths	4,090	3,955
17	Commonwealth Bank	3,954	4,205
18	realestate.com.au	3,501	3,468
19	CBS Corporation	3,363	3,523
20	State Govt. of New South Wales	3,334	3,354

Source: Nielsen Online Ratings - Hybrid, Ppl 2+, Australia