

PRIME Continues To consolidate Audience In Survey 6 2006



Market Fact

PRIME
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▶ **PRIME** has continued its strong audience performance in Survey 6 2006.

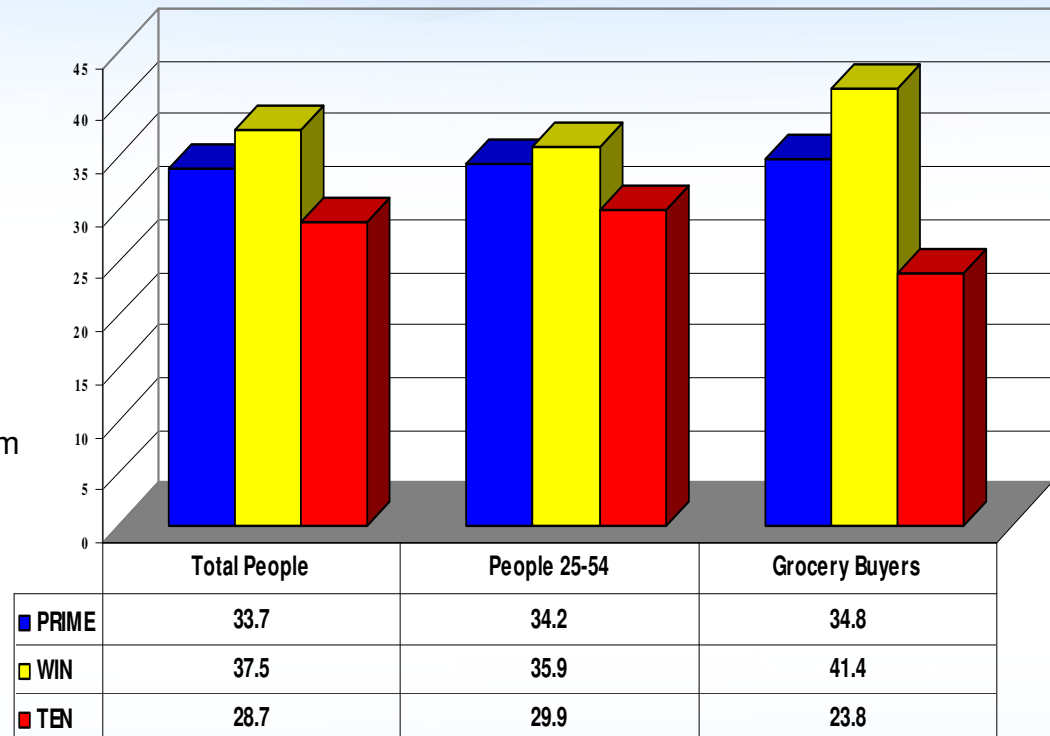
- **33.7%** of Total People up 1.2% on 2005
- **34.2%** of people 25-54 up 2.9% on 2005
- **34.8%** of Grocery Buyers up 3.3% on 2005

▶ **BORDER SECURITY** is regional Victoria's number one program during Survey 6 – averaging 172,982 viewers.

▶ **PRIME** records 9 of the top twenty programs during Survey 6, Win records 9 and Southern Cross Ten claims 2.

▶ **SEVEN NEWS** and **TODAY TONIGHT** dominate the 6pm news hour with 39.4% of Total People.

▶ **SUNRISE** is the dominant player in breakfast TV with 50.4% of Total People.



Source: Regional TAM/AGB Nielsen Media Research: Regional Victoria, Commercial Shares, Survey 6 2006, Sunday to Saturday 6pm to 10.30pm, growth measured against Survey 6 2005.

