

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Supplementary Budget Estimates Hearings November 2014
Communications Portfolio
Australian Broadcasting Corporation

Question No: 550

Program No. Australian Broadcasting Corporation

Hansard Ref: Page 6 & 7 1 December 14

Topic: Ratings

Senator Xenophon asked:

Senator XENOPHON: Mr Scott, on Friday night ratings, isn't it the case that, on Friday nights, particularly if you are competing with football on other networks—and traditionally a lot of people do their shopping—in terms of viewer habits, Friday nights are generally lower than the rest of the week, aren't they?

Mr Scott: I do not think they are lower in terms of the total viewing audiences.

Senator XENOPHON: They are not lower?

Mr Scott: I do not think that necessarily follows.

Senator XENOPHON: Can you take that on notice?

Senator XENOPHON: But when football is over—for instance, in my home state, the audience for 7.30—

Mr Scott: It is still softer.

Senator XENOPHON: It does increase, doesn't it?

Ms Torney: The Friday night average is around 520, and the Monday to Thursday average is around 700.

Senator XENOPHON: Right. And when the football is over, you tend to see an increase in share, don't you?

Ms Torney: I would have to take that on notice.

Senator XENOPHON: You could take that on notice; thank you.

Mr Scott: I think you would expect that, Senator. We see that in all our programs; it is not up against football—

Senator XENOPHON: But in terms of audience share, is there that much of a drop between the 520 and the 700?

Ms Torney: I would have to ask my colleague.

Mr Finlayson: Yes, it is a similar drop.

Senator XENOPHON: Could I get details of that? It just seems to be taken as gospel that Friday nights are a dud—whereas in fact there may be fewer viewers overall.

Mr Finlayson: Yes, sure.

Answer:

In general, the Total TV viewing audience on Friday evenings (6 pm-12 midnight) is lower when compared to other nights. Average audience is lower during the football season compared with the weeks before and after.

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5 City Metro		Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Average Audience	Total TV Primetime (6pm-12mn) 2014ytd	4,840,000	4,651,000	4,485,000	4,442,000	4,235,000	4,169,000	4,061,000
	Total TV Primetime During Football	4,978,000	4,773,000	4,598,000	4,550,000	4,328,000	4,274,000	4,189,000
	Total TV Primetime Pre/Post Football	4,602,000	4,440,000	4,290,000	4,255,000	4,075,000	3,987,000	3,841,000

The average audience and Total TV share for 7.30 *Friday* is significantly lower than the national edition in each market. In 2014 and the year to date, 7.30 *Friday* achieved a five city average audience of **521,000** and a Total TV share of **10.2 per cent**. National 7.30 (*Mon – Thurs*) had a five city average audience of **702,000** and Total TV share of **11.8 per cent**.

		5 City Metro	Sydney	Melbourne	Brisbane	Adelaide	Perth
Average Audience	7.30 Friday	521,000	161,000	164,000	80,000	55,000	61,000
	7.30 Mon- Thurs	702,000	206,000	232,000	114,000	70,000	79,000
Total TV Share %	7.30 Friday	10.2	10.9	11.1	7.8	11	9.6
	7.30 Mon- Thurs	11.8	12.2	13.2	9.7	12.3	11

The 7.30 *Friday* audience decreases during the NRL and AFL seasons (weeks 10-40). During this time, 7.30 *Friday* achieved a five city average audience of **511,000**, down 6 per cent compared with its average Pre/Post football audience of **544,000**. Total TV share dropped from **11.6 per cent** in the weeks before and immediately after the football season to **9.7 per cent** during weeks 10-40.

		5 City Metro	Sydney	Melbourne	Brisbane	Adelaide	Perth
Average Audience	7.30 Friday During Football	511,000	160,000	162,000	78,000	54,000	57,000
	7.30 Friday Pre/Post Football	544,000	164,000	169,000	84,000	58,000	70,000
	<i>Diff</i>	-6%	0%	-4%	-7%	-7%	-19%
Total TV Share %	7.30 Friday During Football	9.7	10.5	10.5	7.5	10.4	8.7
	7.30 Friday Pre/Post Football	11.6	11.9	12.7	8.5	12.9	12.3
	<i>Diff</i>	-1.9	-1.4	-2.2	-1	-2.5	-3.6

**'During Football' based on Wks 10 – 40, 2014 (NRL season: 6th March – 5th Oct; AFL season: 14th March – 27th Sept); 'Pre/Post Football' based on Wks 1 – 9 & 41-49, 2014)

**Primetime = 6pm – 12mn

Source: OzTAM 5 City Metro Consolidated Data