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PRIME Record 9 Of The Top 20 Programs

Program Discription			Viewers
1	BORDER SECURITY - AUSTRALIA'S FRONT LINE	PRIME	172,982
2	MCLEOD'S DAUGHTERS	WIN	156,936
3	60 MINUTES	WIN	154,868
4	CSI: CRIME SCENE INVESTIGATION	WIN	152,148
5	MEDICAL EMERGENCY	PRIME	150,489
6	MY NAME IS EARL	PRIME	146,484
7	A CURRENT AFFAIR	WIN	143,712
8	20 TO 1 -RPT	WIN	143,130
9	LOST	PRIME	140,559
10	SEVEN NEWS	PRIME	135,479
11	NATIONAL NEWS SUNDAY	WIN	134,804
12	TODAY TONIGHT	PRIME	133,509
13	THE ALL NEW SIMPSONS	TEN	131,721
14	COLD CASE	WIN	131,070
15	HOUSE	TEN	130,537
16	DESPERATE HOUSEWIVES	PRIME	128,887
17	WHAT'S GOOD FOR YOU	WIN	126,947
18	ALL SAINTS	PRIME	126,289
19	CSI: MIAMI	WIN	125,871
20	SEVEN NEWS - SUN	PRIME	122,899

Source: Regional TAM/AGB Nielsen Media Research: Regional Victoria, Top 20 Commercial Stations, 6.00am to Midnight, Survey 6 2006

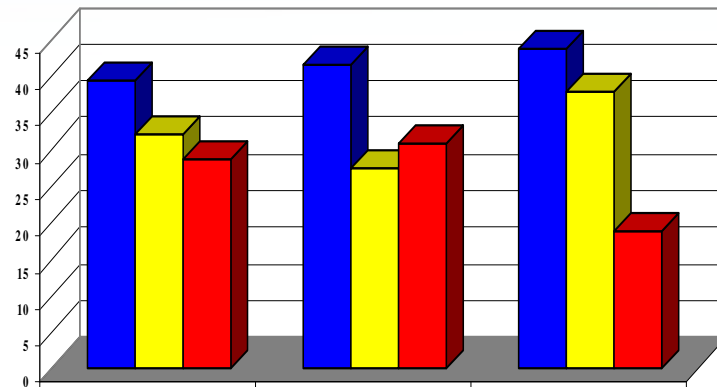
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PRIME Dominates In News And Current Affairs

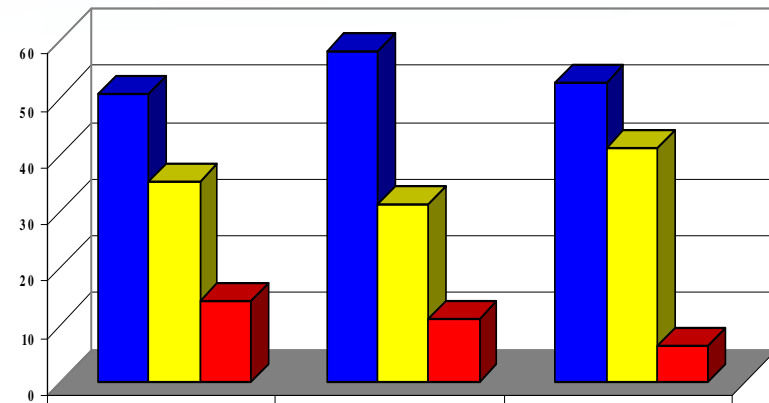
7 News and Today Tonight Dominate the 6pm News Hour



	Total People	People 25-54	Grocery Buyers
PRIME	39.4	41.6	43.5
WIN	32	27.5	37.7
TEN	28.6	30.9	18.8

Source: Regional TAM/AGB Nielsen Media Research: Regional Victoria, Commercial Shares, Survey 6 2006, Monday to Friday, 6pm to 7pm.

Sunrise Number #1 For Breakfast TV



	Total People	People 25-54	Grocery Buyers
PRIME	50.4	58	52.5
WIN	35.3	31.1	41.1
TEN	14.3	10.9	6.4

Source: Regional TAM/AGB Nielsen Media Research: Regional Victoria, Commercial Shares, Survey 6 2006, Monday to Friday, 6am to 9am.